



# Rubrik for Cloud Data Protection

Automate backup and rapid recovery at scale across your hybrid and multi-cloud environments.

## THE CHALLENGE

The threat landscape is rapidly expanding and the cloud has become the preferred target. Last year alone, there was a staggering 70% increase in malicious events across all public clouds. And cybercriminals are specifically targeting one of the most critical assets of any organization—its data. A troubling 93% of cloud attacks are specifically aimed at locating and compromising backups, with a concerning success rate of 73%.

As more data is stored in the cloud, the situation is exacerbated by cloud sprawl. Data is being stored in multiple accounts spanning multiple regions and different clouds, all of which leads to a growing attack surface. Moreover, all major cloud vendors have explicitly clarified through the shared responsibility model that they are not accountable for safeguarding an organization's data. Organizations cannot assume their data is automatically recoverable just because it is stored in the cloud.

In this context, IT needs to ensure that all data, whether stored in a single cloud, multiple clouds, or on-prem, is consistently protected and can be confidently restored.

## THE SOLUTION

Rubrik simplifies backup and recovery with centralized management across all cloud data. Deployed as a SaaS solution, Rubrik seamlessly integrates with Amazon Web Services (AWS), Google Cloud (GCP), Microsoft Azure, and Oracle Cloud Infrastructure (OCI) to protect native workloads, including PaaS and IaaS services.

Rubrik enables organizations to drive resiliency at the point of data and take back control and visibility with immutable backups, consolidated compliance, and global audit reporting for datacenter and cloud.

Eliminate painful scripting and manual job scheduling by automating backup policy management with one single interface. Implement consistent policies across all your workloads, whether on-prem or in the cloud. Use incremental forever backups to drive capacity and network savings. Manage cloud storage costs with policy-based tiering that leverages compression and lower cost storage classes. Quickly search and recover snapshots or files at any level of granularity with in-place restores. Recover in minutes from regional failures with cross-region replication.



### UNIFIED MANAGEMENT

Secure all your cloud workloads on a single SaaS platform with global visibility and control



### VISIBILITY & COMPLIANCE

Achieve baseline immutable backup of all data using a single SLA policy with auto discovery of new resource



### RAPID RECOVERY

Achieve a near-zero RTO by surgically recovering apps, files, or objects at scale

