A Forrester Total Economic Impact™
Study Commissioned By Rubrik
March 2019

The Total Economic Impact™ Of Rubrik Cloud Data Management

Cost Savings And Business Benefits Enabled By Rubrik

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ABOUT FORRESTER CONSULTING

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Key Benefits

Reduction in management time:
92% reduction in time spent on backup

Reduced total cost of ownership (TCO) compared to the legacy solution:
47% TCO reduction

Downtime cost avoidance:
$740,000 saved due to reduced system downtime over three years

Executive Summary

Rubrik commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Rubrik Cloud Data Management. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Rubrik on its organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed one customer with several years of experience using Rubrik. Rubrik Cloud Data Management is a single software layer that manages all data in the cloud, at the edge, or on-premises for use cases including backup, disaster recovery, archival, compliance, analytics, and copy data management.

Prior to using Rubrik the interviewed organization relied on a solution that was time intensive to maintain and did not provide adequate visibility into the organization's backup environment. The legacy system required systems engineers to spend most of their time maintaining the backup solutions and manually addressing any issues that arose in this environment. These engineers would frequently encounter issues that caused the entire system to fail. To remediate these issues the engineers had to spend time looking into the root causes of these failures, which could lead to the systems being offline for substantial amounts of time. The organization needed a more reliable, user-friendly solution that would allow its systems engineers to spend less time addressing system failures and more time contributing to the business.

With Rubrik, the organization experiences substantially fewer failures. The automation built into Rubrik reduces previous manual efforts, allowing the backup team to spend less time managing its backup and disaster recovery environment. The success rate of the backups increases considerably, which frees up time for engineers to participate in more value-add work for the organization. Compared to the previous solution, the organization is also able to save substantial total costs with Rubrik. Rubrik also eliminates application availability issues associated with the prior backup solution, improving user experience.

Key Findings

Quantified benefits. The interviewed organization experienced the following risk-adjusted quantified benefits:

- **An almost 92% reduction in time spent managing backups due to the simplicity of Rubrik, resulting in over $160,000 of cost avoidance.** With its previous solution, the backup team spent over 1,800 hours on backup management per year by Year 3. With Rubrik, the team leverages automation to significantly reduce manual work and eliminates time spent on reconfiguring the systems after failures caused by backup-related issues.
- **22 hours of application downtime avoided per year, resulting in almost $740,000 in downtime-related cost avoidance.** The prior solution was less effective at resolving downtime issues. When the organization experiences events that result in downtime for its business-critical systems, Rubrik reduces the average time it takes to resolve these events by over 2 hours per event.

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ROI
91%

Benefits PV
$2.6 million

Costs PV
$1.4 million

NPV
$1.2 million

Payback
9 months

› **Reduced total cost of ownership (TCO) with Rubrik of 47%, compared to the legacy system, including over $1.6 million of cost avoidance.** The legacy solution was expensive to maintain due to the need to invest in more licenses as the organization's data storage needs continue to grow. Rubrik's ability to archive data makes it less expensive for the organization to own and operate over an extended period. The organization can save on license, maintenance, hardware, and data center costs associated with its previous backup solution.

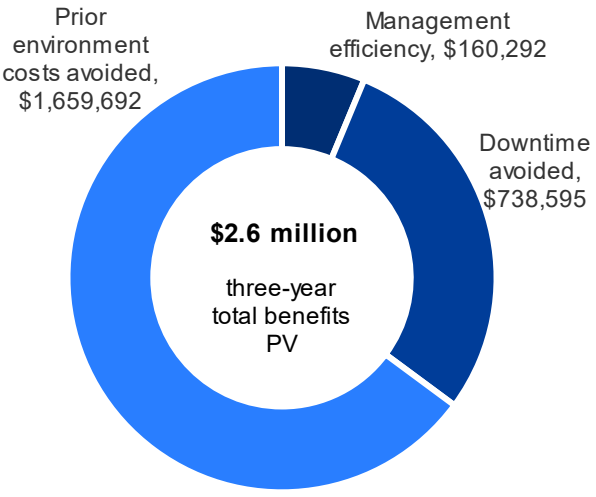
Costs. The interviewed organization experienced the following risk-adjusted costs:

› **Rubrik license and support costs.** The organization paid an upfront fee for eight Rubrik appliances and five Rubrik Edge licenses. As the organization's data storage needs grow each year, more spare capacity is utilized. The organization expects to add additional Rubrik capacity in Year 4.

