

Rubrik:

Think About Restoring Data Differently

Delivered by:

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12th March 2020



Agenda

- Rubrik Who?
- The Rubrik Solution for Backup
 - Simplicity
 - Immutability
 - Security
 - Backup is just the start
- The Rubrik Solution for Restore
 - Restore
 - Instant Recovery/LiveMount
- Use your data for more than just restore
 - Polaris, the Rubrik SaaS platform
 - Radar (Ransomware remediation)
 - Sonar (Data Classification)

Market Leader in Cloud Data Management

Who We Are

Gartner

MQ Visionary
Fastest Entry into MQ



Gartner Peer Insights
Highest Rated Customers' Choice

Forbes

#9 Forbes Cloud 100
Companies



VMworld Best of Show
8 Best of Show
and Gold Awards



82 NPS Score
98.6% CSAT

What We Deliver



One Solution to Manage Data
"On-Prem to Cloud"



Policy-Driven Simplicity



Rapid Innovation



API-First Platform

What You Get



Operational Efficiency



Cloud Mobility



Data Assurance for Security
& Governance



Lower TCO

Rapid Innovation and Consistent Recognition



2015

2016

2017

2018

2019



THE CHANNEL CO.
Top 25 Disruptors of 2015

THE CHANNEL CO.
Emerging Vendors 2015



BEST OF
vmworld® 2016

InformationWeek
TOP 25 VENDORS TO WATCH

Forbes
THE NEXT
BILLION DOLLAR STARTUPS

THE CHANNEL CO.
Emerging Vendors 2016

BUSINESS
INSIDER
50 Hottest Startups to Watch in 2017

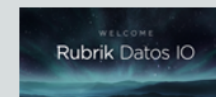
Breakout List
2017



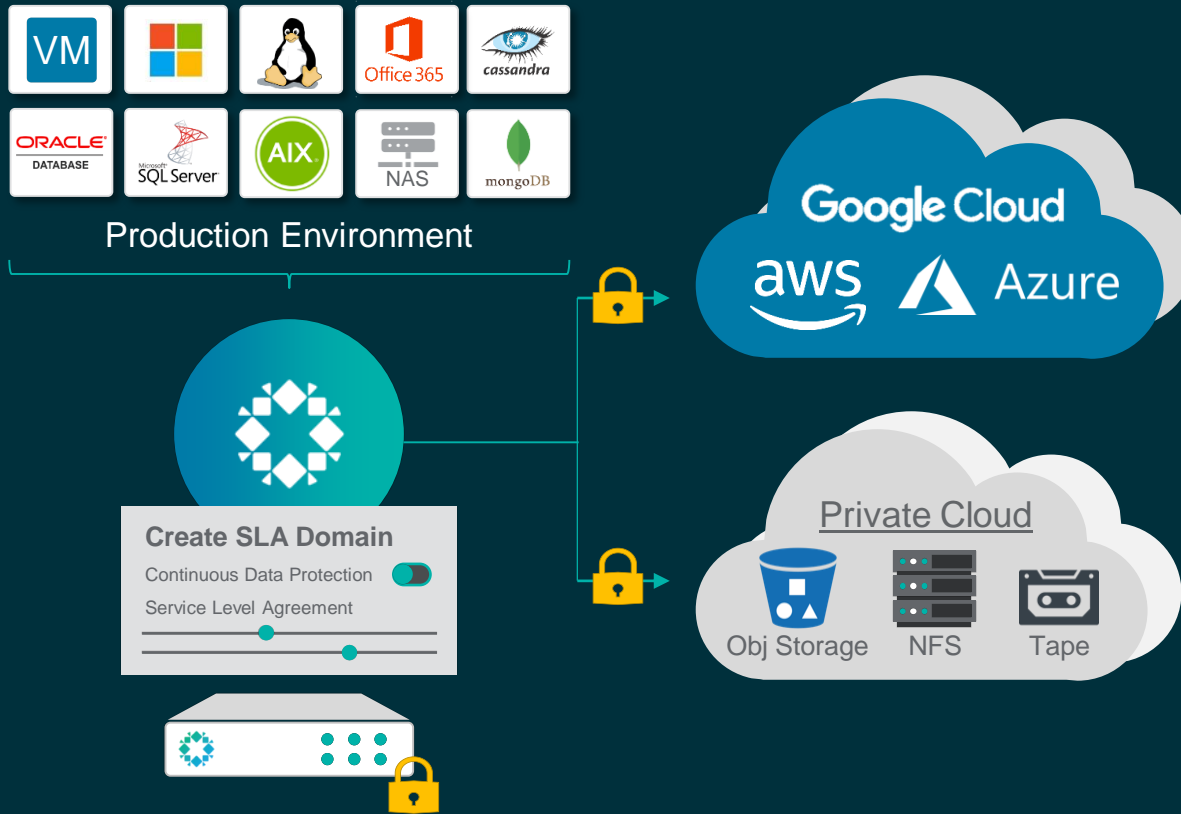
Gartner
Magic Quadrant for
Data Center
Backup and
Recovery Solutions



