

# Omnitracs Achieves 55% Cost Savings and API-Driven Automation with VMware vRealize Orchestrator and Rubrik



## INDUSTRY

Technology

## RESULTS

- 55% TCO savings
- 90% management time savings
- Near-zero RTOs (from days to minutes)

## THE CHALLENGE

- Complex, time-consuming legacy data management solution
- Lengthy recovery times with tape
- Inability to automate workflows with legacy solution

## THE SOLUTION

- Easy-to-use interface for automated backups
- Instant recovery
- API-driven integration with VMware vRealize Orchestrator

Headquartered in Dallas, Texas, Omnitracs pioneered commercial vehicle telematics 30 years ago. Today, they continue to transform the transportation industry by serving SaaS fleet management solutions to over 12,000 companies in more than 70 countries.

Responsible for nearly 1.1 million transportation assets, it is mission critical that the company's infrastructure operates at peak efficiency at all times. Daniel Jenkins, IT Network Engineer, manages a team of six responsible for all of Omnitracs' networking, from back-end to customer-facing data, and supports over 1,000 employees in the U.S., Mexico, and Canada.

"We provide comprehensive fleet management, including real-time GPS tracking, delivery vehicle routing and logging of driving hours, which means our customers rely on our software and infrastructure to be up and running 24/7," noted Jenkins. "It goes without saying that IT is an integral part of our business. We need to leverage cutting-edge technology to automate as many of our processes as possible and remove human error from the equation."

## LACK OF AUTOMATION AND TIME-CONSUMING MANAGEMENT WITH LEGACY SOLUTION

Prior to Rubrik, Omnitracs had been struggling with their tape-based legacy backup solution. "Our previous solution had turned into a stale piece of software and offered no technological advances. It was also client-based and demanded an agent on each machine for backups. As a small team, it was eating up time we couldn't afford," said Jenkins. "Moreover, its inability to integrate with other systems and automate processes was quickly becoming a bottleneck as it couldn't scale with our growing requirements. We needed a solution that could catch us up to where we should've been."

In evaluating Rubrik, Omnitracs was excited by the possibilities of Rubrik's API-first architecture as well as the overall simplicity and scalability. "We're not only moving away from tape, we're going through a major digital transformation across our IT environment and Rubrik is a key piece of that puzzle," said Jenkins. "One of our biggest requirements as we selected a new solution was its ability to scale. With Rubrik, we are confident that we can grow as we go and infinitely scale with our data growth. Rubrik currently protects our 'next-generation network', and we plan to grow the number of VMs protected by Rubrik by 400% over the next year."

## DRIVING AUTOMATION WITH RUBRIK'S API INTEGRATION WITH VMWARE VREALIZE ORCHESTRATOR

Rubrik's robust, API-first architecture offered a path to automation that Omnitracs was excited about. "As a lean team, we don't have time to waste on babysitting backups. That's why Rubrik is a big win for us. It truly is a set-it-and-forget solution, and we're able

to automate our workflows, something that wasn't possible with our previous solution," said Jenkins. "A lot of vendors claim to provide robust API features, but I was blown away by how easy it was to use and learn with Rubrik's REST APIs. Rubrik provides several user-friendly resources, such as extremely thorough API documentation. Additionally, I love the integrated playground. I can easily test API calls without scripts in the web GUI, allowing me to experiment with new automation ideas."

The team is currently leveraging Rubrik's RESTful APIs with VMware vRealize Orchestrator (vRO) to create custom flags on servers and to take on-demand snapshots that are archived to AWS.

"We've added our workflows into vRO so that when we receive a request for a server, it automatically creates custom flags that indicate the type of server, its purpose, and the environment. Based on those flags, the appropriate SLA is assigned. This saves a lot of back-and-forth communication and eliminates manual intervention," said Jenkins. "Additionally, 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."

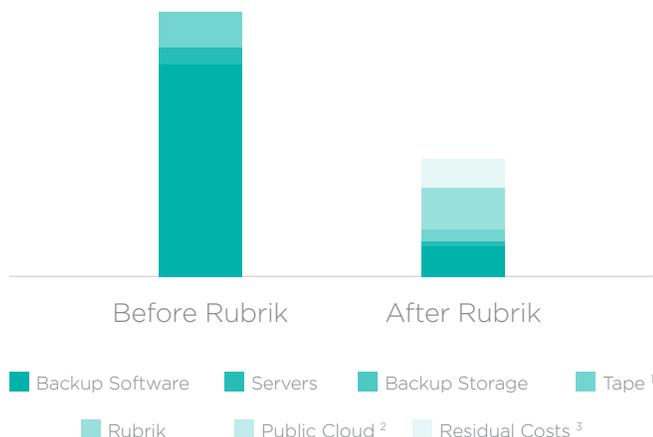
## MANAGEMENT SIMPLICITY AND SCALABILITY WITH RUBRIK

Omnitracs is currently using Rubrik for backup and public cloud archival across their 98% virtualized environment. Additional benefits include:

- **90% management time savings:** "We used to spend more than 15 hours per week managing backups. We now spend less than an hour per week, largely due to the robust APIs."
- **Seamless cloud archival to AWS:** "With Rubrik's integration with AWS S3, we're able to instantly archive to the cloud and free up valuable storage space on-prem."
- **Near-zero RTOs:** "With our legacy solution, it could take days to restore from tape. Now, it only takes minutes. To say it's an improvement would be the understatement of the year."
- **89% data reduction:** "Rubrik has truly maximized our storage efficiency."
- **Ease of use:** "Rubrik's intuitive interface is easy enough for anyone on our team to pick up and requires no special training, giving us time back to focus on more value-add work."

## TOTAL HARD SAVINGS BEFORE AND AFTER RUBRIK

After Rubrik, Omnitracs saw 55% TCO savings. "With Rubrik, we saw immediate cost savings from consolidating tape, backup software, and servers into one platform, eliminating increasing licensing and hardware costs. Coupled with automation and ease of use, Rubrik has amplified management savings while freeing up time for innovation," said Jenkins.



Notes:

1. Media, maintenance, off-site handling
2. Long-term data retention storage and transfer costs
3. Includes contractual maintenance
4. All costs include initial capital outlay and annual recurring spend



**Global HQ**  
3495 Deer Creek Road  
Palo Alto, CA 94304  
United States

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

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