

EBOOK

# Bringing Modern Data Protection to Microsoft Environments

Data management built for Azure for maximum application mobility



# Legacy data management blocks digital transformation



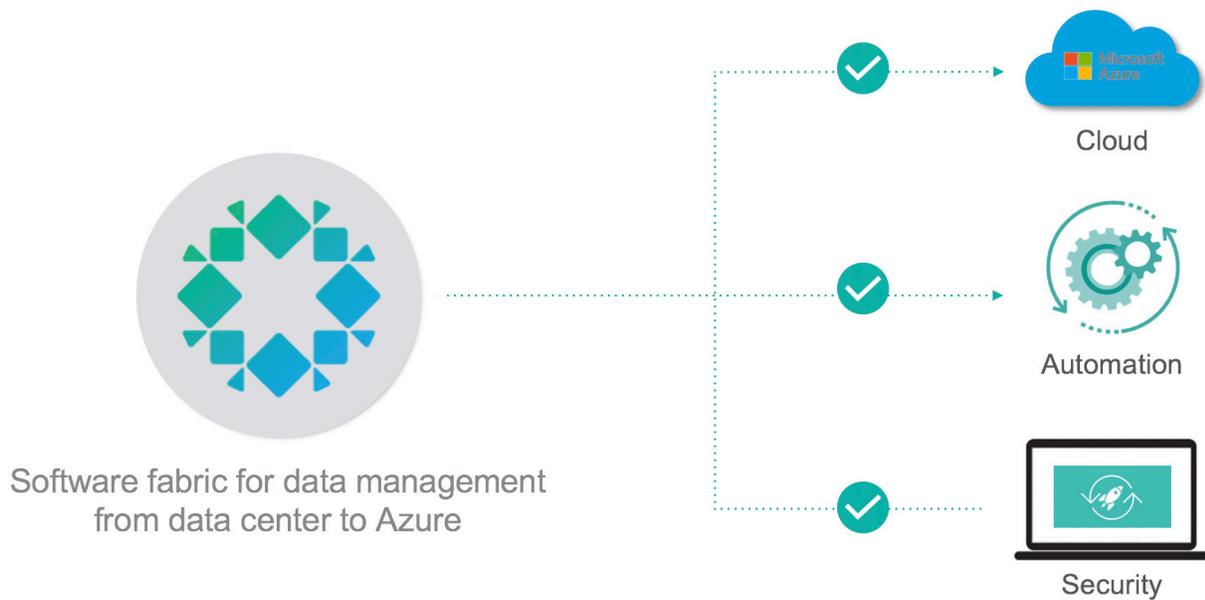
In the last 20-30 years, very little has changed in the backup and recovery space. Large levels of complexity reach across multiple components, from backup software to server infrastructure, to processes that scale to meet your infrastructure requirements, to replicating components, to backup and search catalog. Many companies leverage trucks to pay for off-site redundancy. In the mid 2000s de-duplication was introduced, making economical backup to disk possible. But that didn't really change the framework and complexity of the stack.

Unfortunately, this legacy technology blocks your digital transformation initiatives. It was built 20 years ago and centered around proprietary, old-school storage. As you migrate to the cloud, this architecture breaks down. It doesn't natively integrate with the cloud, it's not built for automation, and it's not secure by design.