› **Time spent on Rubrik implementation and ongoing costs.** The organization's backup team spent time planning and migrating from the previous backup solution to Rubrik. Each year, the organization spends a minimal amount on Rubrik administration and data center capacity.

Forrester's interview with an existing customer and subsequent financial analysis found that the interviewed organization experienced present value (PV) benefits of $2.6 million over three years versus PV costs of $1.4 million, adding up to a net present value (NPV) of $1.2 million and an ROI of 91%.

> "I don't have to go back and try to re-run those jobs and figure out why they failed. In the business, that's a huge amount of money if they need a restore from that date that didn't run. Then, they must go back to another date, or there's something down and it's going to take a lot longer since they've lost data. So, it's a huge amount of money when you're talking downtime."
>
> *Systems engineer, insurance*



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TEI Framework And Methodology

From the information provided in the interview, Forrester has constructed a Total Economic Impact™ (TEI) framework for those organizations considering implementing Rubrik Cloud Data Management.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Rubrik Cloud Data Management can have on an organization:

The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

DUE DILIGENCE
Interviewed Rubrik stakeholders and Forrester analysts to gather data relative to Rubrik Cloud Data Management.

CUSTOMER INTERVIEW
Interviewed one organization using Rubrik to obtain data with respect to costs, benefits, and risks.

FINANCIAL MODEL FRAMEWORK
Constructed a financial model representative of the interview using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewed organization.

CASE STUDY
Employed four fundamental elements of TEI in modeling Rubrik Cloud Data Management's impact: benefits, costs, flexibility, and risks. Given the increasing sophistication that enterprises have regarding ROI analyses related to IT investments, Forrester's TEI methodology serves to provide a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Rubrik Customer Journey

BEFORE AND AFTER THE RUBRIK INVESTMENT

Interviewed Organization

For this study, Forrester interviewed one Rubrik customer:

- The interviewed organization is an insurance company located in the United States with 2,000 employees and approximately $100 million in annual revenue. The organization has deployed two Rubrik clusters and stores 220 terabytes (TBs) of data, with its data needs growing by an estimated 20% year over year. The organization utilizes on-premises storage systems with five appliances at the headquarters and a colocation facility for disaster recovery with three additional appliances an hour from the headquarters.
- The organization has been using Rubrik for approximately two years for backup and recovery, replication, data testing, and archiving. A year after the original deployment of Rubrik, the organization added five Rubrik Edge licenses to its backup environment for testing new versions of Rubrik software.

Key Challenges

Prior to using Rubrik, the organization experienced the following issues with its backup solution:

- **The previous backup solution was not user-friendly, which resulted in operational inefficiencies.** The previous backup solution was not intuitive and made even easy tasks exceedingly cumbersome. The interviewee stated that setting up new applications and moving jobs took anywhere from 6 to 8 hours of a systems engineer's time. The constant need to complete these tasks led to engineers spending most of their time attending to these activities. The interviewee explained: "To set up appliances, it's probably an hour and then moving the job can be a 6 to 8 hour event. It was a significant challenge. It wasn't supposed to be hard, it just was. They never worked and that meant several days of cleanup for me."
- **The previous solution was unreliable and resulted in costly downtime for business-critical systems.** The complexity of the previous system posed a significant challenge during events that caused system failures. The lack of transparency into the system caused the organization to spend considerable amounts of time getting its systems back online. Oftentimes the only way to do this was to revert to previous backups leading to rework, which was costly to the organization. The interviewee stated, "When the server is down or a directory is deleted and I can't get it back after I recreate it, or I have to go back another day, and then they have to re-input that days' worth of claims, that's a huge amount of money for us to bear."
- **Employees spent significant portions of their time maintaining the previous system due to its complexity.** With the previous backup solution, employees had to spend exorbitant amounts of time maintaining the solution to keep the system functioning properly. The interviewee said, "You have to constantly move things around and set

