



# Zero Trust Data Security

Purpose-built for MSPs

Rubrik is a global Zero Trust Data Security company. Rubrik addresses the key challenge ALL customers face.

We make **Data Protection, Cyber Resilience**, and Compliance simple, achievable, and manageable for Managed Service Providers (MSPs) and their customers.

### PARTNER BENEFITS

- Differentiate your business in the competitive MSP landscape by tapping into Zero Trust Data Protection & Cyber Resilience services delivered from a single platform.
- Accelerate your business growth in Revenue & Margin with the support from a MSP focused MSP practice that includes MSP Consultative Enablement, marketing, and dozens of other benefits.
- A Platform with an API first mentality to integrate into MSPs existing CMS solutions.
- Leverage a turnkey Zero Trust Data Security platform that reduces total cost of ownership by up to 64% through consolidating point solutions and focusing on scalability.
- Deploy to your customer environments in minutes versus solutions that take weeks, or months to install.
- Gain expertise for your team with Rubrik's experts, and more.

### ZERO TRUST DATA SECURITY-AS-A-SERVICE PLATFORM

Rubrik is the world's first multi-tenant Zero Trust Data Protection & Cyber Resilience platform that delivers Data Protection, Data Security, Cyber Resilience, Compliance, Activation, Analysis, and Data Lifecycle Management to hybrid cloud enterprises from a single platform utilizing true immutability, anomaly detection, sensitive data discovery, retention lock, and multi-factor authentication to ensure rapid recovery during an incident. Rubrik provides unified visibility across all data and environments.

### TRUSTED

Rubrik MSPs secure more than 4000 customers in over 40 countries.

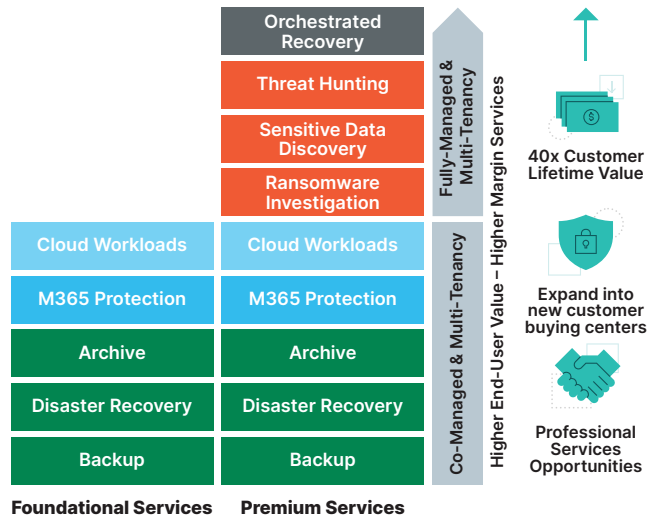
### PROVEN MSPS SUCCESS WITH RUBRIK – LAND & EXPAND

**Our partners have grown over 200%.** Along with Rubrik, they exercise a Land & Expand with their customers.

With Rubrik you have an entire portfolio you can continue to expand and grow wallet share.

We have many Partners who started very small - less than \$100k USD initial investments, who have moved over time to over \$4M in Rubrik revenue, a **40x** increase. This doesn't include the additional product and services they provide through cloud spend, and professional services dramatically expanding the opportunities for our partner community.

Rubrik's Zero Trust Data Security suite has been interesting to our partners. MSPs have started leading with Rubrik in their Cyber Resiliency practices ensuring their customers are well protected and able to recover in the event of a ransomware attack. This enables MSPs to position Rubrik as a differentiated solution as an outcome of their Cyber Resiliency assessment for their customers.



Why are MSPs doing incredibly well with Rubrik

## EXAMPLE MSP LAND & EXPAND USE CASES



### Backup-as-a-Service

- Backup & recovery, replication, search and analytics
- Built on a zero-trust file system with immutable logical air gapping
- Multi-tier capacity utilization reports for billing/planning
- Plug-in into existing CMS through RESTful APIs
- Support multi-tier policy driven service-levels offerings
- Co-Management Multi-Tenancy Hybrid Data Protection - Enable customers to protect & restore their Data wherever it resides on-prem or cloud



### DR-as-a-Service-Mirrored Site Service

- Host mirrored site using Rubrik replication
- Enable rapid restore with google-like search
- Built-in capacity utilization reports for billing/planning
- Co-Management Multi-Tenancy enablement for your customers to perform DR
- Offer bring-your-own-cloud (BYOC) choice to your customers
- Create incremental service tier-based application type



### M365 Protection-as-a-Service

- SaaS-based backup across Exchange Online, OneDrive, SharePoint, and Teams
- Centralized Management with Co-Management Multi-Tenancy capability for customers to manage their own backups and restores
- Turbocharge Recovery
- Automate at Scale



### Sensitive Data Discovery-as-a-Service

- Fully Managed Multi-Tenant assessment of data risk, exfiltration, and classification of sensitive data
- Supports enforcement of compliance policies
- Includes pre-built and custom templates
- Automated Empirical process



### Data Security-as-a-Service

- Fully Managed Multi-Tenant Data Security-as-a-service
- Offering responsive anomaly detection & remediation, continuously monitoring production data for suspicious activity & Ransomware
- Analyze data impacted in a ransomware attack and blast radius
- Recovery from immutable backups
- Comprehensive & intelligent solution

## PARTNER FOCUSED

Partner Experience is very important to Rubrik so whether it's supporting your customers, providing sales & pre-sales enablement, or jointly crafting a compelling Go-To-Market strategy, Rubrik's MSP focused Consultative Enablement equips you with the right tools and resources.

## DIFFERENTIATION

- Zero Trust Data Security and multi-tenant management in a single portal.
- Ability to offer both Co-Management Data Protection, and Fully Managed Data Security services to your customers.
- Zero Trust is built into our technology by design with Ransomware resiliency at the forefront of the design.
- APIs plug-in into existing CMS
- 24/7/365 recover support for Ransomware attacks
- Flexible pricing and deployment options.
- Partner-focused: the right tools, resources, and relationships.
- SaaS and Software only. Easy to install.
- The Rubrik Zero Trust Data Security platform continues to be recognized as a LEADER in Gartner's Magic Quadrant.

Register: <https://partner.rubrik.com/s/onboarding>



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Rubrik is a cybersecurity company, and our mission is to secure the world's data. We pioneered Zero Trust Data Security™ to help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, delivers data protection and cyber resilience in a single platform across enterprise, cloud, and SaaS applications. Our platform automates policy management of data and enforcement of data security through the entire data lifecycle. We help organizations uphold data integrity, deliver data availability, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked. Rubrik is a registered trademark of Rubrik, Inc. All company names, product names, and other such names in this document are registered trademarks or trademarks of the relevant company.