

Data Protection Veteran Builds Managed Service Around Rubrik to Deliver Rubrik-as-a-Service

assured dp

INDUSTRY

Managed Service Provider

RESULTS

- Dramatic management time savings for customers
- Rack-and-go setup in under an hour
- Unlimited scale for virtualized environments

THE CHALLENGE

- Large-scale bottleneck effect with previous data protection solutions
- Lack of future-proof solutions for virtualization and cloud with legacy vendors

THE SOLUTION

- Rubrik-as-a-Service to provide hybrid cloud solutions to enterprises
- API-first architecture for integrated automation and customized user experience

Drawing on over 75 years of collective industry experience, Assured Data Protection specializes in data protection and disaster recovery services for enterprise organizations. Assured DP built a fully managed service around Rubrik as their core technology provider. Rubrik-as-a-Service delivers a comprehensive solution that manages the lifecycle of data, driving better performance and operational continuity at lower costs.

“I was immediately bowled over by the incredible opportunity to change the market using new technology that revolutionizes data management. We created Assured DP and partnered with Rubrik to take its innovative cloud data management solution to market,” said Simon Chappell, CEO and Co-Founder at Assured DP. “We have a shared vision and aggressive growth ambitions that will bring huge benefits to mid-large enterprise customers as they transition to cloud-based architectures.”

LAUNCHING A RUBRIK-CENTRIC BUSINESS TO GAIN A COMPETITIVE EDGE

Assured DP provides new Rubrik-based managed services to help organizations who want to embrace the economic benefits and agility of cloud and virtual IT. “Rubrik is the future of data protection,” said Rob Mackle, Managing Director and Co-Founder at Assured DP. “Whilst legacy vendors bolt new features onto outdated technology, Rubrik started with a clean slate and is building a solution to answer what enterprises need both today and in the future. The power Rubrik provides is outstanding, combining centralized backup, recovery, replication and archive into a single fabric. The best thing is that it saves customers money whilst delivering improved functionality.”

By focusing on one technology provider, Assured DP gains a competitive advantage in the market. “Our strong partnership with Rubrik allows us to focus on bringing all the benefits of Rubrik to our customers. Further enhancing Rubrik with our bespoke monitoring portal enables us to provide Rubrik-as-a-Service on a global scale,” said Mackle.

A FUTURE-PROOF MANAGED SERVICE BUSINESS BUILT ON CLOUD DATA MANAGEMENT

With a presence in the UK and the US, Assured DP provide Rubrik managed solutions globally for small and large enterprises alike. Assured DP offer a full suite of

managed services including private cloud, hybrid cloud, and public cloud data protection. Other benefits include:

- **Dramatic management time savings with managed service:** “We have developed an advanced monitoring portal to compliment the Rubrik UI and to bring Rubrik’s strengths to market. Customers want simplicity and full visibility of their backups to ensure their data is protected and compliant. The portal allows enterprises and service providers to deliver high quality service more efficiently, whilst freeing up staff resources for more productive business value activities.”
- **Global predictive search for instant recovery:** “The Google-like search is a functionality that no one else has. It gives users the ability to search instantly for a file, folder, or VM wherever the data resides.”
- **API-first architecture for integrated automation:** “Through its APIs, users can scale to any number of VMs which enables customers to build end-to-end automated workflows.”
- **Cloud integration:** “Its Cloud Data Management platform leverages the strengths of public or private

cloud. Older data can be seamlessly archived to AWS, Azure, object stores, or NFS to reduce the costs of data protection without impacting performance.”

- **Rubrik-as-a-Service:** “We offer Rubrik-as-a-Service by utilizing both Briks (and Rubrik Edge its software-only instance). This allows us to deliver Rubrik’s innovative technology to small, medium, and large enterprises.”
- **Unlimited scale for virtualized environments:** “For large VM environments, we typically see a bottleneck where legacy solution cannot scale. Rubrik solves this problem.”
- **Rubrik Envision for custom analytics & reporting:** “Our customers are now able to deliver on-demand platform analytics across their environment, invaluable for troubleshooting, compliance, and performance.”

“What excites us most about Rubrik is the scalability from both an enterprise and managed service provider model,” said Mackle. “In the future we intend to have an extremely large Rubrik estate.”



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– Simon Chappell, CEO and Co-Founder at Assured DP



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Rubrik provides the industry’s leading Cloud Data Management platform to accelerate how enterprises recover, manage, and secure data everywhere. Fortune 500 companies trust Rubrik’s single platform to deliver data protection, search, analytics, compliance, and copy data management to hybrid cloud enterprises.

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