> "The problem with our old solution was that it took a lot of my time to use. You had to constantly move things around and set up new windows, and when things failed, I pretty much had to figure out why they failed and then try to fix it or re-run it. We were having all kinds of issues and I was spending probably six hours of my day just managing our old system. I needed to be involved in other things and I needed more time for that."
>
> *Systems engineer, insurance*

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up new windows, and when things failed, I pretty much had to figure out why they failed and then try to fix it or re-run it."

Key Results

The interview revealed that key results from the Rubrik investment include:

- **With Rubrik, employee efficiency increases due to system simplicity.** After making the investment in Rubrik, the interviewed organization can reduce the amount of time its employees spend managing their backup system. As the interviewee reported: "With our legacy system, we could be spending up to 6 hours a day just on backup alone. With Rubrik, I probably now spend just half an hour per day."
- **Rubrik leads to a reduction in system downtime, providing substantial benefit to the business.** Compared to legacy solutions, Rubrik is much easier to navigate and provides more insights to end users when systems fail. This makes it easier to address the issue that leads to a failure and reduces the amount of downtime the organization experiences. The interviewee stated: "The cost-savings is in my time, I don't have to go back and try to re-run those jobs and figure out why they failed. In the business, that's a huge amount of money being saved."
- **Rubrik's flexibility and adaptability allows the organization to consolidate, resulting in significant cost savings.** Rubrik enables the interviewed organization to consolidate and replace its previous backup environment. As a result, the organization can avoid purchasing additional hardware that it would have otherwise needed to keep up with its growing data-storage needs. The interviewee said: "In the last two years, I would have had to buy four more appliances from our legacy supplier to cover the growth. . . . I think if we had stayed with our legacy solution, we would have had to add another link to our replication site as well."
- **Investing in Rubrik enables the interviewed organization to reduce the amount of time spent maintaining and implementing the solution.** After investing in Rubrik the organization can decrease the amount of time and resources that are dedicated to maintaining the backup. Employees can reallocate their time to more business critical tasks because of the automation provided by Rubrik. The interviewee said: "In our legacy system, we needed to set up windows, and in order to add another appliance we had to move all of our jobs, which was lot of overhead. With Rubrik, when we add another appliance, it just clusters in and automatically picks what server it's going to use."

> "With Rubrik, I'm not having as many failures and our success rate is way up on the backup jobs and the replications, specifically. That was the big one, because we were having all kinds of trouble with things failing in our previous system. Those things are a lot better now with Rubrik."
>
> *Systems engineer, insurance*

> "Being able to search for a single file is one of our big sells. I can go to a server and just search for whatever I want and it comes up."
>
> *Systems engineer, insurance*

Analysis Of Benefits

QUANTIFIED BENEFIT DATA

Total Benefits

REF.	BENEFIT	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Atr	Management efficiency	$53,352	$65,208	$77,064	$195,624	$160,292
Btr	Downtime avoided	$297,000	$297,000	$297,000	$891,000	$738,595
Ctr	Prior environment costs avoided	$1,557,000	$154,800	$154,800	$1,866,600	$1,659,692
	Total benefits (risk-adjusted)	$1,907,352	$517,008	$528,864	$2,953,224	$2,558,579

The table above shows the total of all benefits across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the interviewed organization expects risk-adjusted total benefits to be a PV of almost $2.6 million.

