



Rubrik and IBM deliver a modern solution that protects your data in the IBM cloud

CUSTOMER CHALLENGES

Enterprise customers are investing in new application development on cloud platforms, as they accelerate adoption of cloud and cloud services. The digitization of business requires enterprises to move faster and be more agile to survive. Applying new technologies to existing business challenges will continue to fuel the cloud paradigm. For many enterprises, public cloud represents the ability to rapidly access resources for innovation while operating in a data-rich environment.

As customers enhance current infrastructure, deploy new capabilities (i.e., AI, data analytics, IoT, video), require increased responsiveness, and data continues to grow exponentially, managing infrastructure for backup, recovery, and compliance can become incredibly complex. However, enterprises today require IT services that drive competitive advantage. Amidst the complexity, many organizations are looking to leverage public cloud to optimize cost and performance at enterprise scale. At the same time, organizations need to ensure the security of their data.

Rubrik is a best of breed backup and recovery solution for enterprises who want to protect and manage their data across on-prem and cloud. Rubrik applies radically simple technology to data management with automated SLAs and a single pane of glass view that reduces TCO and improves recovery speed. Easily archive to the cloud, scale to meet enterprise demands and get built-in ransomware recovery.

JOINT SOLUTION

Rubrik and IBM Cloud offer a joint solution that delivers data management, simplified operations, and reduced costs via a single platform to help organizations manage and protect data wherever it lives—on IBM Cloud or within on-prem, edge or hybrid cloud. Our integrated solution delivers Rubrik’s modern cloud data management solution combined with IBM Cloud Object Storage’s geo-disperse capabilities to provide backup and data protection with the highest level of data durability, security, and compliance.

IBM and Rubrik: Simplify Your Journey To The Cloud

Modern Cloud Data Management Solutions



40%

TCO Savings

Overall TCO savings (acquisition & operational) in both local backup and DR protection.



60%

Reduced Complexity

Overall operational system complexity reduced with single-pane-of-glass federation and scale-out architecture.



5X

Improved SLAs

Significantly improved SLAs leveraging Live Mount, encryption, immutability, and fast recovery from a data event or ransomware



2X

FTE Productivity

Radical simplicity and automated SLAs for backup and recovery. Self-service orchestration using API integration with top automation tools.

OPTIMIZE COSTS AND IMPROVE DATA SECURITY WITH RUBRIK AND IBM CLOUD

Rubrik enhances IBM Cloud Object Storage (IBM COS) with an innovative cloud data management solution, integrated at the API level, to address customers' data management challenges in their digital and cloud transformation journey. This new joint solution helps organizations achieve data control to drive business resiliency, cloud mobility, and regulatory compliance. This combination of capabilities *powers-on* customers' data instantly and unleashes hard savings from a converged architecture.

REDUCE TCO

- **Cost-effective, predictable, flexible pricing** – Choose from tiering options and a simplified pricing structure to suit your needs. IBM Cloud Object Storage (IBM COS) is built to be cost-effective with predictable costs for storage.
- **Optimize costs and maximize recovery** with intelligent data tiering to IBM COS based on SLAs. IBM COS offers an intelligent Smart Tier, which automatically delivers the best price, so you don't have to worry about cost overruns.
- **Simplify operations** and enhance performance on IBM COS using the integrated Rubrik Console that applies simple policy-based SLAs to automate backup and recovery across your on-prem, edge, private and public cloud environments.

Rubrik capabilities work the same on private and disparate public clouds with a unified “single-pane-of-glass” view allowing you to manage your storage environments seamlessly from within IBM COS.

WORLD-CLASS SECURITY

- **Data Security** – With Rubrik, data sent to the private or public cloud uses military-standard encryption in-flight and at-rest. Rubrik's immutable backups prohibit mass changes to the data from ransomware, accidents, or malicious intent. For regulated industries such as financial services or healthcare, Rubrik offers industry-specific rules-based control features or enterprise policy settings for your IBM COS data to help meet regulatory, legal, or business needs.
- **Enhanced encryption security options** – The seamless integration of Rubrik allows you to select bring your own key (BYOK) or keep your own key (KYOK) services, and a variety of encryption options. IBM offers the industry leading cloud to offer FIPS 140-2 Level 4-certified hardware, the highest security certification in the industry.
- **Fault tolerance** – Replicate your data from on-prem and edge sites to IBM COS and use cloud native replication between multiple IBM Cloud regions with Rubrik's policy driven automation.

SIMPLIFIED MANAGEMENT AND PROTECTION

- **Seamless across environments** – Rubrik capabilities work the same on private and disparate public clouds with a unified “single-pane-of-glass” view allowing you to manage your storage environments seamlessly from within IBM COS. Rubrik Cloud Data Management and Cloud Out to easily backup and archive to IBM Cloud from anywhere with rapid recovery using simple policy driven automation.
- **Rapid recovery** – Maximize uptime and ensure business continuity by reducing recovery time from hours to minutes. Rubrik offers Instant data accessibility to your data stored in IBM COS with automatic indexing, real time predicative search and granular restores.
- **Automation** – Build consistent workflows for backup and recovery with robust open APIs, ready-to-use SDKs and pre-built integrations can be found at Build.rubrik.com

A unified platform built around cost-effective storage from IBM Cloud and the radically simple cloud data management solutions from Rubrik. This solution scales with your data requirements and optimizes value to your business.

WHY CHOOSE RUBRIK AND IBM CLOUD

The Rubrik and IBM Cloud solution focuses on delivering business value to customers in critical areas such as adoption of hybrid cloud strategy, simplified data management, data security and compliance. Rubrik and IBM COS together provide a modern data management solution to automate data protection and enable application mobility across your hybrid environment. Enterprise customers use Rubrik and IBM COS to accelerate their cloud journey, provide next generation capabilities (Backup, Archival and Disaster Recovery-as-a-Service), increase data control, simplify operations, increase business resiliency, reduce costs and improve security and regulatory compliance.

CUSTOMER BENEFITS

- **Modernize:** Rubrik and IBM COS offer enterprise customers a simple solution to move from complex and expensive legacy solutions to a modern cloud solution with rapid recovery times, industry leading data management capabilities, simplified operations, and reduced costs.
- **Simplify and Automate:** Customers reduce complexity with policy driven SLAs that automate the data lifecycle and can apply to all their data libraries wherever they are located. Rubrik provides a single fabric to easily view and manage all your data repositories.
- **Protect:** End to end immutability, military grade encryption, and embedded regulatory compliance capabilities are designed to protect customers from accidents, ransomware, or other malicious intent that can bring their business to a halt.

ABOUT RUBRIK

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 and follow @rubrikInc on Twitter. © 2021 Rubrik. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.

ABOUT IBM CLOUD

For companies who need public cloud solutions that enable higher levels of compliance, security, and management, with proven architecture patterns and methods for rapid delivery, the IBM public cloud stands out as ready to run mission critical workloads. Trusted by 47 of the Fortune 50, 10 out of 10 of the world's largest banks, and 8 out of the 10 largest airlines, IBM Cloud meets the requirements for running the world's largest incumbent businesses across many industries.



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