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Rubrik Offers Simple, Profitable, Flexible  
Service Delivery Partner Program

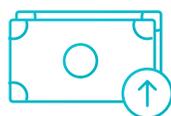
## INTRODUCTION

The Rubrik Services Delivery Partner (SDP) program offers simple, profitable, and flexible engagement models for our partners to build their own innovative partner branded solutions that are “powered by Rubrik”. Our Service Delivery Partners can create innovative Backup-as-a-Service, Disaster-Recovery-as-a-Service and Archival-as-a-Service solutions on top of Rubrik leading edge technology in a “pay as you grow” consumption model that reduces their risk, accelerates their time to market, scales easily, improves operational efficiency and creates a long term profitable relationship with their customers.



### **SIMPLE**

Accelerate your time to market with straightforward program



### **PROFITABLE**

Create new revenue streams, Premium Services, Pay-as-you-grow



### **FLEXIBLE**

Choose the engagement model that is right for your business

### **Differentiated Services and New Revenue Streams**

Rubrik’s nimble infrastructure comes with superior performance and operational simplicity to unlock service delivery value by quickly enabling new paths to premium services. Service Delivery Partners can leverage Rubrik’s technology to create differentiated services across a wide range of client use cases, including backup and instant recovery, archival, test/development, search, reporting and analytics, compliance, copy data management, and cloud solution services.

Service Delivery Partners can creatively co-create solutions with their clients using Rubrik as the technology back-bone, and can quickly spin up new services and new revenue streams.

### **Superior Products and Performance**

Rubrik offers Service Delivery Partners linear scale in capacity and performance with the following plug-and-play appliances and software editions:

- **Rubrik “Brik” Appliances** Hardware appliances for Enterprises and Large-Scale environments.
- **Rubrik AIR for Service Delivery Partners** A software appliance that extends data protection and management to virtualized and physical remote and branch office (ROBO) environments, including your clients’ remote locations.
- **Rubrik Envision** Advanced visual reporting that can be easily customized to provide detailed platform analytics across the client’s infrastructure.
- **Rubrik CloudOn for Disaster Recovery and Test/Dev in the Cloud** Application instantiations services for cloud, beginning with AWS. This maximizes application mobility and service delivery flexibility.
- **Rubrik CloudOut for Data Archival** Send your application data to non-Rubrik storage tiers (including public cloud, object storage) for long-term retention while retaining immediate access with predictive search.

## Program Tiers

Rubrik offers two levels within the program, to reward extra volume and commitment from partners. The select level is aimed at those partners looking for a flexible entry point into the service delivery market via a-la-carte pricing, targeted at SMB to mid-market customers. Partners at the Elite level are delivering services targeted at Mid- to Large Enterprise customers who have large data sets to manage or migrate.

## Flexible Engagement Models

With this program, Rubrik offers flexible engagement models for partners including subscription and two new consumptions engagement models for both hardware and software. The consumption model for hardware provides Service Delivery Partners a low-risk and low-cost platform upon which they can build new services that are powered by Rubrik on a pay-as-you-grow basis. Partners simply pay a low startup fee for the hardware and then are billed a low monthly fee per GB based upon the services they choose to deliver. The consumption model for software allows partners to leverage Rubrik software on top of approved third party hardware appliances (e.g. Cisco, HPE, Dell). Partners pay only a monthly fee per GB based upon the services they choose.

## Program Innovation

Unlike legacy MSP programs, partners are charged based upon back-end data, the actual data used on the device, versus front-end data that many competitors may use that includes duplication. Additionally, Rubrik makes capacity aggregation available across multiple clients and multiple clusters, which helps partners centrally manage and bill for utilization, as well as helps meet their minimum annual commitment and reach volume discounts regardless of the service (e.g backup, archive, disaster recovery, etc.) being delivered to their clients.

## Additional Benefits for Partners Include:

- **Custom Branding** Service Delivery Partners can leverage “Powered by Rubrik” logos to support the messaging of their solutions to their clients.
- **Co-Marketing Support** Rubrik is committed to working with partners on joint marketing events to raise awareness and drive demand for cloud data management solutions. Eligible partners can request MDF funds to help with demand generation.
- **Online Training** Rubrik provides partners with access to sales and technical training, anywhere, anytime for ease of onboarding new partners into the program.
- **Online partner portal** A new online portal is available to all Rubrik partners with sales tools, educational materials, instructional videos and more.
- **Technical Support** Service Delivery Partners have access to Rubrik award winning Technical Support to help them deliver services to their clients.

## Service Delivery Partner Program Overview

Program Requirements	Elite	Select
Ramp Period	90 Days	60 Days
Rubrik Service Delivery Sales Specialists	5	3
Rubrik Service Delivery Technical Professionals	3	2
Annual Commitment	Yes	Yes
Business Plan / Level Reviews	Yes	Yes
Rubrik Program Champion	Yes	N/A
Deliver Level 1 & 2 Support	Yes	
Case Studies	1 Annually	N/A
Length of Term	3 Years Minimum	3 Years Minimum
Start-up Fee	Yes	Yes
Hardware Refresh	Yes	Yes

Program Benefits	Elite	Select
Subscription Pricing Model	Yes	Yes
Consumption Pricing for Rubrik hardware*	Yes	Yes
Consumption Pricing for Rubrik software*	Yes	--
Capacity Aggregation*	Yes	Yes
Volume Pricing Adjustments*	Yes	--
Starter Kit / NFR Equipment	Yes	--
Partner Portal Access	Yes	Yes
Online Training	Yes	Yes
Dedicated Account Manager	Yes	--
Technical Support	Yes	Yes
MDF Eligibility	Yes	--
Powered by Rubrik and Program Logos	Yes	Yes

\*Based on back end data

Don't Backup, Go Forward. For more information contact your Rubrik Partner Sales Representative.



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Rubrik delivers instant application availability to hybrid cloud enterprises for recovery, search, cloud, and development. By using the market-leading Cloud Data Management platform to provide instant access with self-service, customers mobilize applications, automate protection policies, recover from Ransomware, search and analyze application data at scale on one platform. From days to seconds.

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