Management Efficiency

The interviewed organization found the following management efficiency improvements compared to its previous backup solution:

- With their legacy solution, systems engineers were spending most of their time monitoring and initiating backups. This prevented these engineers from attending to their other responsibilities and caused a slowdown in the day-to-day activities of the organization. After implementing Rubrik, engineers were able to use their time more efficiently to address business-critical activities. Automation, enabled through Rubrik, drives this efficiency, thereby reducing manual time spent on backup jobs or backup policies. Instant recovery features speed time to address recovery requests, and the search functionality allows for faster access to archived data.
- The organization's previous backup solution would often cause issues with system availability. Weekly, systems engineers would have to troubleshoot system downtime caused by the backup solution. While the systems were down, users could not access these systems leading to lost productivity across the organization. Rubrik addresses this problem. In addition to saving time on troubleshooting, users gain productivity, which is detailed in the Downtime Avoided benefit section below.

For the calculation of this benefit, Forrester assumes:

- In Year 1, the organization starts with 180 TBs of data in its storage environment. Total data storage needs grow by approximately 20% year over year, culminating in 260 TBs in Year 3 of the analysis.
- With its prior backup solution, the organization spent 7.1 hours maintaining and backing up each TB of data. With Rubrik, the organization reduced this time to 0.6 hours per TB of data, an almost 92% reduction.
- Forrester assumes the average hourly compensation for an employee attending to these tasks is $48 per hour.

The following risks can affect this benefit:

"We script the entire DR process. So, we type in one thing and hit enter and the DR process happens and that's huge. That saves us a lot of time rather than trying to do this manually."

Systems engineer, insurance

Reduced time spent on managing data by 6.5 hours per TB

- All time-savings variables are estimates or approximations and are assumed to scale with capacity.
- The extent to which an organization will experience this benefit depends on its legacy systems and its own internal data management efficiencies. This is an average approximation by the organization, not an exact figure.

To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV of approximately $160,000.

Impact risk is the risk that the business or technology needs of the organization may not be met by the investment, resulting in lower overall total benefits. The greater the uncertainty, the wider the potential range of outcomes for benefit estimates.

Management Efficiency: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
A1	TB on Rubrik	20% growth	180	220	260
A2	Time spent managing backup, before Rubrik, hours	7.1 hours/TB	1,278	1,562	1,846
A3	Time spent managing backup, with Rubrik, hours	0.6 hours/TB	108	132	156
A4	Average hourly fully loaded compensation	Assumption	$48	$48	$48
At	Management efficiency	(A2-A3)*A4	$56,160	$68,640	$81,120
	Risk adjustment	↓5%			
Atr	Management efficiency (risk-adjusted)		$53,352	$65,208	$77,064

Downtime Avoided

The interviewed organization found the following reduction in downtime, compared to its previous solution:

- The organization frequently struggled with system failures, leading to downtime caused by its previous backup solution. The interviewed organization reported that its systems would fail, leaving several business-critical applications unavailable for a period until the systems engineer could figure out the root cause and bring the machines back up.
- Since implementing Rubrik, the organization has seen a significant reduction in the time it takes to remediate the problems that lead to system downtime. As the interviewee said: "The downtime has definitely gone down. If there's a problem with the server, I can get that server back in minutes where before it used to be hours."

"The cost-savings is in my time, I don't have to go back and try to re-run those jobs and figure it out why they failed. In the business, that's a huge amount of money being saved."

Systems engineer, insurance

For the calculation of this benefit, Forrester assumes:

- The organization experiences eight events per year that cause downtime in business-critical systems.
- Prior to investing in Rubrik, the organization spent an average of 3 hours attempting to restore systems after these events. With Rubrik the average time spent repairing systems is reduced to 0.25 hours.

› On average each hour of downtime for business-critical applications conservatively costs the organization $15,000 in lost productivity and revenue.

The following risks can affect this benefit:

› The benefit will vary based on the number of events that cause downtime across the organization.

