Whether you are running on-prem or in Azure, Rubrik delivers all aspects of data management with consumer-grade simplicity and policy-driven intelligence across all your Microsoft apps – physical or virtualized Windows, SQL, Hyper-V, Azure Stack, and Azure. Manage your entire Microsoft stack on one platform. Modernize backup and recovery of Azure VMs with cloud-native protection. Use incremental backups to drive capacity and network savings. Power on your SQL backups instantly or provision a clone to any desired point-in-time for test/dev in minutes. As you shift your apps to Azure, Rubrik orchestrates all critical data management functions – backup, recovery, search, archival, analytics, and more – for your cloud-native and hybrid cloud applications.

**AZURE SOLUTIONS**

Whether it’s on-prem or in Azure, Rubrik powers on apps for recovery, search, analytics, and test/dev. Deploy Rubrik on-prem via plug-and-play appliances or as software. Replicate your on-prem apps and data to Azure. Quickly spin up apps in Azure for cost effective application recovery or test/dev. Modernize backup and recovery with native Azure protection, and automated lifecycle management. Protect your filesets with tight NetApp integration and native protection for Azure NetApp Files (ANF).
### Key Features

**App-Consistent Snapshots:** Take application-consistent snapshots for your cloud instances of Microsoft Exchange, SharePoint, SQL Server, Active Directory, and Oracle RDBMS.

**Cloud-scale Data Efficiency & Resiliency:** Maximize storage efficiency with global deduplication that scales inline with your cloud-based cluster. Utilize erasure coding to provide resiliency and fault tolerance while minimizing capacity overhead.

**Policy-based Management:** Click to assign SLA policies to your VMs, applications, and databases. Just select desired snapshot capture frequency, retention duration, and desired location.

**API-first Architecture:** Automate custom lifecycle management workflows with a rich suite of RESTful APIs to quickly move local data to the cloud and intelligently manage cloud data to business needs.

**Global Real-Time Search:** Instantly search for files across all snapshots with suggested search results as you type.

**Swift Recovery:** Deliver rapid recoveries for your file, folders, filesets, application and database instances in the cloud.

**Customized Analytics:** Rubrik Envision delivers real-time platform insights on data management, compliance, and capacity planning across your entire cloud environment. Get actionable insights from data visualization.

### Hybrid & Multi-Cloud Replication
- **Cloud-to-Cloud Replication**
- **Cloud to On-Prem Replication**
- **On-Prem to Cloud Replication**

Deliver replication within a multi-cloud environment (different Azure regions). Bi-directional replication also available from Azure to an on-premises Rubrik cluster.

### Data Archival

Send your application data to Azure for long-term retention while retaining immediate access with predictive search. Ensure instant accessibility of archived data with Rubrik’s real-time predictive search.

### Cloud-Native Protection

Modernize backup and recovery of Azure VMs with native snapshots and API-based data protection. Protect cloud-native applications (such as Windows and Linux-based applications, SQL databases) by writing to Azure’s storage services.

### Application Recovery in the Cloud

Use on-demand instantiation for more flexibility in recovering an Azure Virtual Machine as a Cloud image in the event of a contingency. Enable self-service access to spin up application test/dev cloud sandboxes. Rubrik automates the conversion of application data (VHD) into an Azure VM.

### RUBRIK AND MICROSOFT CUSTOMERS

- Bioverativ
- University of Reading
- Mall of America
- DAVIES

Rubrik, the Multi-Cloud Data Control™ Company, enables enterprises to maximize value from data that is increasingly fragmented across data centers and clouds. Rubrik delivers a single, policy-driven platform for data recovery, governance, compliance, and cloud mobility. For more information, visit [www.rubrik.com](http://www.rubrik.com) and follow @rubrikinc on Twitter. © 2020 Rubrik. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.