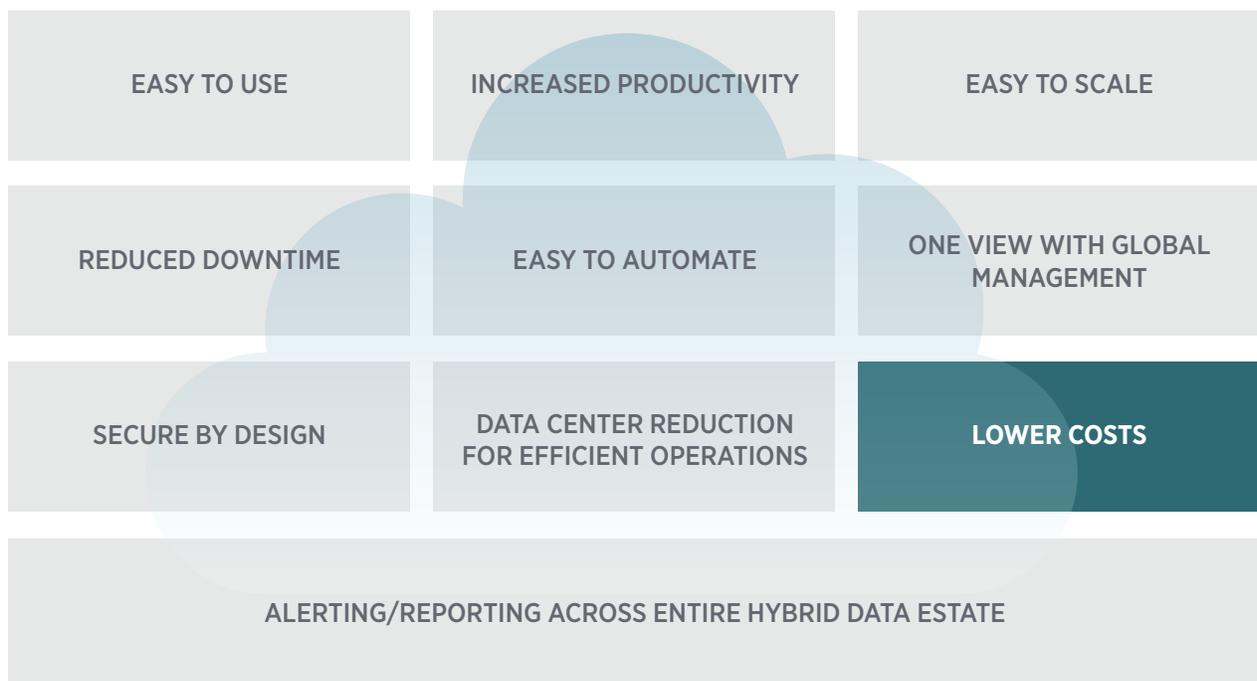
Rubrik modernizes backup, recovery, archive and DR. Our platform's success can be attributed to three principles:

1. **Native integration with the cloud**
2. **Automation and orchestration**
3. **Data security, no matter where the data is**

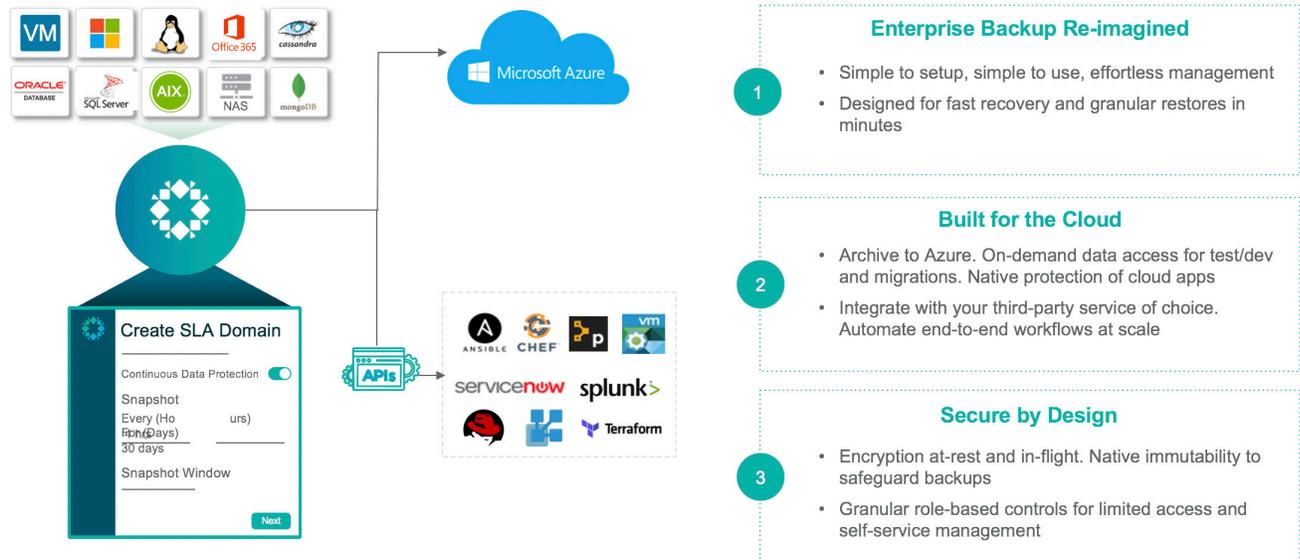
# Designed to help build your future



Rubrik takes all the elements of backup and converges them into a single software fabric that's built for the cloud.