› The cost of an hour of downtime will vary based on each organization's unique characteristics. This is an average approximation, not an exact figure, due to the variety of systems affected throughout the year.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of approximately $739,000.

Rubrik reduced the amount of downtime by 12x

Downtime Avoided: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
B1	Number of downtime events per year that impact business-critical systems	Data from interview	8	8	8
B2	Hours of downtime before	Data from interview	3	3	3
B3	Hours of downtime with Rubrik	Data from interview	0.25	0.25	0.25
B4	Cost per hour of downtime	Assumption	$15,000	$15,000	$15,000
Bt	Downtime avoided	B1*(B2-B3)*B4	$330,000	$330,000	$330,000
	Risk adjustment	↓10%			
Btr	Downtime avoided (risk-adjusted)		$297,000	$297,000	$297,000

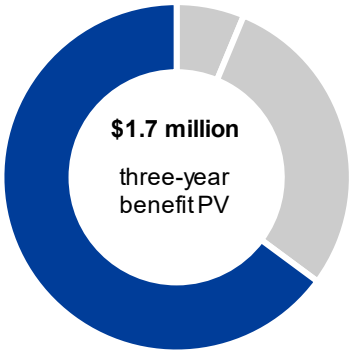
Prior Environment Costs Avoided

The interviewed organization found the following cost avoidances compared to its previous backup solution:

› With its previous backup solution, the interviewed organization consistently needed to add more licenses to accommodate its growing data-storage needs. With Rubrik, expanding to accommodate higher capacity has been made easier by allowing them to archive data to a public cloud or tier to another on-premises storage unit. As the interviewee stated: "A long-term investment in Rubrik is going to be cheaper because of the licensing costs of our previous solution. We were constantly having to buy more licensing per size or growth rate so, adding all those licenses to match our growth was a lot more costly."

› Additionally, administration for the prior solution was cumbersome, and upgrades were complex and required days of cleanup.

For the calculation of this benefit, Forrester assumes:



Prior environment cost avoidance: **65%** of total benefits

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- The organization avoided $1.7 million in licensing costs for its prior backup solution. For the duration of the modeled period it avoided $142,000 in support costs per year.
- The legacy solution required $15,000 in administrative costs per year to maintain.
- Prior to investing in Rubrik, the organization used two data center racks per year for data backup at a total cost of $7,500 per rack.

The following risks can affect this benefit:

- Different backup systems will require different investments for capacity usage and expansion. The figures below are average estimates for usage costs of the previous backup solution.
- The scale of the data environment, prior to investing in Rubrik, will have a direct effect on the extent of this benefit.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of approximately $1.7 million.

Prior Environment Costs Avoided: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
C1	Legacy system license and support costs	Data from interview	$1,700,000	$142,000	$142,000
C2	Legacy system administration	Data from interview	$15,000	$15,000	$15,000
C3	Data center space needed, racks	Data from interview	2	2	2
C4	Data center space costs, per rack	Assumption	$7,500	$7,500	$7,500
Ct	Prior environment costs avoided	C1+C2+(C3*C4)	$1,730,000	$172,000	$172,000
	Risk adjustment	↓10%			
Ctr	Prior environment costs avoided (risk-adjusted)		$1,557,000	$154,800	$154,800

Analysis Of Costs

QUANTIFIED COST DATA

Total Costs

REF.	COST	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Dtr	Rubrik license costs	$1,302,000	$0	$0	$0	$1,302,000	$1,302,000
Etr	Implementation and ongoing costs	$5,500	$12,650	$12,650	$12,650	$43,450	$36,959
	Total costs (risk-adjusted)	$1,307,500	$12,650	$12,650	$12,650	$1,345,450	$1,338,959

Rubrik License Costs

For costs associated with the Rubrik investment, Forrester assumes that:

- The organization initially purchases 300 total TBs of capacity via eight Rubrik appliances across its main data center and colocation facility. The organization also purchases five Rubrik Edge licenses to test new Rubrik software before releasing it to production.
- By Year 3, the organization has used 260 TBs of its capacity, requiring an additional investment in Rubrik appliances in Year 4.
- All costs are representative of discounts similar to those received by the interviewed organization.