Datos IO Acquired



Meet Rubrik Cloud Data Management (RCDM)



Quick Start:

- Simple to Setup, Simple to Use
- SLA Domain based management
- Backs Up Enterprise Applications & Hypervisors
- 1st Full, Forever Incremental
- API Automation

Instant RTOs/RPOs:

- Live Mount VMs, SQL & Oracle databases.
- Natively integrated CDP for VMWare

Cloud:

- Cloud Archival
- Google-like Search
- File-level Recovery

Secure:

- End-to-end encryption
- Immutable file system

Mutable vs. Immutable Data Protection



Mutable

- Changeable
- Malicious activity
- Ransomware
- Sabotage

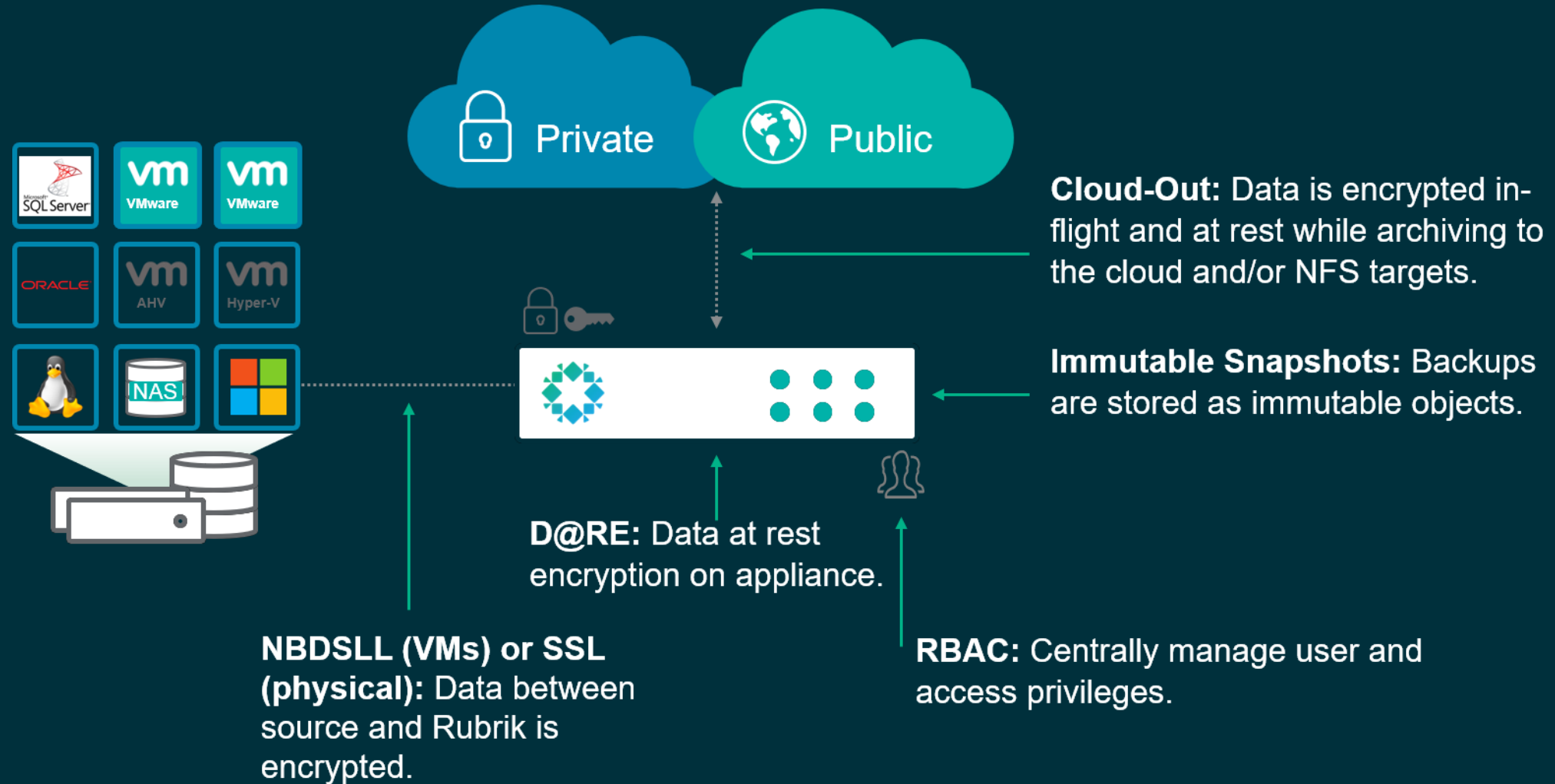
VS



Immutable

- Unchangeable
 - Secure
- Closed Design
- No Modification

Secure by Design



Restoration

- Object level Restore
- VM Level Restore/Export
 - Whole VM
