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Rubrik + Estée Lauder: Securing At-Risk Data for Growing Beauty Empire

ESTĒE LAUDER

INDUSTRY
Retail

RESULTS
- Instant recovery with Live Mount
- 90%+ reduction in time to backups of 10TB+ databases
- Fortified protection of sensitive data with Rubrik Sensitive Data Discovery
- Significant management time savings

CHALLENGES
- Lack of data management for ROBO environments
- Poor backup performance and lengthy restore times
- High-risk blind spots with sensitive data

BUSINESS TRANSFORMATION
Leading house of prestige beauty, Estée Lauder is a collection of over 25 globally renowned beauty brands, each with its own unique set of data and unique challenges. To protect all data at scale while keeping costs low, the beauty company partners with Rubrik to break free from legacy data protection and mobilize to the cloud.

Founded in 1946, Estée Lauder is the leading house of prestige beauty of over 25 globally renowned beauty brands throughout 150 countries. Pankaj Govil, Executive Director Global Storage Infrastructure, leads the IT Storage department that supports over 48,000 global employees. "With data centers and regional offices spread around the world, our team protects several petabytes worth of data globally, so it's imperative that we have a data management solution that we have full confidence in," said Govil. "Rubrik does that for us."

HURDLES ON THE PATH TO DIGITAL TRANSFORMATION

As the company continues to grow, the challenges that they face predominantly come from the expansion of each new brand that we acquire. "As brands come to the market or get acquired, we successively have had to accommodate changing data or a different platform that boasts a different operating system," said Govil. "It's a complex task to mix and match the new, acquired technologies and bring it up to Estée Lauder's common platform."

"Naturally, as our technology continues to improve, our data has continuously grown as well. With exponential data growth at our hands, we have an increasing need to ensure the data is protected and not breached by any internal or external means," said Govil. "We have used many different platforms for managing and protecting our data, but we are now focused on unifying and deploying everything under Rubrik."

DATA READILY AVAILABLE AT THE FINGERTIPS

What Estée Lauder needed was a modern solution that was simple to administer, reliably able to recover their data, and seamlessly integrate with all of their different systems. "Our data is spread across many different regions, not solely because of acquisitions, but also due to the fact that high-resolution creative data and R&D data had to be close to our regional employees. By deploying Rubrik at all of our global data centers and remote offices, we ensure that our regional employees can avoid latency when they need to access necessary data," said Govil.

"We are also very impressed with Rubrik's ability to instantly recover. While other solutions were offering similar capabilities, Rubrik stood apart by the ease at which we were able to take a backup and instantly make it available through Live Mount," said Govil. Rubrik's instant recovery capabilities allows for a full VM to be restored from a backup in a matter of seconds. "It was an important selling point for us, and we constantly use it to have our data readily available."

With Rubrik, they have the flexibility to configure different strategies to capture and protect their data, whether it be Oracle databases or any other kind. "Generally, we have ensured that our backups are integrated with vCenter, so we're able to take VM snapshots and backup our data locally. We also have the option to take our data outside of the on-prem location, in which case we utilize the cloud or a different data center."

FORTIFYING CONTROL WITH RUBRIK SENSITIVE DATA DISCOVERY

"Prior to implementing Rubrik Sensitive Data Discovery, we did not know how much our data was at risk. We had security policies in place that articulated how sensitive information should be handled, yet sometimes PCI information was found in files where sensitive data should not have been," said Govil.

Govil and team use Rubrik Sensitive Data Discovery to help discover, classify, and report any potential locations of files containing sensitive data without any impact to production. "With Rubrik Sensitive Data Discovery, we were able to quickly identify the location of sensitive information without doing any manual work. This helped us reach out to the proper departments to remove and remediate the sensitive data, and

ensured that both our customers and the company stayed protected from exposed information."

"Rubrik has become part of our security and compliance infrastructure, and we confidently depend on our Rubrik solution to stay protected." Additional benefits include:

Instant Recovery: "We are very impressed with Rubrik's ability to instantly recover. While other solutions were offering similar capabilities, Rubrik stood apart by the ease at which we were able to take a backup and instantly make it available through Live Mount."

Rubrik Sensitive Data Discovery: "With Rubrik Sensitive Data Discovery, we were able to quickly identify the location of sensitive information without doing any manual work. This helped us reach out to the proper departments to remove and remediate the sensitive data, and ensured that both our customers and the company stayed protected from exposed information."

World-wide connection: "By deploying Rubrik at all of our global data centers and remote offices, we ensure that our regional employees can avoid latency when they need to access necessary data."

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Rubrik, the Zero Trust Data Security Company™, delivers data security and operational resilience for enterprises. Rubrik's big idea is to provide data security and data protection on a single platform, including: Zero Trust Data Protection, ransomware investigation, incident containment, sensitive data discovery, and orchestrated application recovery. This means data is ready at all times so you can recover the data you need, and avoid paying a ransom. Because when you secure your data, you secure your applications, and you secure your business. For more information please visit www.rubrik.com and follow @rubrikInc on Twitter and Rubrik, Inc. on LinkedIn. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.