The following risks can affect this cost:

- Software costs can vary based on differences in configuration, appliance choice, and volume or other discounts.

To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of approximately $1.3 million.

The table above shows the total of all costs across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the interviewed organization expects risk-adjusted total costs to be a PV of more than $1.3 million.

Implementation risk is the risk that a proposed investment may deviate from the original or expected requirements, resulting in higher costs than anticipated. The greater the uncertainty, the wider the potential range of outcomes for cost estimates.

Rubrik License Costs: Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
D1	Rubrik license and support costs	Assumption	$1,240,000			
Dt	Rubrik license costs	D1	$1,240,000	$0	$0	$0
	Risk adjustment	↑5%				
Dtr	Rubrik license costs (risk-adjusted)		$1,302,000	$0	$0	$0

Implementation And Ongoing Costs

The interviewed organization spends the following time on implementing Rubrik across the organization:

- The organization initially spent time planning for and setting up Rubrik. The organization has two Rubrik clusters, one at the headquarters and one at a disaster recovery colocation facility. A systems engineer spent

an hour a day for a few weeks migrating from the prior legacy solution to Rubrik. This time totals $5,000.

- As calculated in the first benefit, the backup team spends 0.6 hours per TB, on average, managing the Rubrik backup — an almost 92% reduction from the previous solution.
- The organization spends $4,000 per year on Rubrik administration. Specifically, upgrades have been made much easier with Rubrik, compared to the prior solution, with the interviewee saying: "With Rubrik, they do it. They've done the last several upgrades for me — it takes them 3 or 4 hours to complete, but I typically don't notice. I don't have to do much of anything." The prior backup solution required challenging upgrades that led to days of cleanup. Because of this, the organization can upgrade Rubrik every other month, while the previous solution was only upgraded twice a year.
- The organization reduces the number of racks needed for data storage backup with Rubrik, going from two racks down to one at the headquarters.

The following risks can affect this cost:

- Deployment and management time, as well as data center space needs, are dependent on the size of the organization's environment and the level of automation achieved.

To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of about $37,000.

> "Rubrik support is so much better than [our prior solution] was. I can open a specific ticket with Rubrik and typically have it solved within an hour. Before, it would have been days or weeks."
>
> *Systems engineer, insurance*

> "With Rubrik, they do it. They've done the last several upgrades for me — it takes them 3 or 4 hours to complete, but I typically don't notice. I don't have to do much of anything."
>
> *Systems engineer, insurance*

