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## White Label Services – Powered by Rubrik

Accelerate your time to market and create deeper, richer customer relationships

## INTRODUCTION

Many partners see the value of offering Rubrik data management services under their own brand and want to accelerate their time to market with these new services. These partners need speed, expertise and resources to build these services for their clients. To enable these partners, Rubrik has engaged Assured Data Protection (Assured DP), an experienced data management global partner to offer partners a suite of white label services that are “powered by Rubrik”.

Assured DP White Label Solutions offers partners the ability to leverage Assured DP infrastructure, data management expertise and technology to create customized solutions to build their own innovative partner branded solutions that are “powered by Rubrik”. White Label partners can create innovative X-as -a-Service solutions on top of Assured DP leading edge infrastructure in a “pay as you grow” consumption model that reduces their risk, accelerates their time to market, scales easily, improves operational efficiency and creates a long term profitable relationship with their customers.

### Differentiated Services and New Revenue Streams

Rubrik’s scalable infrastructure comes with superior performance and operational simplicity to unlock service delivery value by quickly enabling new paths to premium services. White label partners can leverage Rubrik’s technology and Assured DP infrastructure and collaborative solutions to create differentiated services across a wide range of client use cases, including managed data backup, compliance driven reporting, SLA driven ticketing and reporting, Near-instant Disaster Recovery, Cross-Cloud Data Mobility (AWS/Azure/etc.) to name a few. White label partners can work with Assured DP to create solutions for their clients using Assured DP infrastructure, expertise and customization capabilities with Rubrik as the technology back-bone, and can quickly spin up new services and new revenue streams. Assured DP solutions can be leveraged in part or fully turn-key to accelerate time to revenue.

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### Partner Branded Portal

Delivering multi-tenant services starts with strong reporting and operations tools. Assured DP has built a partner portal to sit above deployed Rubrik environments. Integrated RBAC creates a singular view for the partner, while limiting customers to their environments, and their users to just the protected objects they need visibility into. The Assured portal can be delivered with the partners logo, the Assured logo or the partner’s customer logo.



## DATA PROTECTION SERVICE

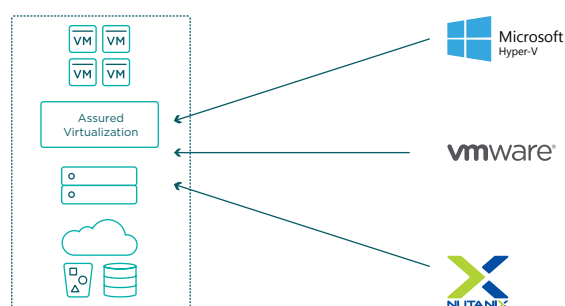
Assured's Data Protection Service delivers the Rubrik converged backup solution with the Assured ProtectView portal. Data Protection provides the following features and functionality for Assured DP white label services partners:

Functionality	Base Service	Assured Managed
VMWare vSphere VADP Backups	X	X
SLA Policy Based Retention Rules	X	X
Application Consistent backups of MS SQL in VMs	X	X
Application Consistent backups of Physical MS SQL	X	X
Incremental Forever Backups	X	X
Global Deduplication	X	X
Scale-out Data Protection Design	X	X
Single User Interface across all nodes in a cluster	X	X
Robust RESTful API	X	X
Backups of Linux File Systems	X	X
E-Mailed reporting	X	X
Encryption	X	X
Archive to Public Object or NFS Storage	X	X
Basic Cluster Replication	X	X
Backups of SMB File Systems		X
Consolidated View across all multiple clusters		X
Roles Based Access across Clusters		X
Replicate to hosted cluster		X
Predictive Analytics		X

### Hosted Datacenter Capabilities

The fastest path to enable selling these services is through Assured DP's own assets placed in strategic datacenters around the world. These datacenters that have been chosen meet Tier III guidelines and are well connected to hyperscale cloud providers. Assured DP's experience in building secure, compliant architectures ensures that partners customer's data is safe and available.

Supporting Rubrik technology and the industry leading hypervisors, Assured DP can extend the partner's reach into additional target markets that have been previously unavailable. Combine Assured DP capabilities with S3 compatible object storage and Layer 2 access to the hyperscalers and you have a powerful message around Disaster Recovery and scalability.



## Support

Providing 24/7 support is a requirement for any Enterprise grade solution. Assured DP has a global help desk that can respond to customer, provider or internally generated issues. The Assured DP's Support desk can be integrated into any stage of the partner's support requirement, whether it is as the first call, or triage and ticket management for escalations. Of course, it is backed Rubrik and key vendors to insure the partner's customers receive the highest level of support available.

## Tuned for each partner's business

Assured DP's white label solution is tuned through collaboration the partner's solution delivery team. Combining the right components of the partner and Assured led components creates a strong foundation and allows partners to retain or offload any part of the solution process. Selecting some or all of the components below is just the beginning of the flexibility of Assured DP services to be combined with each partner's strengths.

<b>Design</b>	<ul style="list-style-type: none"><li>• Capacity Sizing</li><li>• Network Architecture</li><li>• Security Design</li><li>• Policy Planning</li></ul>	<ul style="list-style-type: none"><li>• Rack Layout</li><li>• Physical Cabling Design</li><li>• Monitoring Plan</li><li>• Support Workflow</li></ul>	<ul style="list-style-type: none"><li>• Automation Design</li><li>• Reporting</li><li>• Proof of Concept</li></ul>
<b>Build</b>	<ul style="list-style-type: none"><li>• Equipment Installation</li><li>• Network Cabling</li><li>• Initial Brik Configuration</li><li>• Implement Automation</li></ul>	<ul style="list-style-type: none"><li>• Support Training</li><li>• KB Creation</li><li>• Monitoring Setup</li><li>• Sales Training</li></ul>	<ul style="list-style-type: none"><li>• Production Test/Validation</li><li>• Process documentation</li></ul>
<b>Operate</b>	<ul style="list-style-type: none"><li>• Capacity Management</li><li>• Support Tiers (1-3)</li><li>• Protection Monitoring</li><li>• Predictive Failure</li></ul>	<ul style="list-style-type: none"><li>• Root Cause Analysis</li><li>• Software &amp; Automation Updates</li><li>• Billing Support</li><li>• Customer Onboarding</li></ul>	<ul style="list-style-type: none"><li>• Customer Decommissioning</li><li>• Disaster Recovery Testing</li><li>• Customer Usage Reporting</li><li>• SLA Reporting</li></ul>



### Global HQ

1001 Page Mill Rd., Building 2  
Palo Alto, CA 94304  
United States

1-844-4RUBRIK  
inquiries@rubrik.com  
[www.rubrik.com](http://www.rubrik.com)

Rubrik delivers instant application availability to hybrid cloud enterprises for recovery, search, cloud, and development. By using the market-leading Cloud Data Management platform to provide instant access with self-service, customers mobilize applications, automate protection policies, recover from Ransomware, search and analyze application data at scale on one platform. From days to seconds.

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