rubrik

Rubrik Technology Alliance Program

OVERVIEW

The Rubrik Technology Alliance Program (TAP) brings together a broad ecosystem of solution partners that extend the functionality of Rubrik Cloud Data Management, Polaris and Rubrik Mosaic to deliver unique value to customers. The Rubrik Technology Alliance Program encompasses all of Rubrik's technology integration partners including cloud partners, infrastructure partners, and ISVs.

The Technology Alliance Program is a powerful way for integration partners to access new customers and grow your business. Our partners are selected based on technology innovation, market leadership, and alignment with Rubrik values to offer best in class joint solutions for our customers. The program provides TAP partners with technical resources, enablement tools, marketing benefits and sales alignment to build a strong foundation for mutual success.

The program offers three tiers of membership: Foundation, Solution and Strategic, with progressively increased benefits and requirements for each tier respectively.

"Given [Rubrik's] momentum in innovation around simplicity, scale, and automation, its commitment to hybrid cloud, and the drive to transform data protection, Rubrik is already resetting expectations for data protection solutions."

IDC Vendor Profile, Enabling Businesses to Automate, Scale, and Unify Data Protection in the Hybrid Cloud, GDPR, and Data Monetization Era: Rubrik, doc #EMEA44138618, July 2018

COMPANY OVERVIEW

RUBRIK FOUNDED IN
2014

FIRST PRODUCT SHIPPED IN
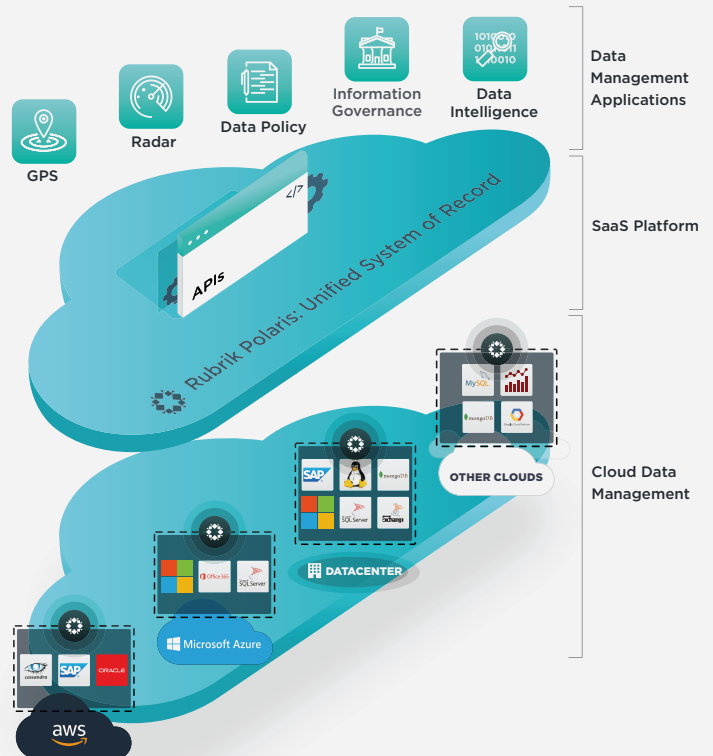### 2015

EMPLOYEES
1200+

ANNUAL BOOKINGS RUN-RATE
~ $300M+

"[Rubrik] has a total addressable market (TAM) of $48 billion with its cloud data management solution."

IDC Vendor Profile, Enabling Businesses to Automate, Scale, and Unify Data Protection in the Hybrid Cloud, GDPR, and Data Monetization Era: Rubrik, doc #EMEA44138618, July 2018

BACKUP THAT'S SIMPLER, FASTER, AND FUTURE-PROOF

GPS · Radar · Data Policy · Information Governance · Data Intelligence

Data Management Applications

Rubrik Polaris: Unified System of Record

APIs

SaaS Platform

OTHER CLOUDS · DATACENTER · Microsoft Azure · aws

Cloud Data Management

WHY PARTNER WITH RUBRIK?

API Driven Architecture that Accelerates Solution Development

At the core of Rubrik lies a powerful suite of APIs that orchestrate data across data centers, private and public clouds. Our open API architecture allows partners to leverage Rubrik's native platform functionality to streamline the creation of unique solutions that improve security, information governance, data intelligence and control.