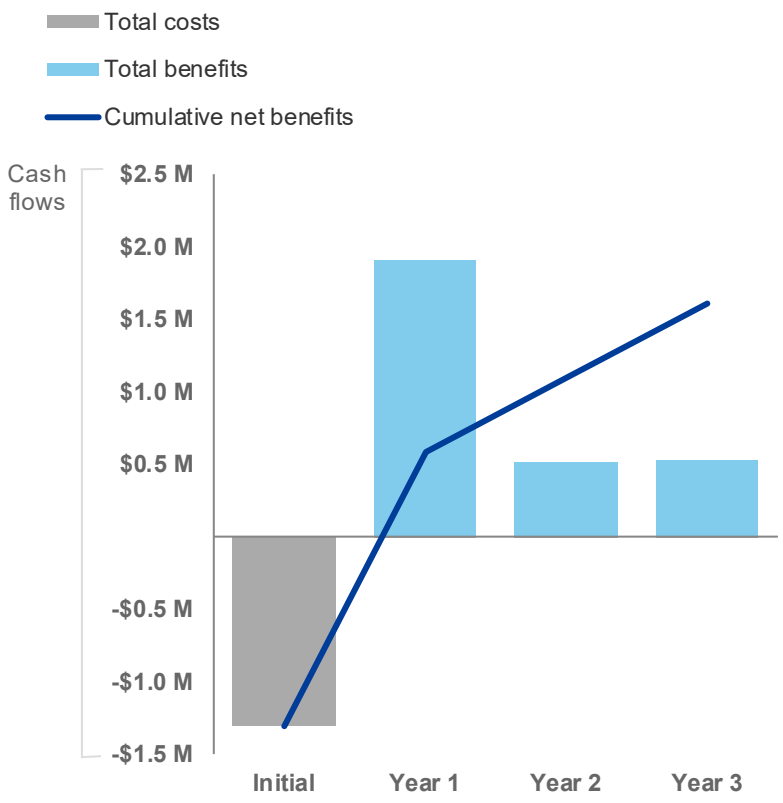
Implementation And Ongoing Costs: Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
E1	Rubrik administration	Data from interview	$5,000	$4,000	$4,000	$4,000
E2	Data center space needed, racks	Data from interview	0	1	1	1
E3	Data center space costs, per rack	Data from interview	$0	$7,500	$7,500	$7,500
Et	Implementation and ongoing costs	E1+(E2*E3)	$5,000	$11,500	$11,500	$11,500
	Risk adjustment	↑10%				
Etr	Implementation and ongoing costs (risk-adjusted)		$5,500	$12,650	$12,650	$12,650

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the interviewed organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Table (Risk-Adjusted)

	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Total costs	($1,307,500)	($12,650)	($12,650)	($12,650)	($1,345,450)	($1,338,959)
Total benefits	$0	$1,907,352	$517,008	$528,864	$2,953,224	$2,558,579
Net benefits	($1,307,500)	$1,894,702	$504,358	$516,214	$1,607,774	$1,219,620
ROI						91%
Payback period						9 months

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Rubrik Cloud Data Management: Overview

The following information is provided by Rubrik. Forrester has not validated any claims and does not endorse Rubrik or its offerings.

Meet Rubrik, The Leading Visionary In Backup And Recovery

Rubrik delivers a single software platform to manage and protect data in the cloud, at the edge, and on-premises. Enterprises choose Rubrik's Cloud Data Management software to simplify backup and recovery, accelerate cloud adoption, enable automation at scale, and defend against ransomware.

Rubrik Cloud Data Management is designed to be:

- **Software-defined.** Rubrik consolidates disparate hardware and software components into a single software. Enterprises can deploy Rubrik on-premises via plug-and-play appliances, software on third-party hardware, or software in the cloud.
- **Simple.** Rubrik wipes out management complexity with just a few clicks. We solve for ease of use by infusing consumer-grade usability into enterprise software.
- **Scale-out.** We adopt the same web-scale technologies used by Google, Facebook, and Amazon, allowing our users to easily handle rapidly increasing volumes of information with a linear architecture. With Rubrik, enterprises can eliminate forklift upgrades and easily manage Rubrik as a single system.

Game-Changing Results

- **Near-zero recovery time objective (RTO).** Reduce your RTOs from hours to just minutes to recover from failures, disasters, and ransomware.
- **Instant search results.** Access on-premises or cloud data instantly for recovery, test/dev, or analytics with Google-like search.
- **Immediate hard savings.** Achieve 30% to 50% in hard savings from software convergence. Management simplicity amplifies savings over time while freeing resources up for true innovation.
- **Immediate time to value.** Customers typically get up and running in less than an hour. Determine what policies to apply to your applications. Rubrik takes care of the rest.
- **Minimal management.** Use one service level agreement (SLA) policy engine to create and automate backup, replication, and archival policies with just a few clicks. Customers typically spend 2 to 3 minutes a day on management.
- **+70% data center footprint reduction.** Eliminate the complexity of legacy multipoint solutions with a single platform. Customers typically shrink their data center footprint by 70%.

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

Total Economic Impact Approach

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.

RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.