 - File level restore from VM level backup (whatever the age and wherever located)
- Instant Recovery & Live Mount
 - VMWare
 - Whole VM
 - Volume (VMDK)
 - Hyper-V VM
 - Windows Volumes (Physical or Virtual)
 - SQL DB (Physical or Virtual)
 - Oracle DB (Linux/AIX)

VM and Database Live Mount



What it is

Virtual Machine LiveMount [VMWare, Hyper-V]

- ❑ Instantly spin up a clone for malware scans
- ❑ Fully automate DR Testing with Rubrik

Databases [MSSQL, Oracle]

- ❑ Ad-hoc queries. Ex: recover select piece of data
- ❑ DR. Ex: Run DB off Rubrik until storage is back online

Why it's important

Near Zero RTO

- ❑ Remove all bottlenecks & instantly access VMs or Databases directly from Rubrik

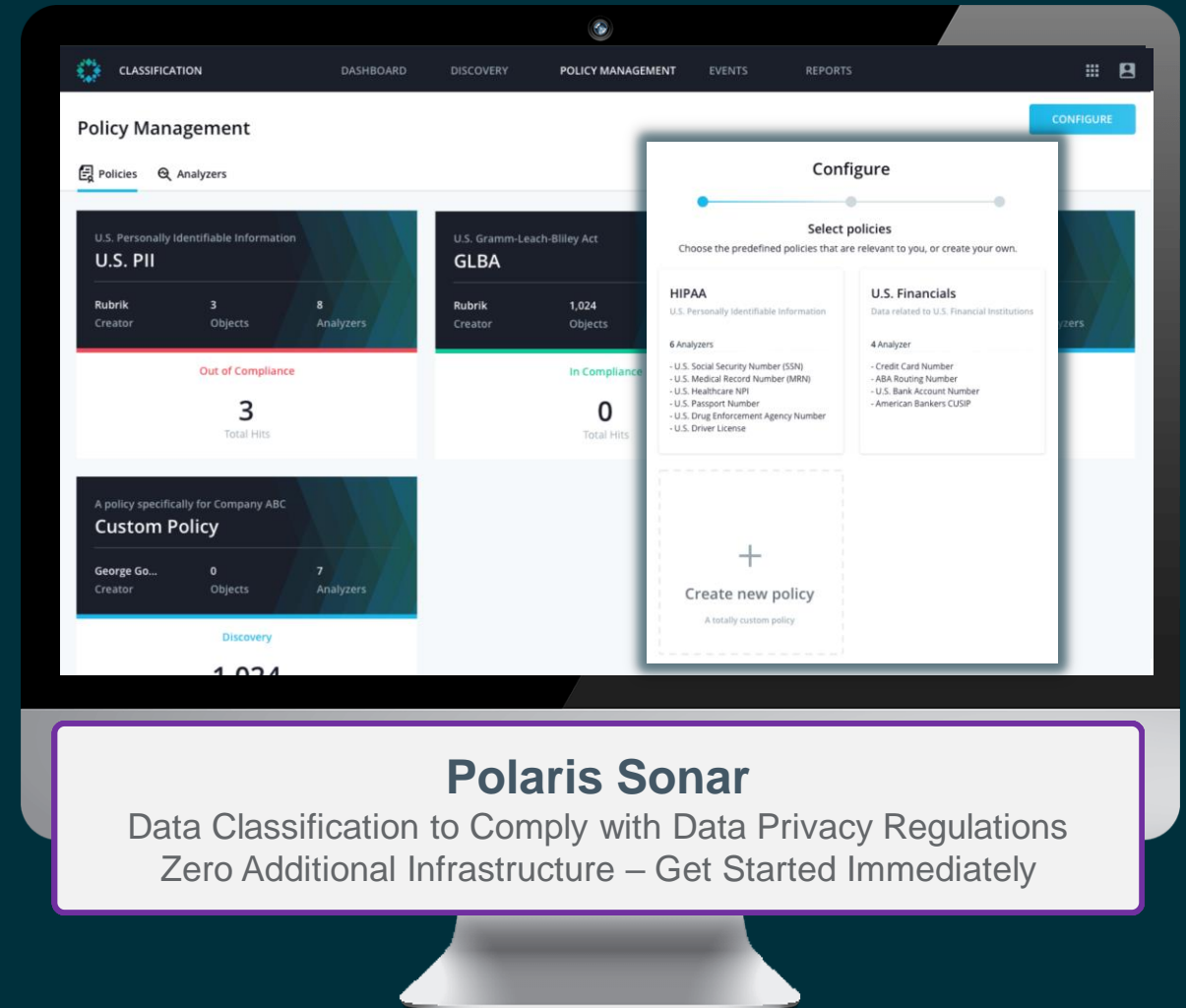
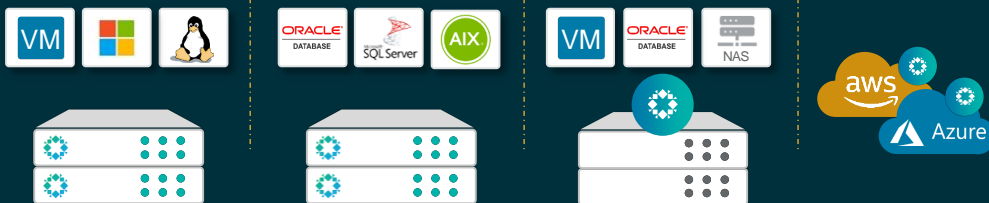
Zero End-User Education Required

