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US Signal Accelerates Growth by Automating End-to-End Workflows at Scale with Rubrik

US SIGNAL

INDUSTRY
Service Delivery Partners

RESULTS
- Scalable, automated data lifecycle management powered by Rubrik's RESTful APIs
- Optimized backup and recovery management through an efficient UI
- Increased traction among customers in regulated industries with stringent compliance standards

THE CHALLENGE
- Lack of adequate backup solution to meet needs of growing enterprise customer base
- Lengthy and inefficient recovery process for large 10TB VMs

THE SOLUTION
- Scalable Rubrik Cloud Data Management solution to power on applications for recovery, search, development and cloud
- Customized Rubrik API integrations with existing business and operational systems
- End-to-end encryption of data across on-premises and cloud environments for increased compliance

Headquartered in Michigan, US Signal is a leading IT solutions provider that has been offering comprehensive end-to-end IT solutions to large enterprises for nearly 20 years. US Signal delivers backup-as-a-service, disaster-recovery-as-a-service and other data protection and managed IT services to customers across a broad spectrum of industries, including healthcare, financial services and manufacturing. The Professional Services team maintains a 100% VMware environment, owning a 14,000-mile fiber network with access to over 225 data centers and POPs. Leveraging their vast private connectivity, US Signal tailors their cloud, network and colocation services towards their customers' unique environment requirements.

RUBRIK'S RESTFUL APIS POWERS SCALABLE AUTOMATION OF WORKFLOWS

As a leading provider of hosted private cloud and multi-tenant cloud services, US Signal was seeking a secure backup solution that could support the needs of its growing enterprise customer base. To keep up with demand, US Signal needed a backup and recovery vendor with a forward-leaning API strategy to automate workflows and accelerate recovery times. "As a cloud service provider, the ability to respond to customer requests is crucial," explains Amanda Regnerus, US Signal Executive Vice President of Marketing and Product Development. "Rubrik's APIs integrate seamlessly with our existing operations and business tools, such as our customer-facing ticketing and reporting portal. With Rubrik, we can automate our end-to-end workflows, enabling us to efficiently cater towards our customers' needs."

Rubrik's well-documented RESTful APIs allow users to automate SLAs across all virtualized workloads and instantly recover entire VMs within minutes. "Given our enterprise customer base, we regularly deal with large 10TB VMs with significant amounts of data. Hence, delivering reliable backup performance is crucial," says Matt VanderZwaag, US Signal Director of Product Development. "Rubrik's rich suite of APIs helps us automate all of our restore processes. On top of that, Rubrik provides us the best scenario for scale. As a cloud service provider, the native scale-out nature is invaluable, especially as we rapidly grow our infrastructure to align with our customers' business requirements."

US SIGNAL LEVERAGES RUBRIK'S END-TO-END ENCRYPTION TO HELP REGULATED CUSTOMERS ACCELERATE COMPLIANCE

Rubrik's comprehensive end-to-end data encryption enables security conscious organizations to meet the highest compliance standards. "We have a large base of customers operating in regulated industries, such as healthcare and financial services, and it's critical that we are able to service them with stringent security standards," remarks VanderZwaag. "Rubrik's ability to encrypt data both in-flight and at-rest complies with strict regulations, such as HIPAA and PCI. This is crucial to helping us support our customer compliance needs."

Other benefits include:

- **Diversified suite of cloud vendor-agnostic solutions:** "Rubrik's dynamic capabilities within its comprehensive cloud portfolio has enhanced our offerings to customers with cloud archival requirements. Using Rubrik, they are able to efficiently and securely orchestrate their data across US Signal private and multi-tenant clouds for long-term retention and avoid vendor lock-in to any particular cloud."

- **Increased profitability and efficiency from datacenter footprint reduction:** "Rubrik's global deduplication and compression capabilities have significantly reduced our data footprint. Their architecture simplicity has eliminated the need for unnecessary hardware, which has boosted our margins. By passing nearly 90% savings in disk consumption to customers, we are able to remain competitive in the cloud service provider landscape and co-create innovative solutions with our customers."

"Rubrik's vision and product development pipeline excites us. We look forward to continuing to use the Rubrik platform as our mainstay and leveraging our partnership to accelerate growth."

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Amanda Regnerus, Executive Vice President of Marketing and Product Development

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.