



# Rubrik Quick Sell Guide

## Overview

Rubrik, the Zero Trust Data Security Company™, delivers data security and operational resilience for enterprises. Rubrik provides data security and data protection on a single platform, going beyond just backup and recovery with Zero Trust Data Protection, Ransomware Investigation, Incident Containment, Sensitive Data Discovery, and Orchestrated Application Recovery. Data is ready at all times so users can recover the data they need, and avoid paying a ransom. Rubrik's software solution scales linearly and can be quickly deployed anywhere across on-prem, hybrid cloud, and multi-cloud environments to protect physical, virtual, and cloudnative apps.

## Target Customer

- Decision-maker is VP of Infrastructure, IT Director/Manager
- User is IT Ops, Systems or Network Manager/Admin, Virtualization or Backup Admin
- Influencer is SecOps, DBA, Enterprise Architect
- Looking to reduce risk of paying the ransom in the case of ransomware attack
- Using enterprise backup software/storage
- Looking to reduce financial, operational, and business costs of backup, archival, test/dev
- Using or exploring private/public cloud archival (object store, Azure, AWS, GCP)

## Discovery Questions

**Due to a massive increase in cyber-attacks, security is top of mind to every customer and vertical. What are you doing to ensure your data is safe and recoverable?**

Rubrik cyber resilience capabilities empower IT and Security teams across the lifecycle of a cyber incident. Rubrik can identify indicators of compromise from backup data to alert teams and help contain the impact of ransomware. Rubrik can also perform analytics across snapshots to identify the last known good state to prevent reinfection and delayed recovery. Plus, Rubrik can preserve point-in-time snapshots for use in both internal post incident reviews and cyber investigations for external regulatory compliance.

**What tools are you using to drive efficiencies in delivering IT services via automation?**

Rubrik enables users to build custom workflows through integrations with automation tools such as Terraform, ServiceNow, Chef, Puppet, and Ansible.

**Every organization has a different stance on Cloud. What does cloud mean for your business?**

Rubrik simplifies multi-cloud data protection across AWS, Azure, Google Cloud, Microsoft 365 and hybrid-cloud workloads, facilitating compliance and governance with centralized reporting. Rubrik also optimizes storage costs with tiering, and automates backup across hundreds of cloud accounts.

Microsoft has also made an equity investment in Rubrik, partnering with Rubrik to deliver regulatory compliance tools alongside data security. One such benefit is Rubrik Cloud Vault, built to reduce the risk of backup data breach, loss, or theft. Rubrik Cloud Vault is a fully managed solution for isolated, offsite cloud archival, allowing users to set up archival policies, select the tier and available regions, and begin direct, authenticated Azure Blob integration for encrypted data upload.

**What is your current disaster recovery solution?**

Rubrik customers can migrate VMs to public cloud; Rubrik automatically converts vSphere and Hyper-V VMs to cloud-native instances such as Amazon EC2 and Azure VM. Rubrik also provides “Brik-to-Brik” replication that is WAN-optimized, meaning that Rubrik minimizes the amount of data sent over long distance network connections. And, Rubrik offers Orchestrated Application Recovery, automating the configuration process for VMs, taking into account application dependencies with predefined blueprints for 2-click DR.

**Are you meeting your backup and recovery objectives/SLAs?**

Rubrik customers reduce RTOs and RPOs from hours to seconds With Continuous Data Protection, users can recover missioncritical VMs to just seconds before a disaster or corruption point. Rubrik’s SLA policy engine also simplifies compliance for a “set-it-and-forget-it” approach to backup, replication, and archival.

**Object Handling**

**Our air gap has to be physical.**

99.9% of Rubrik customers buy Rubrik for the security of a physical air gap without the need and the cost/expense of implementing one. But if you do want a physical air gap, Rubrik has options.

**Aren’t you just going to restore infected files? How do you know what point to recover to?**

Rubrik users can threat hunt within backups and restore everything except the executable that launched the attack. Rubrik can show what the executable did and if sensitive or regulated data was in scope.

**Everyone says they are immutable. How is Rubrik any different?**

Immutability is table stakes these days. Rubrik solutions offer not only that, but also help organizations in terms of speeding up time to recovery, identifying the blast radius of an attack, and identifying what sensitive data has potentially been impacted in order to help customers get back up and running quickly.

**I don’t buy into the Zero Trust hype. What does it even mean?**

Assume a breach has already happened. Authenticate everything. Trust nothing. That is a cornerstone of a successful cyber resilience program and what many executives and boards ask for. It’s also a vital, last line of defense approach. One of the most trusted roles is the backup admin. If they go rogue, and expire all of an organization’s backups, Zero Trust is a critical platform defense strategy. With Rubrik, all data is encrypted and logically air gapped from the rest of the environment, with all access governed by comprehensive authentication and access controls.