Recognized Industry Leader

In just three years since its founding, Rubrik was listed by Gartner, Inc. in the "Visionaries" quadrant of the 2017 Magic Quadrant for Data Center Backup and Recovery Solutions and is one of the fastest companies ever to enter the Data Center Backup and Recovery Solutions Magic Quadrant.

Rapidly Expanding Market Opportunity

Rubrik is enjoying record growth within enterprises worldwide which creates an outstanding opportunity for partner solutions. In 2018, Rubrik announced that it grew its global customer base by more than 4x with a global bookings run rate approaching $300M. This positions Rubrik as one of the fastest growing enterprise infrastructure software companies in history.

The Future of Data Management – Here Today

Rubrik eliminates the complexity of legacy enterprise data protection and disaster recovery products by collapsing backup software, catalog management, replication and deduplicated storage into a single appliance that scales linearly. We blend a future-proof architecture with consumer-grade simplicity to pioneer a fresh approach to an old problem and provide our partners the opportunity to integrate their solutions into the future of cloud data management.

HOW TO APPLY

Ready to become a Rubrik TAP partner? To join the program, fill out the application found at https://www.rubrik.com/partners/technology-partners/. Rubrik will carefully review each application and approve qualified applicants. Upon approval by Rubrik, the partner must execute the Technology Alliance Program Agreement. All TAP partners enter the program at the Foundation level and may be promoted to the Solution or Strategic level based on technical validation, business alignment, and value of the solution to our joint customers.

TAP BENEFITS AND REQUIREMENTS

Program Benefits	Foundation	Solution	Strategic
Rubrik.com - Technology Alliance Listing	●	●	●
Use of Rubrik TAP Badges	●	●	●
Access to Rubrik APIs and Documentation		●	●
Support Portal Access		●	●
Rubrik Internal Win Wire			●
Executive Sponsor			●

Go-To-Market Benefits	Foundation	Solution	Strategic
Internal Partner Communication	●	●	●
Invitation to Rubrik SKO and Alliance Forums		●	●
Joint Sales and Channel Mapping		●	●
Joint Solution Training to Rubrik Sales Teams		case by case	●
Access to Special Sales Programs and Incentives		case by case	●
Solution Featured in Rubrik Blog Post			●
Sales Enablement			●

Marketing Benefits	Foundation	Solution	Strategic
Partnership Announcement	Partner Blog	Partner Blog	Partner Blog / PR with quote
Sponsorship Opportunities at Rubrik Events	By Rubrik Invite	By Rubrik Invite	By Rubrik Invite
Choice of Marketing Programs		3	Custom
Field Marketing Mapping		●	●
Annual Marketing Plan		●	●

Technical Benefits	Foundation	Solution	Strategic
Discounted NFR Products	●	●	●
Cooperative Support for Validated Solutions		●	●
Invitation to Technical Training Forums		●	●
Technology Interlock Meetings		case by case	●
Engineering Engagement for Integrated Solutions			●

Requirements	Foundation	Solution	Strategic
Rubrik TAP Agreement	●	●	●
Reciprocity in Partner's Alliance Program	●	●	●
Rubrik Logo on Partner's Website	●	●	●
Joint Customer Success Stories		1/Yr.	2/Yr.
Joint Channel Marketing Programs		1/Yr.	2/Yr.
Recommended Annual Marketing Investment		$20,000/Yr.	$100,000/Yr.
Access to Partner's MDF Program		●	●
Integrated Solution Validation Testing		Partner Driven	Joint
Integrated Solution Deployment Guide		●	●
TSANet Membership		●	●
Cooperative Support Agreement		●	●
Joint Business Plan and Review		Bi-annual	Quarterly
Executive Sponsorship		Recommended	Required
Designated Alliance, Technical, and Marketing Contacts	1/1/1	1/1/1	1/1/1

For more information about the Rubrik Technology Alliance Program or to apply please visit https://www.rubrik.com/partners/technology-partners/ or email RubrikTAP@Rubrik.com

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. © 2019 Rubrik. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.

20191209_v1