## HOW IT WORKS

### Authorize

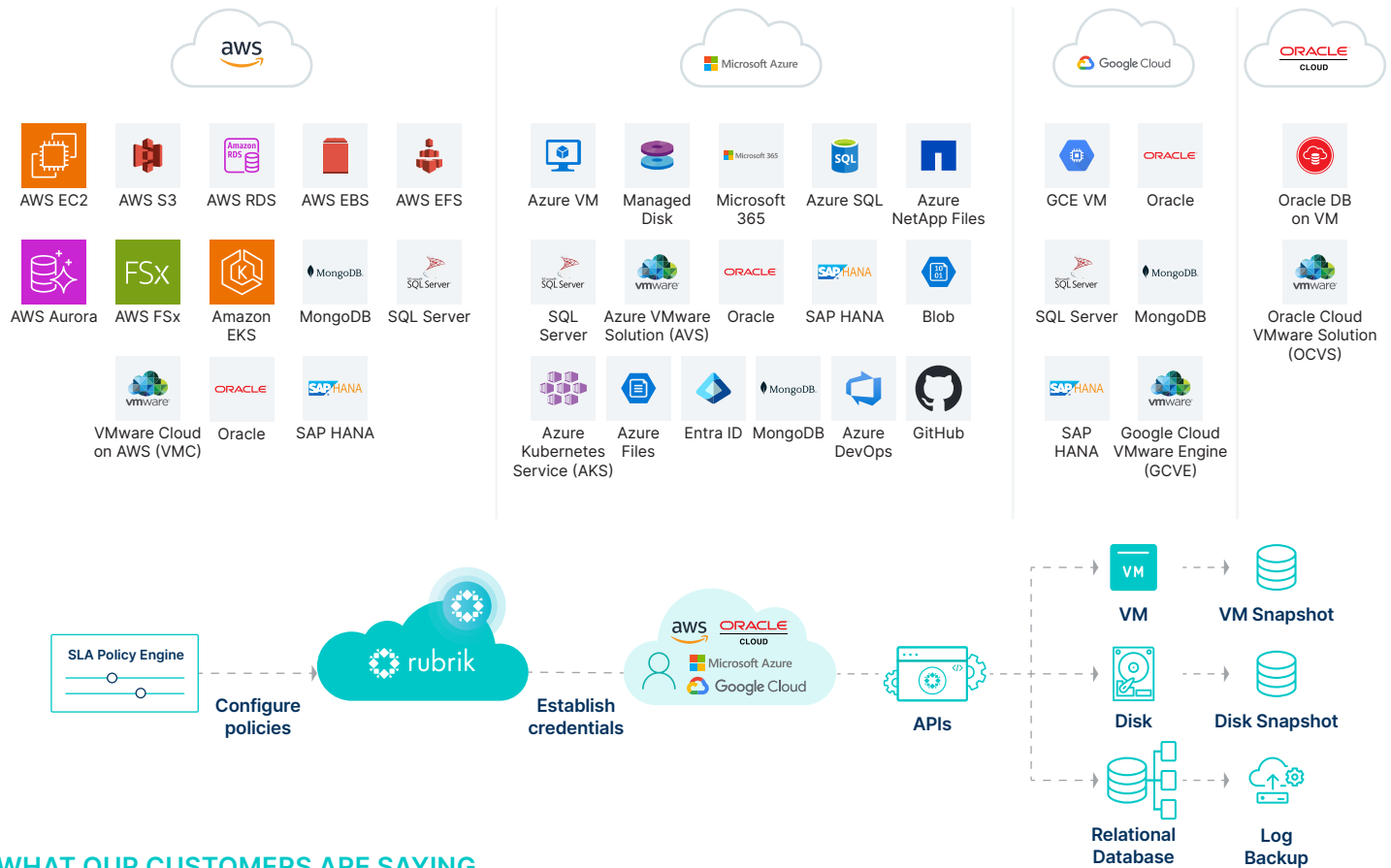
Authorize Rubrik with your cloud in a few clicks using the automated setup workflow. Requiring only the minimum set of permissions needed, Rubrik will auto-discover your environment in configured accounts, allowing users to specify which accounts and regions to manage.

### Configure

Use our powerful SLA policy engine to automatically create and expire snapshots to suit your backup and replication requirements. If file recovery is needed, Rubrik automatically spins up a single lightweight node in the cloud which is powered down once complete, minimizing consumption of cloud compute resources for more efficient cloud economics.

## Protect

Backups are automatically stored in scalable cloud storage so that users can efficiently scale protection in-line with cloud service consumption. Use incremental forever backups to drive capacity and network savings. All cloud data can be automatically indexed, delivering instant access and fast recovery with global predictive search. Users simplify management across hybrid cloud with a single Rubrik UI for cloud and on-premises applications. Use Rubrik on premises or in the cloud to automatically backup and recover cloud VMs. With global predictive search, perform file-level restores in the event of a corrupt or missing config file without rolling back your entire system.



## WHAT OUR CUSTOMERS ARE SAYING

“We’ve started to migrate certain workloads to Amazon EC2 as part of our digital transformation efforts, but relied on native AWS snapshot tools which offered no central management capability. So the idea of incorporating EC2 backups into the same data protection solution as our on-premises backups was a no-brainer. Server administrators will be able to opt-in to backups simply by putting a certain tag on the EC2 instance, which they can then incorporate into their automated server build process, helping to simplify and bring certainty to protecting EC2 instances”

**Michael Keintoff**  
Senior Systems Administrator  
Meredith Corporation



“Rubrik’s native protection for Google Cloud modernizes the protection of our cloud applications, extending the same simplicity of our on-prem environment into the cloud. By employing the same SLA policies to automate data protection across our hybrid cloud, we no longer have to dedicate time to manage our backups. Rubrik’s solution increases our operational efficiency and allows us to focus on what matters the most—our customers.”

**Frederic Lhoest**  
Senior Technology Architect  
PCCW Global



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Rubrik (NYSE: RBRK) is on a mission to secure the world’s data. With Zero Trust Data Security™, we help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, secures data across enterprise, cloud, and SaaS applications. We help organizations uphold data integrity, deliver data availability that withstands adverse conditions, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked.

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