rubrik | **Microsoft**

Rubrik Zero Trust Data Security Built for Consumer Goods

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

The consumer goods industry relies on data and analytics to crack consumer habits, trends, and information, but must also address rising supply chain costs as well as secure against cyber threats like ransomware. Consumer goods organizations seek to modernize data protection across datacenters and cloud operations while improving security, reducing operational costs, and continuing to focus on selling as many products to as many customers as possible.

Rubrik Zero Trust Data Security alongside Microsoft Azure helps consumer goods customers manage critical applications while addressing ransomware risk. Rubrik and Microsoft help consumer goods customers modernize security and defend against threats. Consumer goods 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 Security built for Microsoft Azure

- Automate data operations to support retailer networks, 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 had changed during an attack. Identify sensitive data that may have been exfiltrated with Rubrik Zero Trust Data Security 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.

POINT OF SALE RESILIENCE

Rubrik's Instant Recovery feature allows you to restore your most critical applications – like manufacturing systems – in seconds – in other words, with near-zero RTOs. Information critical for responding to product recalls 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.

TRUSTED BY CPG ORGANIZATIONS

Driscoll's
Only the Finest Berries™

"It's important that we are able to backup the VMs in our cooler facility. If we don't, we cannot receive and ship berries. We can now successfully and easily backup the applications underpinning our supply chain—at both a VM and file-level. That way, we continue to deliver the finest berries to delight our customers."

Jose Ambrosio, Systems Engineer – Driscoll's

- **Near-zero RTO for recovery (RTO=minutes vs. hours)**
- **Simple integration and ease of use**
- **Longer backup retention periods**

ESTĒE LAUDER

"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. Rubrik does that for us."

Pankaj Govil, Executive Director Global Storage Infrastructure - Estée Lauder

- **Instant recovery with Live Mount**
- **90%+ reduction in time to backups of 10TB+ databases**
- **Significant management time savings**

DUNN LUMBER
Building success together.

"Due to Rubrik classification and compliance, we can show how we are managing sensitive data and what mitigating factors are in place. This can help us lower our cyber security insurance costs since that sensitive information is not readily available to bad actors."

Tyler Banken, Director of Information Technology – Dunn Lumber

- **Faster time to resolution during a security incident**
- **Streamline audit process**
- **Lower cyber insurance premiums**

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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.

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