



# Rubrik for Cloud-Native Protection

Automate backup and rapid recovery at scale across your hybrid and multi-cloud environments.

## THE CHALLENGE

Digital enterprises are increasingly using multiple private and public clouds to deploy applications, avoid vendor lock-in, and exploit best-of-breed solutions. However, this fragments data across hybrid and multi-cloud infrastructures, fracturing IT's ability to protect, manage, and secure their data, operations, and business. Purpose-built data protection solutions do not work across clouds. When dealing with large-scale multi- and hybrid-cloud deployments, enterprises run the risk of lengthy RTOs and data loss.

## THE SOLUTION

Seamlessly integrating with Amazon Web Services (AWS), Google Cloud, and Microsoft Azure to protect native workloads, Rubrik simplifies and automates backup and recovery while providing immediate access with near-zero RTOs, fast object-level recovery, and global management and reporting across your hybrid and multi-cloud environments.

Eliminate painful scripting and manual job scheduling by automating backup policy management with one single interface. Implement consistent policies across all your workloads, whether on-prem or in the cloud. Use incremental forever backups to drive capacity and network savings. Quickly search and recover snapshots or files at any level of granularity. Avoid the overhead of maintaining the software, supporting upgrade cycles, and managing hardware refreshes with SaaS-based data protection.



### POLICY-BASED AUTOMATION

Simplify and automate backup across hundreds of cloud accounts with a powerful SLA policy engine and tag-based protection.



### BLAZING FAST RECOVERY

Rapidly restore a single file or an entire VM with just a few clicks for near-zero RTOs.



### UNIFIED MANAGEMENT AND VISIBILITY

One command center to manage data protection across AWS, Azure, Google Cloud, Microsoft 365, and hybrid-cloud workloads.

## HOW IT WORKS

### AUTHORIZE

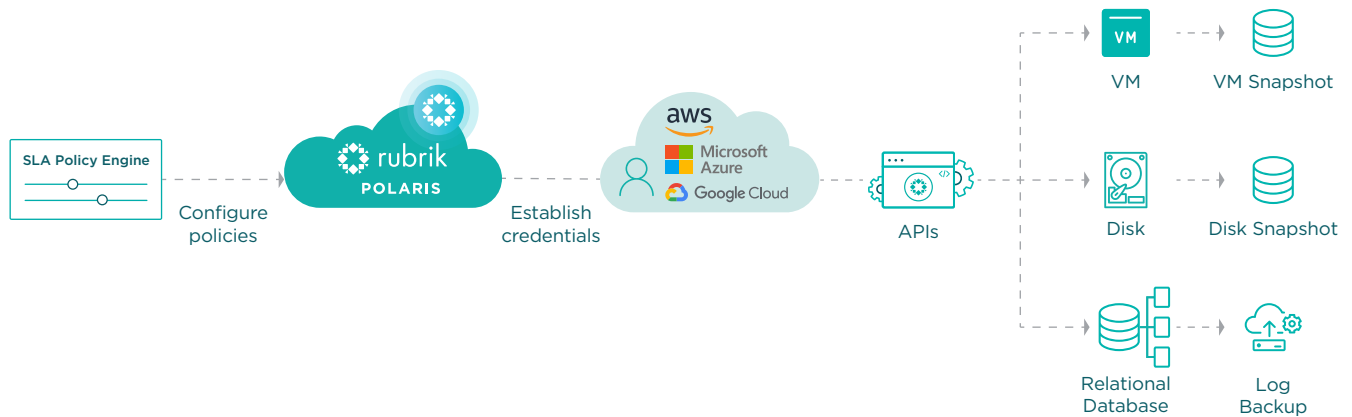
Authorize Rubrik with your cloud in a few clicks using the automated setup workflow. Requiring only the minimum set of permissions needed, Rubrik will auto-discover your environment in configured accounts, allowing users to specify which accounts and regions to manage.

### CONFIGURE

Use our powerful SLA policy engine to automatically create and expire snapshots to suit your backup and replication requirements. If file recovery is needed, Rubrik automatically spins up a single lightweight node in the cloud which is powered down once complete, minimizing consumption of cloud compute resources for more efficient cloud economics.

## PROTECT

Backups are automatically stored in elastic cloud storage so that users can efficiently scale protection in-line with cloud service consumption. Use incremental forever backups to drive capacity and network savings. All cloud-native data can be automatically indexed, delivering instant access and fast recovery with global predictive search. Users simplify management across hybrid cloud with a single Rubrik UI for cloud-native and on-premises applications. Use Rubrik on-premises or in the cloud to automatically backup and recover cloud-native VMs. With global predictive search, perform file-level restores in the event of a corrupt or missing config file without rolling back your entire system.



## WHAT OUR CUSTOMERS ARE SAYING

“We’ve started to migrate certain workloads to Amazon EC2 as part of our digital transformation efforts, but relied on native AWS snapshot tools which offered no central management capability. So the idea of incorporating EC2 backups into the same data protection solution as our on-premises backups was a no-brainer. Server administrators will be able to opt-in to backups simply by putting a certain tag on the EC2 instance, which they can then incorporate into their automated server build process, helping to simplify and bring certainty to protecting EC2 instances”



**Michael Keintoff**  
Senior Systems Administrator  
Meredith Corporation

“Rubrik’s native protection for Google Cloud modernizes the protection of our cloud-native applications, extending the same simplicity of our on-prem environment into the cloud. By employing the same SLA policies to automate data protection across our hybrid cloud, we no longer have to dedicate time to manage our backups. Rubrik’s solution increases our operational efficiency and allows us to focus on what matters the most - our customers.”



**Frederic Lhoest**  
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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. © 2020 Rubrik. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.

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