

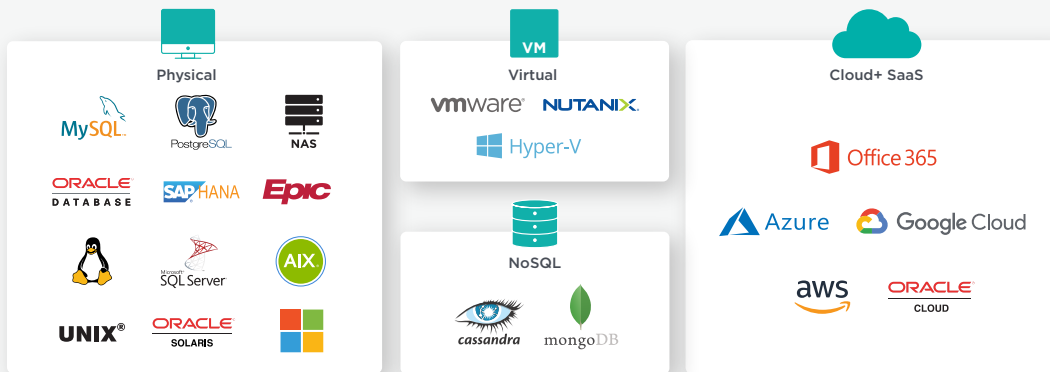
# Cloud Data Management for Digital Enterprises

One software platform. Backup, recovery, archival, DR, and more.  
Built for hybrid cloud.

As enterprises drive digital transformation initiatives and embrace cloud, they require a new approach to data management to address increasingly complex requirements. Rubrik Cloud Data Management delivers a software platform for these hybrid cloud enterprises to simplify backup and recovery, accelerate cloud adoption, deliver automation at scale, and defend against Ransomware. As enterprises operate on-premises and in the cloud, implementing governance, meeting compliance, and warding off cyber attacks also become more challenging. Rubrik's Polaris SaaS platform helps enterprises organize all their business information by indexing all metadata to deliver a unified system of record.

## BEST-IN-CLASS DATA MANAGEMENT FOR APPLICATIONS

Designed to be vendor-agnostic from Day 1. Supports industry-leading applications, operating systems, databases, hypervisors, clouds, and SaaS applications.



## RUBRIK CLOUD DATA MANAGEMENT IS DESIGNED TO BE:

- **Software-defined:** Rubrik consolidates disparate hardware and software components into a single software. Enterprise can deploy Rubrik on-premises via plug-and-play appliances, software on third-party hardware, or software in the cloud.
- **Simple:** Rubrik wipes out management complexity with just a few clicks. We solve for ease of use by infusing consumer-grade usability into enterprise software.
- **Scale-out:** We adopt the same web-scale technologies used by Google, Facebook, and Amazon, allowing our users to easily handle rapidly increasing volumes of information with a linear architecture. With Rubrik, enterprises can eliminate forklift upgrades and easily manage Rubrik as a single system.

## USE CASES



### BACKUP AND INSTANT RECOVERY

Rubrik introduces a radically simple backup solution that delivers near-zero RPO and RTO with continuous data protection and instant recovery without manual storage provisioning. Rubrik eliminates job scheduling with policy-driven automation, on-prem and in the cloud. To deliver faster recoveries, users can easily search for applications and files with predictive search.



### REPLICATION AND DISASTER RECOVERY

Rubrik offers a variety of different options to implement an effective disaster recovery strategy, whether on-premises or in the cloud. Asynchronous, deduplicated replication is available for organizations with a secondary DR site. A single policy engine delivers automated replication for both virtual and physical environments for instant recovery.



## DATA ARCHIVAL

Rubrik offers easy-to-manage data archival across all major public and private cloud providers. Users can automate long-term data retention by moving a slider in the same policy engine as their backup and replication schedules. Automate SLA compliance reporting to get notified on capacity utilization and growth.

developers without a storage penalty. With Rubrik, users can automate, test, iterate, and tear down workflows for virtualized, Microsoft SQL Server, and Oracle environments.



## REMOTE AND BRANCH OFFICES

Rubrik Edge is a software appliance that extends data protection and management to remote and branch offices. Rubrik users can deploy Edge at remote locations to backup locally, replicate to a central data center, and archive to the cloud with an easy-to-use interface.



## TEST AND DEVELOPMENT

Rubrik can be used to accelerate application test and development by providing multiple copies to

## DATA MANAGEMENT THAT ADVANCES YOUR STRATEGIC INITIATIVES

### DATA GOVERNANCE AND RANSOMWARE RECOVERY

Rubrik stores all data in an immutable format, preventing ransomware from accessing and encrypting underlying backups. Use ML-driven insights to detect suspicious behavior, identify changes, and restore data with a single click. Automate sensitive data classification to easily identify data exposure without impacting production environments and requiring additional infrastructure.

hundreds of servers or VMs. Rubrik also integrates with service catalogs (i.e. ServiceNow, vRealize Automation, and vCloud Director) to automate manual processes and deliver self-service access and recovery.

### SELF-SERVICE AUTOMATION

Rubrik is built on an API-first platform to integrate seamlessly with third party solutions to achieve IT-as-a-Service (ITaaS). Users can plug into configuration management tools (i.e. Puppet, Chef, SaltStack, Ansible) to simplify deployments across

### CLOUD MOBILITY & DISASTER RECOVERY

Rubrik allows enterprises to utilize public cloud (i.e. Amazon AWS, Microsoft Azure, and Google Cloud Platform) or private cloud for all aspects of data management – backup, replication and DR, archival, test/dev, and more. Protect and manage cloud-native applications (i.e. Microsoft Office 365, AWS EC2 instances, NoSQL databases). Convert VMs into cloud instances for on-demand application migration and cloud test/dev.

## THE TRUSTED SOLUTION FOR ORGANIZATIONS ACROSS THE GLOBE



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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](http://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.