- ❑ DBAs and vAdmins will see their LiveMount through their native UIs

All the above can be automated via the API

Data Protection Does More

Global Management Ransomware Recovery O365 Protection Cloud App Protection Data Classification



Polaris Sonar

Data Classification to Comply with Data Privacy Regulations
Zero Additional Infrastructure – Get Started Immediately

The Ransomware Pandemic



FBI

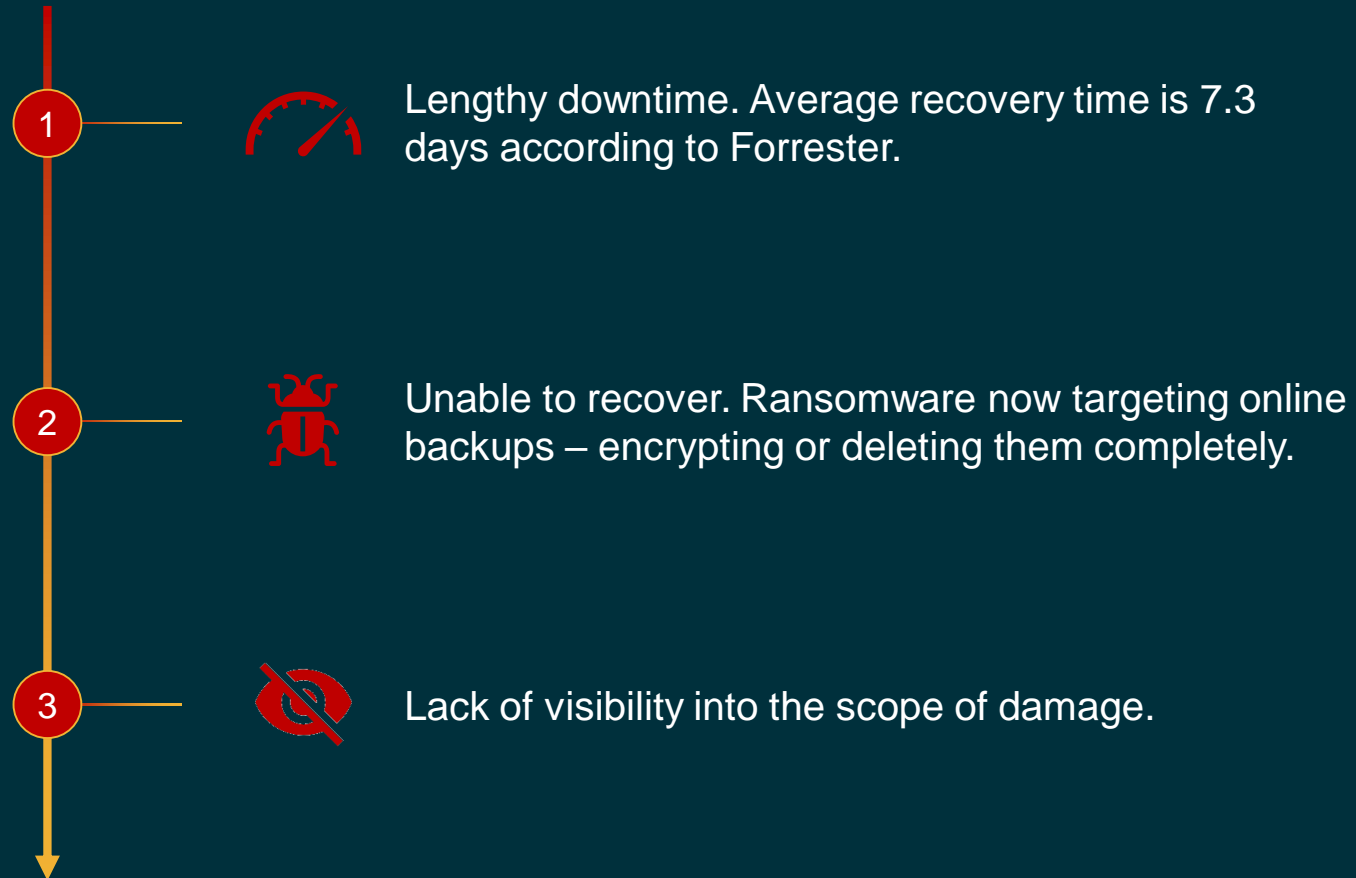
Ransomware market will be



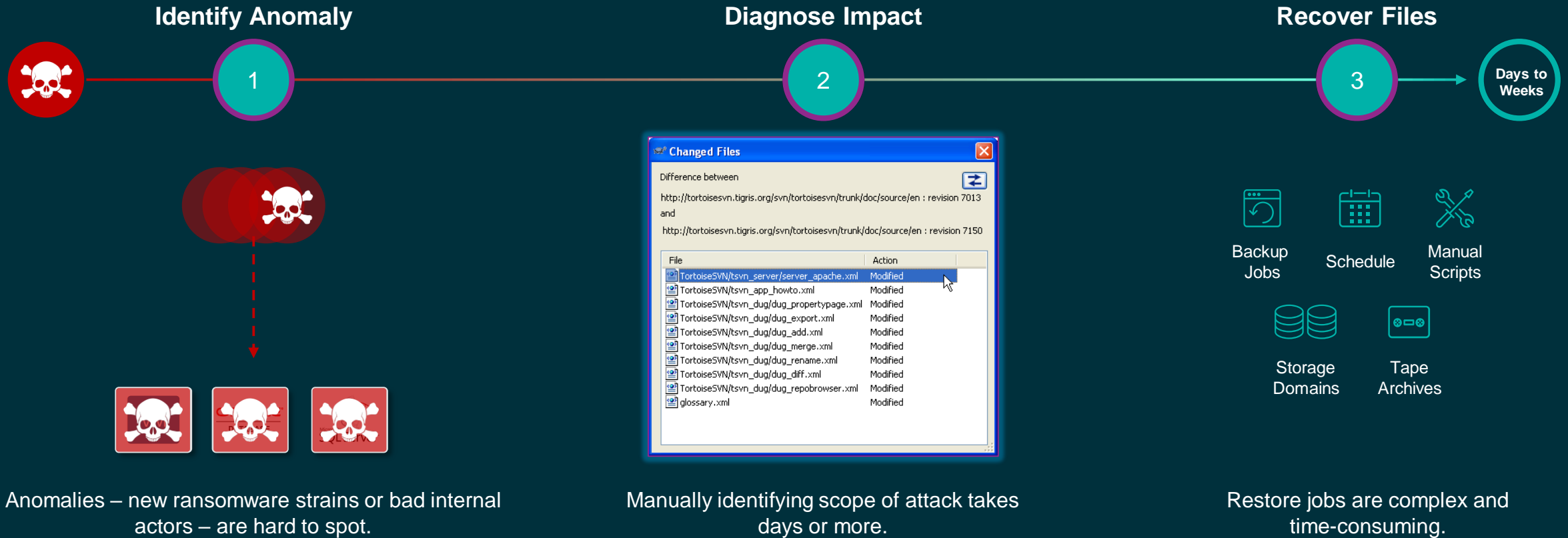
+\$1 BILLION



Why are Organizations Paying?