# Modernize backup and recovery



Rubrik is centered around **ease of use** and **simplicity at enterprise scale**.

- **Get started in under 20 minutes.**
- **No more scheduling backup jobs, schedules with blackouts, or exclusions.**

## Automation

Rubrik automates backups with an intelligent, SLA-based policy engine that dramatically reduces the hours you spend hand-holding your backups. Set up your policies and Rubrik does the rest.

## Instant recoverability

An easy search interface allows you to rapidly locate specific items you'd like to recover, and restore within minutes for near-zero recovery times.

## Built for the cloud

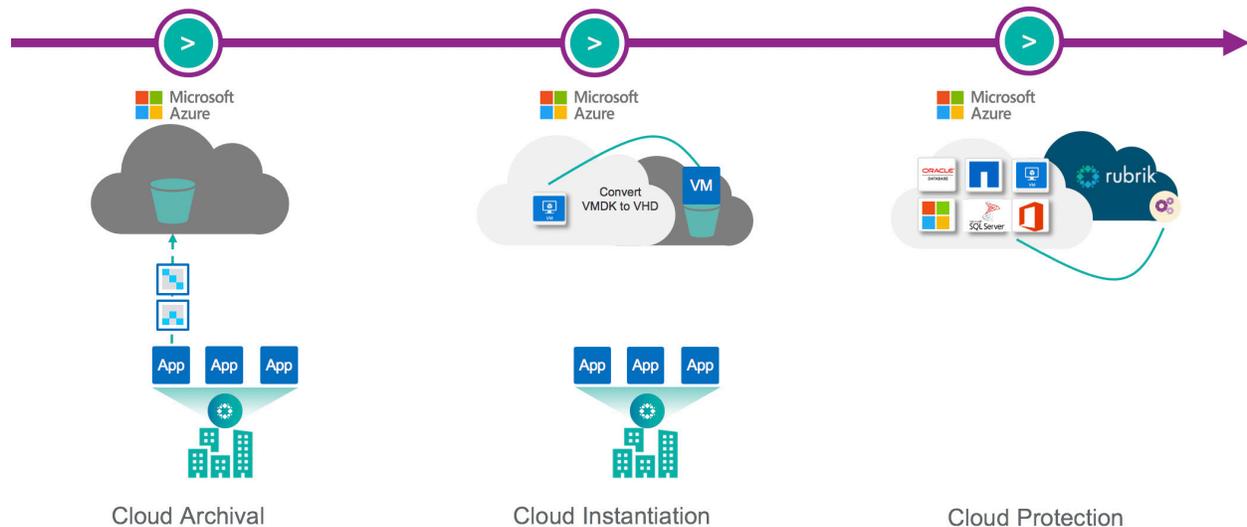
Rubrik has been natively integrated with the cloud since our first product version. Our cloud innovations include archival, instantiation, and protection. And we've built automation into every aspect of our solution.

- Automate SLA policy creation
- Robust APIs and SDKs for integration with your tools and workflows
- Integrations with solutions like ServiceNow, Splunk, Terraform and more to automate workflows

## Encrypted and secure

With Rubrik, once data is written, it can never be changed. This makes the data secure and **immutable to ransomware attacks**.

# Cloud solutions for data mobility and native protection



## Rubrik can fast-track your cloud usage and facilitate your cloud journey at your own pace.

### CloudOut

Use cloud first for long-term data retention. Send and store data cost-effectively in the cloud with the ability to search data on-prem.

