



# 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 and avoid vendor lock-in. 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, creating operational complexity and a lack of control and visibility. By focusing on building fast in the cloud, enterprises run the risk of not being able to ensure a baseline backup exists and that all of their data is secure and resilient.

## 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 with a solution that is deployed as software-as-a-service to manage data protection. Drive resiliency at the point of data and take back control and visibility with immutable backups and consolidated compliance and audit reporting for datacenter and cloud.

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. Manage cloud storage costs with policy-based tiering that leverages compression and lower cost storage classes. Quickly search and recover snapshots or files at any level of granularity with in-place restores. Recover in minutes from regional failures with cross-region replication.



### UNIFIED MANAGEMENT

Simplify multi-cloud data protection across AWS, Azure, Google Cloud, Microsoft 365 and hybrid-cloud workloads.



### RESILIENCY AT THE POINT OF DATA

Simplify and automate backup across hundreds of cloud accounts with a powerful SLA policy engine and scalable, tag-based protection. Gain peace of mind with immutability.



### CONTROL & VISIBILITY

Facilitate compliance and governance with centralized reporting. Optimize costs in the cloud with storage tiering.

## 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.

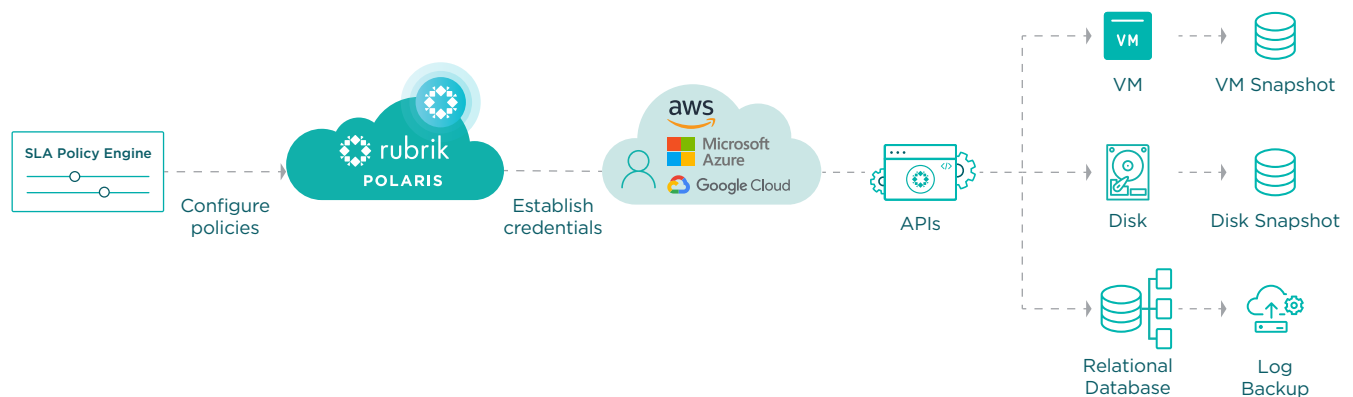
### CONFIGURE

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.

<b>AWS</b>	Policy-driven data protection for AWS EC2, EBS volumes, and RDS instances.
<b>Azure</b>	Modernized backup and recovery of Azure VMs and Azure Managed Disks. Protect cloud-native applications (such as Windows or Linux-based applications and SQL databases) by writing to Azure's storage services.
<b>Google Cloud</b>	GCE VM and GCE Persistent Disk Protection. Protect cloud-native applications by writing to Google Cloud Storage.



## 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.”



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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.