Recovery is a Heavy Lift



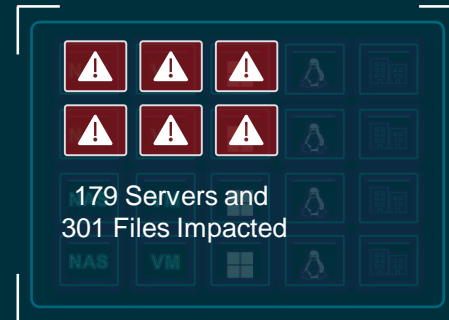
Our Approach: Recovery Accelerated and Simplified

Identify Abnormal Behavior



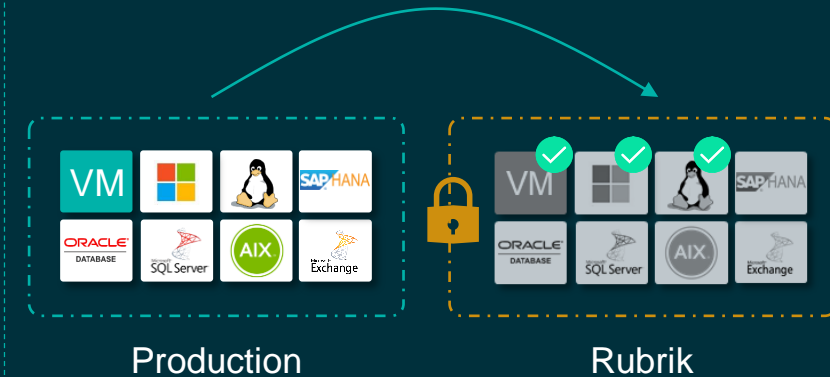
- ML-based anomaly detection on existing backup data for last line of defense
- API-first platform to plug into automation frameworks

Granular Impact Assessment



- Automated assessment of blast radius
- Clear view into what applications and files were impacted and where

Immutability + Instant Recoveries




- Data is never available in read/write mode means it can't be overwritten
- 1-click recovery to most recent clean version (Restore/Live Mount/File-level)

Polaris Radar - Ransomware Remediation



15

Anomaly events detected

 Powered by Radar



Events

 EVENTS  AUDIT LOG

Event type

Clear ^

☒ Anomaly

☐ Archive

☐ Backup

Show 11 more

Object	Status	Event	Last updated
vSphere VM	Completed	Anomaly Detected anomalous filesystem activity with High confidence and High levels of encryption (File Chan...	
vSphere VM	Completed	Anomaly Detected anomalous filesystem activity with High confidence and High levels of encryption (File Chan...	
vSphere VM	Completed	Anomaly Detected anomalous filesystem activity with High confidence and Low levels of encryption (File Chan...	

Object

Status

Event

Last updated

vSphere VM

Completed

Anomaly
Detected anomalous filesystem activity with High confidence and High levels of encryption (File Change: 3195 Added, 134 Modified, 3191 Removed)

Feb 1 at 9:33:21 AM

Detection time

Event category

Anomaly

Cluster name

Object type

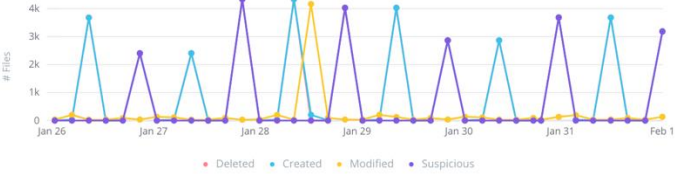
vSphere VM

Object name

Suggested actions

INVESTIGATE SNAPSHOT

Files



Event timeline

Detected anomalous filesystem activity with High confidence and High levels of encryption (File Change: 3195 Added, 134 Modified, 3191 Removed)


Detected significant indication of encrypted files.

