

Core DataCloud Captures New Hybrid Cloud Market Opportunity with Rubrik



INDUSTRY

Service Delivery Partners

RESULTS

- New revenue streams from expanded multi-cloud capabilities
- Improved profitability from Rubrik's pay-as-you-go consumption program
- Scalable multi-tenancy platform for growing virtualized environment
- RTO reduced from 2 hours to as little as 15 minutes
- Reduction in management and technical support resource by 20%
- Rack-and-go in less than an hour

THE CHALLENGE

- Management complexity and lack of scalability with legacy backup software
- Hybrid cloud go-to-market bottleneck due to lack of cloud capabilities
- Lengthy recovery times

THE SOLUTION

- Rubrik-powered backup and disaster-recovery-as-a-service for the multi-cloud era

Operating in the service delivery market since 1998, UK-based Core DataCloud provides cloud-based IT services to the mid-market sector. Core DataCloud specializes in backup-as-a-service, cloud archival-as-a-service and disaster-recovery-as-a-service for customers across a broad range of industries, including shipping, legal and oil & gas. Powered by UK-based data centers, Core DataCloud's portfolio of services addresses the needs of UK and European businesses through secure multi-tenancy and enterprise class infrastructure.

CORE DATACLOUD DRIVES OPERATIONAL EFFICIENCY WITH LOWER RTOS AND SECURE MULTI-TENANCY

With legacy solutions, disaster recovery was extremely cumbersome. After deploying Rubrik, Core DataCloud significantly reduced recovery times and simplified disaster recovery. "With Rubrik, we are able to integrate data orchestration and catalog management across our entire environment in a single, scale-out fabric," said Core DataCloud Director Sharad Saggur. "Rubrik's comprehensive solution delivers improved functionality while driving operational continuity at lower costs. Passing on these savings to customers allows us to gain a competitive edge in the market."

In addition to accelerating growth through efficient and reliable backup performance, Rubrik also drives operational efficiency through multi-tenancy. "By empowering us to assign granular permissions to protected objects, Rubrik's technology accelerates self-service delivery of SLA policies and thereby enhances management security," said Saggur. "Having a secure multi-tenancy platform demonstrates to customers that our data is secure. The ability to pool resources drives our costs down and fuels faster innovation for us and our customers. This is critical to helping us attract customers and maintain our competitive advantage in the market as we scale."

NEW REVENUE STREAM FROM RUBRIK-POWERED CLOUD CAPABILITIES WITH PAY-AS-YOU-GO FLEXIBILITY

An increasing proportion of Core DataCloud's customers are shifting their workloads to the public cloud. By enabling customers to centralize backup and recovery across on-premises and multi-cloud environments into one platform, Rubrik is well-positioned to facilitate this transition. "Many of our customers are starting to migrate to Amazon Web Services and Microsoft Azure, and it is critical that Core DataCloud is able to deliver a comprehensive data management solution that can fulfill our customers' business needs," said Saggur. "Whether it's private, public or hybrid cloud, Rubrik has built-in cloud capabilities that give the customer options to build out their backup and recovery platform."

Core DataCloud's significant investment in Rubrik was designed to enable them to expand into new markets with Rubrik and also to increase profitability with the flexibility offered as part of Rubrik's pay-as-you-go consumption program. "Rubrik's consumption model allows for pay-as-you-go flexibility, which provides us with a low-risk and low-cost recovery platform and helps us establish long-term profitable relationships with our customers," said Saggar.

Other benefits include:

- **Rack-and-go Simplicity** – "Rubrik takes less than an hour to set up, and once configured, it is extremely easy to manage and scale."
- **Immutable Backups and Rapid Recovery to Combat Ransomware** – To prevent and recover from potential Ransomware attacks, lowering our recovery times have been a key focus. With near-zero RTOs and immutable backups built into their platform, Rubrik ensures that we are well equipped to resume business within minutes of a virus attack."
- **Significant Management Time Savings from Strong Support Capabilities** – "Prior to Rubrik, our IT team spent hours every day navigating the complexities associated with our legacy solution. Backed by a team of experienced support engineers, Rubrik offers world-class support capabilities that has drastically reduced our time spent on resolving technical issues, which has allowed us to focus our resources on growing our business."

"Rubrik's inherently simple yet comprehensive solution empowers us to deliver long-term benefit to our customers, which is the real benefit for us," said Saggar. "Rubrik's roadmap is very much in-line with where our business is heading, and we look forward to continuing to expand our market footprint in partnership with Rubrik."



"Rubrik's inherently simple yet comprehensive solution for a unified data management platform built for the multi-cloud era, empowers us to deliver long-term benefit to our customers, which is the real benefit for us."

– **Sharad Saggar**, Director, Core DataCloud



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Rubrik delivers a single platform to manage and protect data in the cloud, at the edge, and on-premises. Enterprises choose Rubrik's Cloud Data Management software to simplify backup and recovery, accelerate cloud adoption, and enable automation at scale. Rubrik's run-anywhere, scale-out architecture is built to empower IT departments today and in the future, reducing total cost of ownership while enabling infrastructure flexibility for a multi-cloud world. For more information, visit www.rubrik.com and follow @rubrikInc on Twitter.

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