### CloudOn

Instantiate a VM instance directly in the cloud for app mobility and cloud recovery. This can satisfy a variety of use cases. Restore an app to the cloud when your primary datacenter isn't available, or move an app to the cloud for test/dev purposes. You can request Rubrik to create a temporary compute instance of the protected VMs in the cloud in native format, and Rubrik takes care of everything else on the back end.

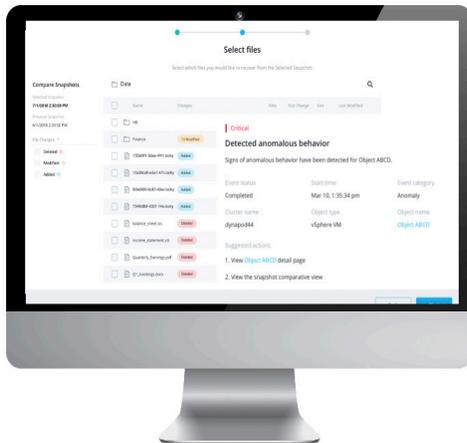
### Cloud-Native Protection

Once you're up and running in Azure, Rubrik provides native protection-as-a-service for Azure. For hybrid cloud enterprises, Rubrik abstracts away the complexity of managing data protection for on-prem and cloud environments through setup ease, use of one console, multi-cloud support, and high-performance for backup and recovery operations. Data is owned and always under your control. We architect a solution that operates over where data resides in customer accounts – we push compute resources to where the data is.

# Do more with your backup data

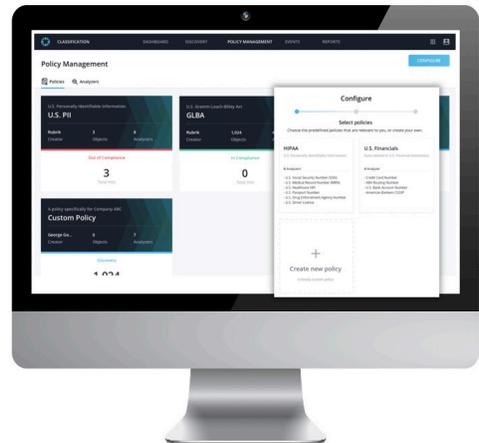
## Ransomware Recovery

Detect, respond, and recover from ransomware attacks



## Data Classification

Discover, classify, and protect sensitive data at risk for exposure



## Rubrik transforms your backup data into a business asset.

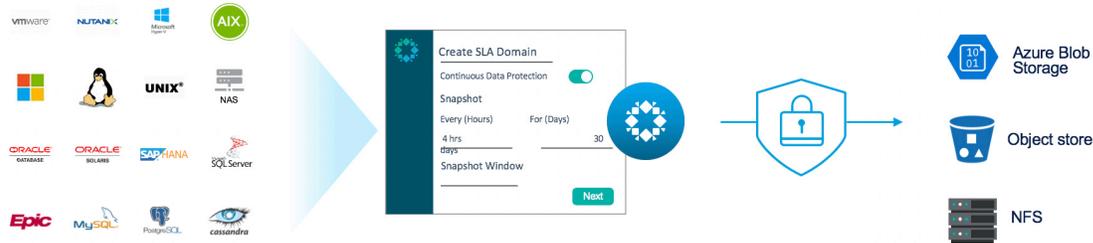
The Rubrik platform has native immunity to ransomware, and also:

- Automates ransomware detection
- Automates anomaly-based intrusion
- Determines the scope of attack
- Ensures you recover quickly

A purpose-built solution to automate data classification

- Identify any private or sensitive PII data
- Quickly identify policy violations and remediate them

# Archive data for off-site retention and recovery



## Reduce your TCO

Save on storage costs with intelligent automatic storage tiering

## Access data on-demand

Locate and restore entire archives or individual files

## Mitigate business risk

Secure your data with end-to-end encryption and cyber resilient archives

## Unlock cloud for cost-effective archival

Send your data to Azure blob storage to benefit from the elasticity, pay as you go model, or flexible storage tiers – or archive to a location on-premises.

## Reduce your overall cloud TCO

We intelligently organize the data and incrementally back it up so you don't have to store full archives in the cloud. This not only allows for better cloud economics, but also enables faster retrieval.