Detected anomalous filesystem activity with High confidence (File Change: 3195 Added, 134 Modified, 3191 Removed)

Feb 1 at 9:33:21 AM

Feb 1 at 9:33:06 AM

Feb 1 at 9:26:56 AM



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Radar Ransomware Remediation

Compare snapshots

Selected snapshot

Previous snapshot

File changes

☐ Added

☐ Modified

☐ Deleted

Suspicious

☐ Suspicious

Select files

Select which files you would like to recover from the snapshot:

Name	Changes	Suspicious	Change in size	Total size	Last modified
<h3>Compare snapshots</h3> <p>Selected snapshot</p> <p>Previous snapshot</p> <p>File changes</p> <p><input type="checkbox"/> Added</p> <p><input type="checkbox"/> Modified</p> <p><input type="checkbox"/> Deleted</p> <p>Suspicious</p> <p><input type="checkbox"/> Suspicious</p>					
<input type="checkbox"/> Engineering Dep	282 Added 282 Deleted	282 Suspicious	8.49 kB	405.18 MB	Feb 1 at 5:03:53 AM
<input type="checkbox"/> Finance Departm	275 Added 275 Deleted	275 Suspicious	8.24 kB	397.26 MB	Feb 1 at 5:03:53 AM
<input type="checkbox"/> HR Department	534 Added 534 Deleted	534 Suspicious	16.27 kB	740.66 MB	Feb 1 at 5:03:53 AM
<input type="checkbox"/> IT Department	329 Added 329 Deleted				
<input type="checkbox"/> Legal Departme	366 Added 366 Deleted				
<input type="checkbox"/> Marketing Depa	395 Added 395 Deleted				
<input type="checkbox"/> Public Share	724 Added 724 Deleted				
<input type="checkbox"/> Sales Departme	280 Added 280 Deleted	280 Suspicious	8.42 kB	460.66 MB	Feb 1 at 5:03:53 AM

BACK NEXT

Recover

Select where you would like to recover from selected files

☐ Download

☒ Inplace recovery

☐ Restore to separate folder

☒ Rubrik Backup Service

☐ Guest OS Credentials

Select files

Select which files you would like to recover from the snapshot:

Name	Changes	Suspicious	Change in size	Total size	Last modified
<input type="checkbox"/> 0031716.pdf	Deleted				
<input type="checkbox"/> 0031716.pdf.encrypted	Added	Suspicious			

Polaris Sonar

Sensitive Data Discovery

aka step 1 to data classification and governance with
Polaris Sonar

Current State



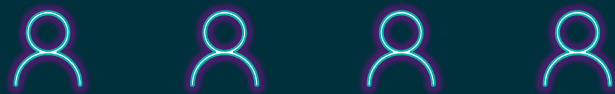
MORE DATA





MORE COMPLIANCE



MANUAL RESOURCES



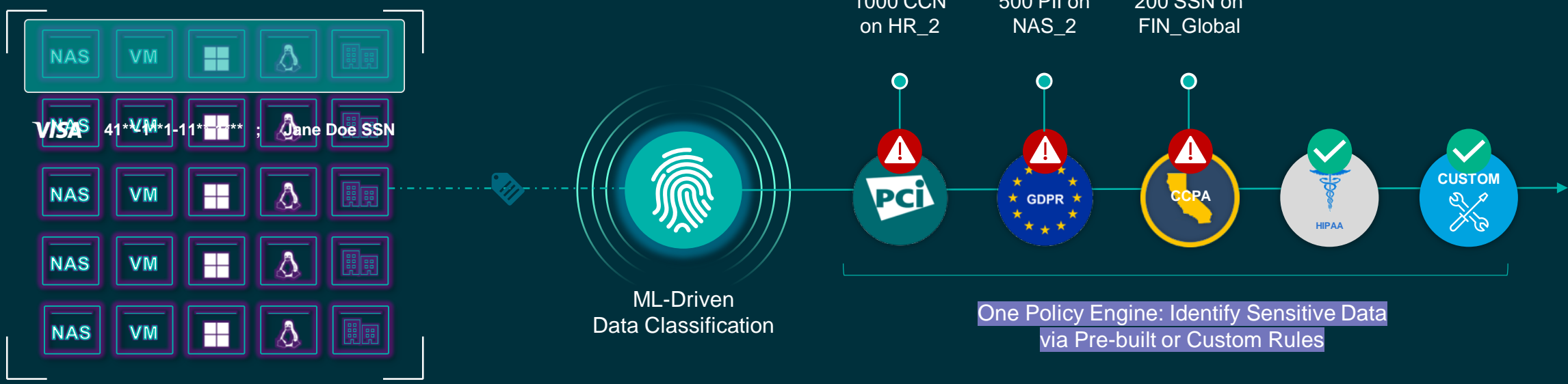
=  Increased Risk of Sensitive Data Exposure

