

Rubrik Cloud Data Management for VMware

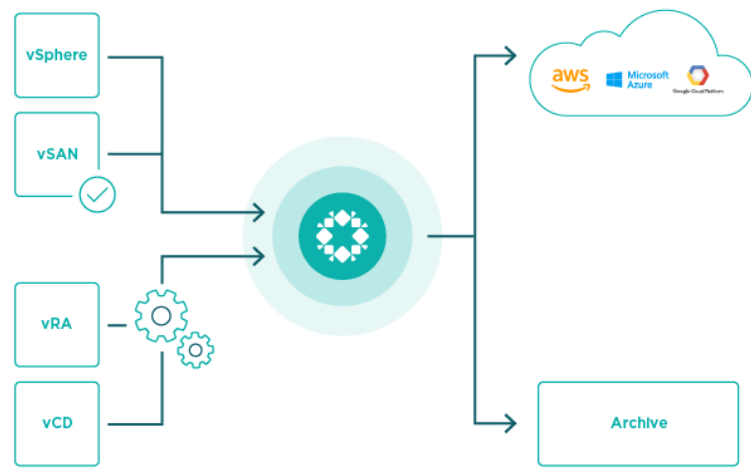
Deploy in Minutes. Automate Backup. Recover Instantly.

Rubrik Cloud Data Management simplifies data protection and organization for enterprises running on VMware's Software-Defined Data Center solutions. For protecting VMware vSphere environments, Rubrik provides policy-driven backup, archival, and cloud instantiation. Deliver near-zero RTO with instant recovery and near-zero RPO via natively integrated continuous data protection. With API integrations for vRealize Automation and vCloud Director, users can easily self-service critical data management functions directly from their VMware service catalog of choice.



KEY HIGHLIGHTS

- **vSphere** – Rubrik delivers backup, replication, DR and archival for VMware vSphere (ESXi) versions 5.5, 6.0, 6.5, 6.7.
- **vSAN** – Protect virtualized workloads running on vSAN with a scale-out architecture certified for vSAN protection.
- **vCloud Director** – Securely protect multiple Virtual Data Centers for multiple tenants. Rubrik allows for SLA automation at vCD Instance, Organization, and vApp levels. Restore entire vApps and VMs on a self-service basis directly from the vCD UI.
- **vRealize Automation** – Automate custom lifecycle management workflows for backup, recovery, and test/dev through vRealize Automation's service catalogue.
- **Near-Zero RTOs** – For vSphere and vSAN environments, reduce RTOs from hours to just minutes. Integrate Rubrik with vCD and vRA to quickly recover critical applications and minimize operational downtime.
- **Near-zero RPOs** – Rubrik enables a continuous stream of recovery points for vSphere VMs to minimize data loss in the event of a failure or ransomware attack.



KEY BENEFITS:

VMware Ecosystem Support: Rubrik provides backup and recovery functionality to vSphere and vSAN workloads, and Rubrik also integrates with vRealize Automation and vCloud Director to automate protection of virtualized infrastructure. With one interface, users can declare SLA automation policies at the vCD instance, vApp, and Organization levels, allowing for granular control of backup and storage requirements.

Simple Management: With Rubrik, users can backup, recover, and relocate virtual environments independent of their infrastructure and location. Rubrik's centralized plane for data management reduces daily maintenance time to minutes and frees resources for key value-adding activities. Users can easily integrate backup and recovery into preexisting workflows with Rubrik's RESTful API.

Cost Savings: Rubrik's scale-out architecture replaces costly legacy infrastructure and simplifies cost-effective growth. Deployed on premises, Rubrik reduces data center footprint and prevents expensive forklift upgrades. Users can scale linearly by simply racking appliances as needed.

HOW IT WORKS:**Policy-Based Automation**

Instead of backup jobs, Rubrik assigns SLA policies that specify backup frequency and retention. With Rubrik's single SLA policy engine, users can automate backup and archival to designated targets at fixed intervals to automate RPO/RTO compliance. SLA policies can be assigned with granularity down to the VM, folder, host, and vSphere tag-level, allowing users to organize protection by applications and VM groupings. Rubrik's Auto Protect also allows objects to automatically inherit policies assigned to parent folders and hosts, with the most granular policies automatically taking priority.

Instant Recovery

Deliver near-zero RTOs with self-service access. Rubrik indexes all metadata for granular and instant search. Post-recovery, users can choose to Storage vMotion VMDKs to primary storage environments or to continue using Rubrik as a storage endpoint. Live Mount is available directly from VMware vRealize Automation and vCloud Director.

Continuous Data Protection

Rubrik's Continuous Data Protection provides data resiliency through near-zero RPOs for VMware vSphere. Continuous Data Protection is powered by native integrations with VMware APIs to capture IO on VMs and provide a continuous stream of recovery points. All changes or writes are saved to a log-file for a specific timeframe. Customers using Rubrik's Continuous Data Protection can recover to just seconds before an application failure or ransomware attack, where a snapshot-based approach may result in hours of data loss.

Cloud Mobility

Rubrik provides a breadth of solutions to mobilize vSphere VMs across on-prem and cloud for archival, test/dev, and application migration. With CloudOut, users can reduce storage costs by automating VM archival to a variety of public cloud storage tiers. Rubrik can also auto-convert VMs into cloud instances such as Amazon EC2 or Azure VM with a single click, enabling on-demand cloud test/dev. Users can also leverage CloudOn to lift-and-shift VMs to cloud for application migration, providing users with the flexibility to run applications anywhere across hybrid cloud.

CUSTOMER QUOTES:

"With our previous solution, it could take hours to recover. With Rubrik, we're able to satisfy most requests in less than 10 minutes. Outside departments are recognizing the solution as an important tool for recovering lost work."

– Jason Hull, Senior Systems Manager, JE Dunn

"On the back end, our team was having to manually manage VMs. By using Rubrik's integration with vRO, we've automated the process of creating and deleting VMs before archiving it to AWS. This automated workflow was previously impossible without Rubrik."

– Daniel Jenkins, IT Network Engineer, Omnitrac

"We're excited that we found Rubrik because it works seamlessly with vSAN. The solutions have a similar distributed, scale-out architecture and the combination is much more cost-effective than our previous solution."

– Michael Noone, Senior Systems Administrator, SugarCreek