## Access data from your archives on demand

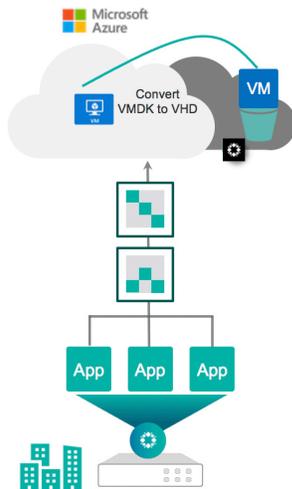
Rubrik gives you flexible recovery options and granular file restores so you don't have to worry about retrieval costs in the cloud. Protect yourself from accidental or malicious deletions and ensure your data is always immediately accessible.

## Built-in security

Rubrik encrypts data everywhere, whether at rest or in transit. We also integrate native with object lock to secure and lock backups so no one else can delete them or expire the snapshots.

# Instantiate on demand for data mobility

Spin up VMs protected by Rubrik to the cloud in the native cloud compute format.



*Eliminate idle infrastructure. Achieve agility.  
Mobilize your apps for Cloud recovery.*



## Recover from outages

Quickly recover from downtime on-demand for cost-effective policy-based restores



## Migrate test/dev to the Cloud

Create test or dev instances to refresh machines with latest copy of production data

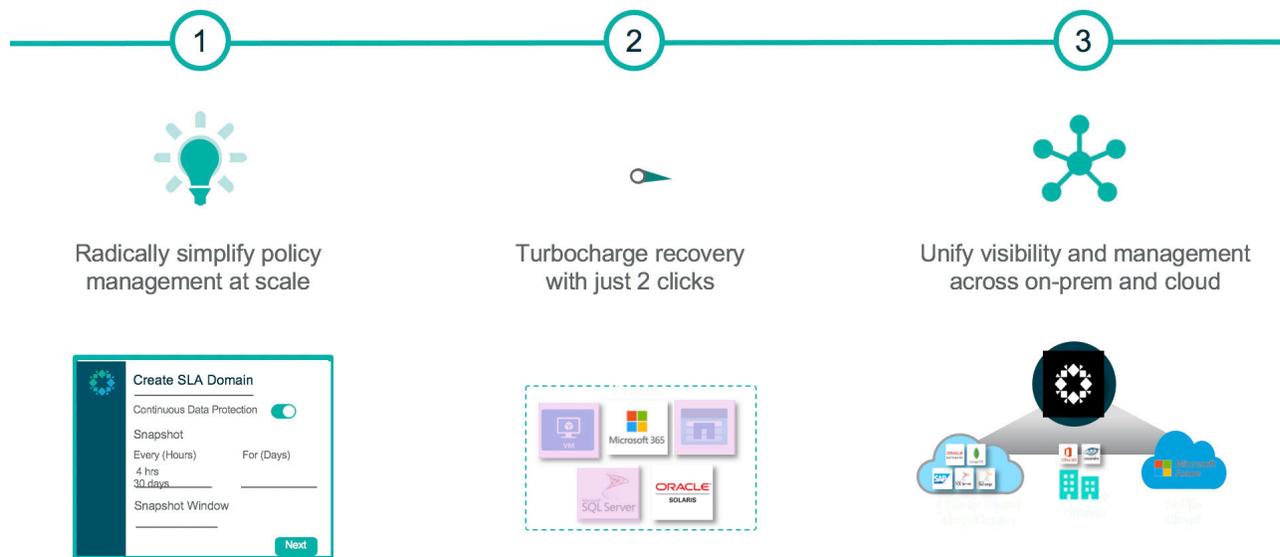
Once data is in the cloud, you can instantiate a cloud environment through automated conversion of the VMDK into VHD. Use CloudOn for on-demand instantiation as a low-cost recovery solution. Or, when you want to provision a sandbox environment with the latest copy of production data in the cloud for test/dev to accelerate innovation.

Rubrik's CloudOn also automates the conversion of on-premises VMs to cloud instances in Microsoft Azure for cost-effective app restores in the cloud.