TOP 3 CUSTOMER PAIN POINTS	TOP VALUE PROPOSITION
<p><b>Achieving Cyber Resilience</b></p> <ul style="list-style-type: none"> <li>• Backup data is vulnerable to attack</li> <li>• Physical separation of infrastructure (air gap) is costly and slows down recovery</li> <li>• Inability to scope blast radius and/or construct relevant recovery points</li> <li>• Post-event struggle to identify impacted data and/or its sensitivity to the business</li> <li>• SecOps is unaware of how IT Ops can help, therefore don’t engage, elongating recovery</li> </ul>	<p><b>Cyber Resiliency</b></p> <ul style="list-style-type: none"> <li>• Protect and recover critical data and business applications from ransomware or other cyber events with native immutability.</li> </ul>

<p><b>Automating Data Protection</b></p> <ul style="list-style-type: none"> <li>• Complexity stemming from managing multiple hardware and software components</li> <li>• Recovery is too slow to meet business SLAs</li> <li>• Traditional architectures are disparate and expensive</li> <li>• Legacy solutions make it difficult to handle modern challenges and initiatives</li> <li>• Sea of backup jobs are highly manual and difficult to maintain</li> </ul>	<p><b>Cost Efficient Data Protection and Recovery</b></p> <ul style="list-style-type: none"> <li>• Simple and cost-effective approach that ensures on-prem and cloud apps and data are protected and always available via rapid recovery.</li> <li>• Instant recovery (Live Mount) drastically reduces RTOs from hours to just seconds. Recovery testing can be done in just minutes.</li> <li>• Simplified management. In just a few clicks, set backup, replication, and archival policies.</li> </ul>
<p><b>Accelerating and De-Risking Cloud</b></p> <ul style="list-style-type: none"> <li>• Inability to drive cloud adoption at the speed desired by the business (e.g., new apps)</li> <li>• Cloud adoption creates fragmentation and hinders data governance</li> <li>• SaaS solutions often go unprotected and vendors provide a false sense of security</li> <li>• Fragmented view of data and apps makes disaster recovery nearly impossible to deliver</li> <li>• IT Ops trying to gain control of cloud and modernize processes for cloud era</li> </ul>	<p><b>Accelerate Cloud Adoption</b></p> <ul style="list-style-type: none"> <li>• Utility-based cost, agility, and flexibility, with the ability to avoid cloud pitfalls (vendor lock-in, unprotected data and difficult to recover) with scalable protection.</li> </ul>

## Unique Selling Points

1. Built-in recovery: Recover quickly from ransomware and other DR events via immutable backups, ML-driven detection, detailed impact analysis, and single-click recovery.
2. High performance (backup and recovery) at large scale: Near-zero RTOs for VMs and databases via Live Mount. Accelerate test/dev, perform application health checks, and deliver ad-hoc restores with self-service access.
3. Policy-driven automation to simplify management operations and protect more apps.
4. An API-first design that makes it easy to integrate data management into a larger IT environment for greater efficiency and control.
5. Automated protection that applies SLA policies to new cloud applications.
6. Consolidated multi-cloud protection eliminates the need to rely on multiple native tools.
7. Easy configuration and control with SaaS-based management.
8. Zero Trust Security protects cloud and SaaS data so that applications running on-prem, at the edge, and in the cloud can be recovered reliably. Rubrik indexes all app data stored in the cloud, enabling instant access to cloud data through predictive search.

## Customer Use Cases



**WED2B** prevented disruption from a ransomware attack in November 2019, restoring critical SQL databases with Active Directory immediately. “With Rubrik, we experienced zero data loss, zero impact to our core business, we paid nothing in ransom fees and were up and running in 24 hours, which is fantastic” Rob Mole, Head of IT & Solutions.



**Langs Building Supplies** was hacked in May of 2021. With Rubrik, they recovered 100% of their data within 24 hours and paid \$0 in ransom. CIO, Matthew Day, stated “Rubrik is not just about recovering from ransomware. Rubrik is the difference between survival and non-survival in this new digital age.”



**Colchester Institute** recovered from a crippling ransomware attack within days leveraging Rubrik Zero Trust Data Security. Ben Williams, IT Services Manager said, “Rubrik safeguarded our backups. Due to its native immutability, 100% of our backups were protected against corruption and deletion. We were able to keep the lights on and deliver a robust service to our students and staff.



**Estée Lauder** – Leading house of prestige beauty, Estée Lauder is a collection of over 25 globally renowned beauty brands, each with its own unique set of data and unique challenges. To protect all data at scale while keeping costs low, the beauty company partners with Rubrik to break free from legacy data protection and mobilize to the cloud.

For more customer stories, check out [www.rubrik.com/customers](http://www.rubrik.com/customers)



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Rubrik, the Zero Trust Data Security Company™, delivers data security and operational resilience for enterprises. Rubrik’s big idea is to provide data security and data protection on a single platform, including: Zero Trust Data Protection, ransomware investigation, incident containment, sensitive data discovery, and orchestrated application recovery. This means data is ready at all times so you can recover the data you need, and avoid paying a ransom. Because when you secure your data, you secure your applications, and you secure your business. For more information please visit [www.rubrik.com](http://www.rubrik.com) and follow [@rubrikInc](https://twitter.com/rubrikInc) on Twitter and [Rubrik, Inc.](https://www.linkedin.com/company/rubrik) on LinkedIn. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.