 Increased Non-compliance Costs & Complexity

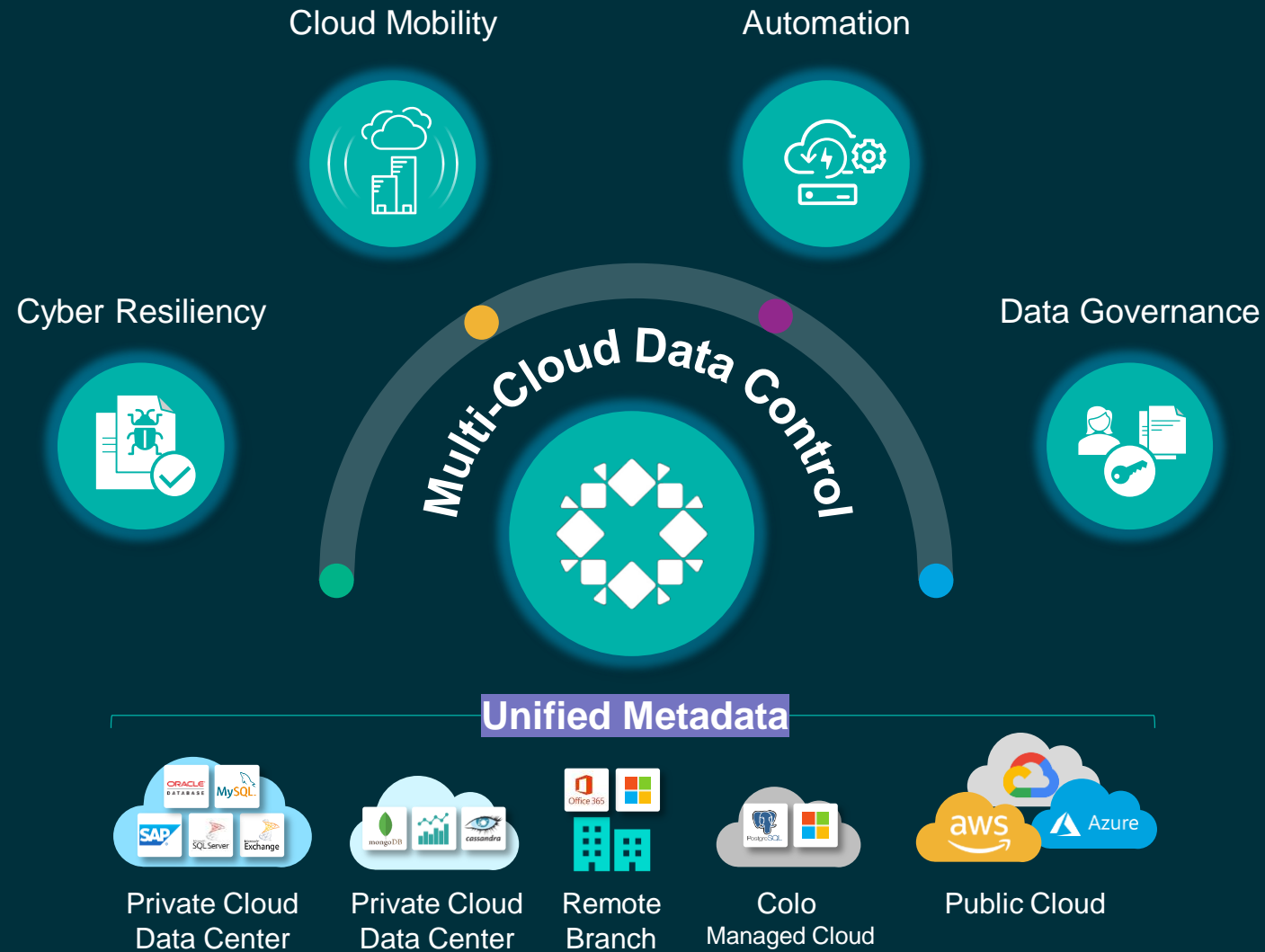
 Decreased Productivity & Loss of Control

Our Approach

Automated metadata tagging on existing backup data – minimal impact to production



Data Protection Does More



Don't Backup. Go Forward.

