

# THIS IS CLOUD DATA MANAGEMENT

Recover, manage, and secure your data. Everywhere.

Rubrik Cloud Data Management unifies backup, instant recovery, replication, search, analytics, archival, compliance, and copy data management in one scale-out fabric. Enterprises use Rubrik to easily and securely manage all data, whether it's physical or virtualized, across all locations—on-premises, at the edge, and in the cloud. Enterprises achieve unprecedented data mobility and accessibility, eliminate management complexity, and align technology to business needs.

## RUBRIK CLOUD DATA MANAGEMENT IS DESIGNED TO BE:

- **Software-Defined:** We distill physically disparate hardware and software components underlying the multi-tiered, legacy backup and recovery architecture into one software. Rich data services are embedded into this software fabric so that managed data can be repurposed for use cases beyond protection.
- **Simple:** We solve for ease of use by infusing consumer-grade usability into enterprise software, from rapid installation to painless management.
- **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. Users avoid painful forklift upgrades and continue to easily manage Rubrik as a single system.

## USE CASES



### BACKUP AND INSTANT RECOVERY

Rubrik introduces a radically simple backup solution that delivers near-zero RTOs without additional storage provisioning. Quickly test upgrades or recover from Ransomware without data loss. Stop wasting time managing backup jobs, and start automating backup policies. Search for VMs, physical databases and applications, or files just as you search on the web, with suggested search results as you type.



### DATA ARCHIVAL AND COMPLIANCE

Rubrik offers easy-to-manage data archival that remains instantly accessible. Automate long-term data retention by setting policies in the same policy engine as your backup and replication schedules. Instantly access your archived data by searching a global index that catalogues all data, even if it's stored in the cloud. Automate SLA compliance reporting and get notified early on capacity utilization and growth.



### REPLICATION AND DR

Rubrik provides asynchronous, deduplicated replication for site-to-site recovery. One policy engine allows you to setup backup, replication, and archival schedules on-site or in the cloud. Accumulate more recovery points for all

your applications. Deliver point-in-time recoveries for database applications. Achieve near-zero RTOs from any VM replica without rehydration or additional storage provisioning.



### REMOTE AND BRANCH OFFICES

Rubrik Edge is a software appliance that extends data protection and management to remote and branch offices. 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. Use the same Rubrik interface to gain visibility into VMs, physical databases and applications, snapshots, SLA policies, and more.



### COPY DATA MANAGEMENT

Rubrik can be used to accelerate application test and development by providing multiple copies to developers from just one "golden image." Rubrik offers native linked-cloning capabilities to allow any number of mounts to be created with no storage penalty. Users can provision as many copies to developers as needed within a sandbox environment. With Rubrik, enterprises can stand up, test, and tear down environments in minutes for databases and applications.

## A SMARTER WAY TO MANAGE DATA

### GLOBAL SEARCH

Instantaneous access allows businesses to deliver data availability and recovery real-time without impacting production. Rubrik introduces Google-like search, eliminating application and file search complexity inherent in legacy solutions. As the user types the query, Rubrik delivers predictive search results. The user can instantly locate specific versions of files across time and locations for all VMs, applications, and file systems - no matter where the data resides (on-premises or in the cloud).

### POLICY-BASED AUTOMATION

Infrastructure automation allows enterprises to deliver data services quickly while saving time and resources. Rubrik offers an API-first architecture— even its HTML5 interface consumes RESTful API endpoints. Automate data protection, search, test/dev, and other custom lifecycle management

workflows that play well with third party configuration management tools (Ansible, Chef, Salt, and Puppet) and can be delivered through service catalogs (vRealize Automation). Align technology to business needs with a single policy engine that automates service level agreements (SLAs) for all your workloads.

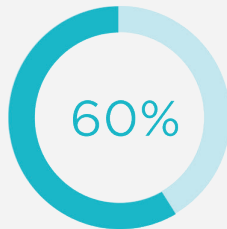
### CLOUD MOBILITY

Deliver scalable and efficient data management by using Rubrik as an easy entry point into cloud services. Rubrik allows you to utilize public cloud (such as Amazon AWS and Microsoft Azure) or private cloud object storage for data archival and disaster recovery. Users can easily set up archival locations, and globally search all archives to deliver data recovery. Rubrik ensures secure data archival, encrypting all data in-transit and at-rest in the cloud.

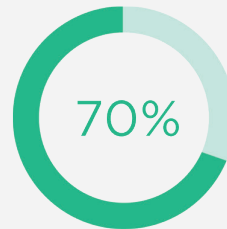
## WE HELP COUNTLESS ENTERPRISES SAVE AND DO MORE.



Near-zero RTO



60% reduction in daily management



70% reduced data center footprint



Deployment time

## THE TRUSTED SOLUTION FOR ALL COMPANIES ACROSS THE WORLD.



“Rubrik simplifies our process, makes us more efficient and provides extra protection – all of which helps keep us at the forefront of technology innovations.”

-Joe Ryan, JLL's Chief Technology Officer, Americas



“Rubrik has become our trusted platform to deliver backup and recovery for our mission critical workloads. We are able to unlock public cloud as a cost-effective and intelligent resource for archival.”

-Steve Bunch, Server and Storage Manager

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Rubrik provides the industry's leading Cloud Data Management platform to accelerate how enterprises protect, manage, and secure data everywhere. Fortune 500 companies trust Rubrik's single platform to deliver data protection, search and analytics, archiving and compliance, and copy data management to deliver instant data access, cut TCO in half, and slash daily management time down to minutes.

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