

Rubrik Zero Trust Data Management Built for Retail

Integrated Protection For Your Store, Enterprise, Azure and Microsoft 365

Retail organizations run demanding ecommerce operations, managing PoS in a digital economy with growing cost constraints while also securing against cyber threats like ransomware. The retail sector seeks to modernize data protection across stores, datacenters and cloud operations while improving security, reducing operational costs, and delivering exceptional customer service.

Rubrik Zero Trust Data Management alongside Microsoft Azure helps retail clients manage critical applications while addressing ransomware risk. Rubrik and Microsoft help retail customers modernize security and defend against threats. Retail customers are asking Rubrik and Microsoft to help protect and govern their sensitive data across hybrid cloud, Azure and M365, to help them innovate and digitally transform.

- Rapid recovery against ransomware with Rubrik Zero Trust Data Management built for Microsoft Azure
- Automate data operations to support retail stores whether in person or online
- Accelerate digital transformation and time to value with Azure by increasing data mobility and business agility
- Improve operational recovery times to keep business services online and always performing

Rubrik integrates data protection, catalog management, and cloud mobility into a single software platform to simplify operational management and reduce costs. Native immutable snapshots and intelligent data change detection accelerate recovery from ransomware. End-to-end encryption safeguards your data in support of regulatory compliance with PCI and PII regulations. Automated sensitive discovery and classification helps accelerate compliance.



TURBOCHARGE BACKUP AND RECOVERY

Shorten backup windows with an incremental-forever approach. Reduce RTO down to minutes.



DEFEND AGAINST RANSOMWARE

Prevent data loss with immutable snapshots. Recover faster with visibility into how data changed during a ransomware attack.



SIMPLIFY DAILY MANAGEMENT

Automate data protection, replication, and archival workflows. Reduce daily management time.

USE CASES

DATA SECURITY AND RANSOMWARE DEFENSE

With Rubrik, all your applications and data are stored in an immutable format, preventing ransomware from accessing and encrypting your traditional backups. Deliver 1-click recoveries with AI-driven insights into how your data has changed during an attack. Identify sensitive data that may have been exfiltrated with Rubrik Zero Trust Data Management built for Microsoft Azure.

MICROSOFT AZURE DATA ARCHIVAL AND DISASTER RECOVERY

Rubrik makes it easy to manage archival of your business data in Microsoft Azure as part of business continuity and disaster recovery plans. Whether your application runs on-premises, edge locations, in Azure or M365, Rubrik can instantly locate and recover your data with global search. Reduce costs of long-term data retention and be prepared for disasters with failover to a secondary site and Azure.

SIMPLIFIED BACKUP AND RECOVERY

Rubrik delivers near-zero RTOs for VMs, Microsoft SQL, and Oracle databases. Stop spending time managing backup jobs and start automating protection policies. Locate VMs, physical databases, applications, and files with intuitive search.

HIGH-PERFORMANCE DATABASE BACKUP AND RECOVERY

Rubrik high performance database protection for Microsoft SQL Server, Oracle and SAP HANA backup lets you scale your seasonal operations without impact to performance. Rubrik Live Mount for SQL Server and Oracle speeds the test/dev cycle by giving DBAs the power to create instant clones without consuming storage.

MICROSOFT AZURE CLOUD-NATIVE PROTECTION

Modernize backup and recovery and secure your data and applications built on Microsoft Azure. Drive a consistent management experience across your on-premises and Azure services with a single SaaS management application that leverages policies across clouds and workloads.

MICROSOFT 365 BACKUP AND RECOVERY

Drive consistent, SaaS based backup across Exchange Online, OneDrive, SharePoint, and Teams through a single, intuitive dashboard. Eliminate manual job scheduling and streamline policy management across tens of thousands of users. Auto-scale resources to seamlessly operate at scale.

TRUSTED BY RETAIL ORGANIZATIONS



"Leveraging the Rubrik API has allowed us to quickly deploy, provide a backup as a service, as well as make quick environment modifications with Ansible."

BB Laycock, Lead Systems Engineer – The Home Depot

94% reduced backup time
56% reduced replication time
97% near-zero RTOs



"There was no potential for real long-term financial damage [in the ransomware attack] because we have Rubrik. You need to have not only end-user education and group policies, but also disconnected backups being managed by a system that is totally separate from your production environment, so no attack can get to them. That's where Rubrik steps in."

Matthew Day, ICT and Support Manager – Langs Building Supplies

\$0 paid in ransom
100% recovery from ransomware within 24 hours
Zero data lost

POINT OF SALE RESILIENCE

Rubrik's Instant Recovery feature allows you to restore your most critical applications – like PoS systems – in seconds – in other words, with near-zero RTOs. PoS availability is often contingent on the availability of a critical database or cluster of VMs which can be quickly restored, and operations can continue while troubleshooting takes place in the background.

AUTOMATED SENSITIVE DATA DISCOVERY AND CLASSIFICATION

Rubrik scans backup data to discover and classify sensitive data without any impact to production. Rubrik classification and compliance leverages your Rubrik Cloud Data Management deployment to identify where PCI, PII and other confidential customer information may be located without requiring you to deploy any additional infrastructure.

AUTOMATION AND SELF-SERVICE FOR REMOTE LOCATIONS

SaaS-based management gives IT the ability to easily manage and monitor data protection for thousands of remote locations. Rubrik's RESTful APIs integrate seamlessly with any third-party service to automate configuration and orchestration management. Easily plug into ServiceNow, Splunk, and VMware while leveraging our API first architecture to easily integrate with Puppet, Chef, Ansible, or SaltStack. Simplify daily management with self-service through ServiceNow and VMware vRO/vRA.



"Rubrik's native integration with Azure ensures we're able to maximize our storage efficiency as we scale our cloud footprint. This also allowed us to migrate off tape, eliminating unnecessary overhead and leading to immediate hard savings."

Janette Smrcka, IT Director – Mall of America

80% management time savings
52 days per year of additional productivity
90% faster restores



"Rubrik's Live Mount allows us to craft test environments with our latest production data, making it easy for our teams to work against datasets as close to production as possible while avoiding interference or downtime within our environment."

Wisutr Boonchamnan, Vice President of Information Technology – Index Livingmall

25% management time savings
2x improved backup performance
90% faster restores



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Rubrik, the Zero Trust Data Management™ Company, enables cyber and operational resilience for enterprises; including ransomware protection, risk compliance, automated data recovery, and a fast track to the cloud. 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.