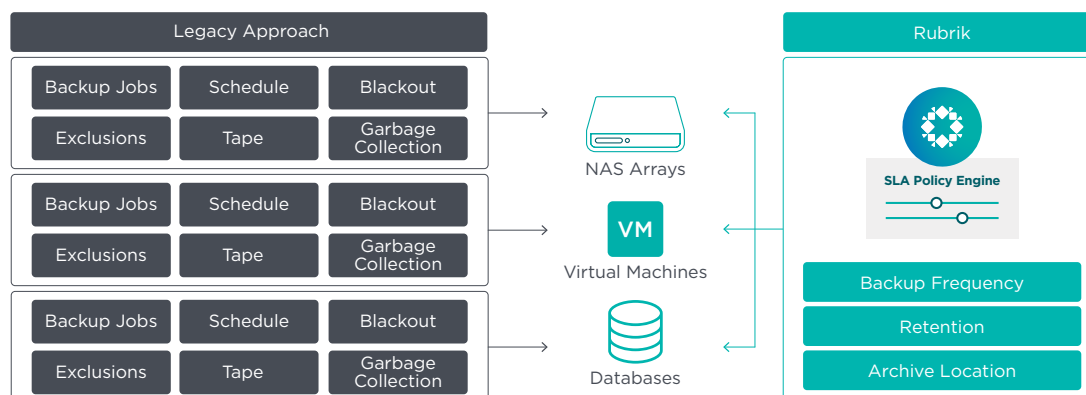# Automation

DEFINITION

Automation is the ability to eliminate manual processes and accelerate business operations through the use of technology.

WHY IT MATTERS

Automation is at the core of enterprise digital transformation initiatives. By automating non-differentiating tasks that lie outside of their firm's core competencies, IT leaders can free FTEs to focus on differentiation and higher value-adding, strategic projects. Data protection and management is one of many functions within IT that, without automation, quickly drains the organization's time, money, and human resources. With legacy backup infrastructure and software, many IT teams spend countless hours managing backup jobs, schedules, exclusions, tape, and more. This not only consumes much of the organization's time and resources, but also lacks the performance and simplicity required to drive meaningful change for the business.

HOW RUBRIK DELIVERS AUTOMATION

Rubrik's automation framework consists of a simple SLA policy engine and an open REST API. Rather than trudging through the legacy approach of configuring backup jobs and tape (among other components) for each protected workload, Rubrik's SLA policy engine allows users to simply specify their backup frequency and retention requirements. From there, Rubrik simply automates the rest for a set-it-and-forget-it approach to data protection. Rubrik SLA policies can be applied across workloads and clouds for maximum simplicity.

AUTOMATION INTEGRATIONS VIA REST API

Rubrik is built on an API-first architecture, meaning that any capability that is available through the Rubrik UI is also available via Rubrik's extensible REST APIs. Users can leverage Rubrik's API to create SLA policies, restore applications, query for data regarding previous backups, and of course, to integrate with a breadth of other IT automation tools. Rubrik's world-class and fully documented APIs allow you to quickly get started with pre-built use cases, quick start guides, and integrations with popular tooling. For more information, please visit https://build.rubrik.com/.

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