To power on applications in the cloud, users configure the desired security group and Azure Virtual Network details. Rubrik scans VM configuration files to understand characteristics such as compute, memory, and storage before recommending a compatible cloud instance type. Thereafter, Rubrik converts VM snapshots through the following process:

1. Rubrik spins up temporary compute in the user's cloud environment. This prevents the need for any data to exit the cloud region, saving both bandwidth and egress costs.
2. The temporary Rubrik instance pulls the VMs from the archive location and converts them into cloud native images. Rubrik's own conversion capability unlocks up to 18x faster conversion times relative to native cloud provider capabilities and open source tools, drastically reducing RTOs.
3. Rubrik automatically powers down the temporary cloud instance after the conversion is complete in order to minimize cloud compute costs. This approach is unlike traditional solutions, which require continuously running compute resources in the cloud. Since the Rubrik compute is launched within the user's cloud environment, all cloud resource consumption is transparent to the user.

# Extend the simplicity of on-prem protection to Azure



Rubrik collapses the complexity of policy management and recovery at scale with automation, and drives a consistent management experience across all your cloud services. You'll minimize downtime, seamlessly integrate disparate cloud services, and break down silos.

## Automate policy management

Rubrik eliminates the complexity of policy management by simplifying and automating protection. This replaces 100s or 1000s of backup jobs with just a few SLAs. Apply these SLAs across all cloud accounts, regions and subscriptions, and reuse policies across multiple services such as EC2 and RDS from the same cloud provider or across multiple services from multiple cloud providers like Microsoft 365.

## Recovery within minutes

Save time and remove the burden of error-prone manual work by simplifying and automating recovery. With Rubrik, you can choose to restore to the original instance or export your backup data to a new instance, with just a few clicks. Once you choose your recovery option, Rubrik takes care of everything else on the back end. No need for manual steps or scripts. Just point and click for shorter recovery times and near-zero RTOs, helping you meet the most stringent availability requirements.

## Unified data management

Unify management and visibility across your on-premises and cloud deployments. Rubrik reduces the need for multiple touchpoints across on-prem and cloud premises, and ensures data management over multi-layered cloud boundaries. Centrally manage all the hybrid and multi-cloud workloads, minimizing the number of management consoles admins need. Real-time, built-in reports provide a health check of your backups. With fewer tools to toggle between, administrators can ramp productivity faster, instead of struggling with different interfaces and functional capabilities. The result is visibility and control that enables operational efficiency while streamlining management.

## Do Azure protection right with Rubrik

---



Hundreds of PB under management on Azure



Over 600 joint Rubrik and Azure customers across six continents



MSFT Partner of the Year and Winners Circle Awards



Solution Interlock with Azure, SQL, Windows Server, Hyper-V

“Rubrik can help customers, within 4 clicks, pull all their data and archives into Azure”

Gabriella Schuster  
Corporate VP, Microsoft

Leverage a next-generation backup and recovery solution that:

- Empowers you to **do more with your backup** by driving security, compliance, and governance initiatives
- Delivers **cloud mobility**
- **Simplifies and automates** everything
- **Accelerates your use of AWS** and
- Ensures you're well-positioned to meet the **challenges of tomorrow**

# The Rubrik/ePlus partnership delivers greater value for you

The Rubrik/ePlus partnership combines Rubrik's simplified and automated data management, instant recovery from ransomware, and secure archive to the cloud with the engineering expertise of the ePlus Managed Services team to support setup, configuration, optimization, and management.

**Now your data-dependent organization can overcome the barriers to true digital transformation with immutable technology, strategic insight, and unmatched expertise.**

Rubrik and ePlus will help you improve business continuity, cloud mobility, multi-cloud management, and regulatory compliance in strategic ways that put you on a path to operational excellence and position you strongly for the future.

## Get A Readiness Assessment

You've begun your datatude adjustment and realized that backup is just the beginning of what the Rubrik/ePlus solution can do for you. Now it's time to take the next step by having our engineers perform a thorough analysis of your current infrastructure, needs, and processes. We'll make strategic recommendations that show you a path to simpler data management, smart automation, and considerable cost savings.

[datatude.eplus.com](https://datatude.eplus.com)

