**rubrik** | **Microsoft**

# Rubrik Zero Trust Data Security Built for Consumer Goods

Integrated Protection For Your Store, Enterprise, Azure and Microsoft 365

The consumer goods industry relies on data and analytics to crack consumer habits, trends, and information, but must also address rising supply chain costs as well as secure against cyber threats like ransomware. Consumer goods organizations seek to modernize data protection across datacenters and cloud operations while improving security, reducing operational costs, and continuing to focus on selling as many products to as many customers as possible.

**Rubrik Zero Trust Data Security alongside Microsoft Azure helps consumer goods customers manage critical applications and address ransomware risk.** Modernize data protection and defend against threats. Secure and govern sensitive data across hybrid cloud, Azure and Microsoft 365 as you innovate and digitally transform. Rubrik offers a $5 million ransomware warranty for data backed up on premises or in Rubrik Cloud Vault, a managed service for isolated, off site cloud archival.

- Defend against ransomware with Rubrik Zero Trust Data Security built for Microsoft Azure
- Automate data operations to support retailer networks, whether in person or online
- Improve operational recovery times to keep business services online and always performing
- Accelerate digital transformation and time to value with Azure by increasing data mobility and business agility

Rubrik integrates data protection, catalog management, and cloud mobility into a single software platform to simplify operational management and reduce costs. Native immutable snapshots and intelligent data change detection accelerate recovery from ransomware. End-to-end encryption safeguards your data in support of regulatory compliance with PCI and PII regulations. Automated sensitive discovery and classification helps accelerate compliance.

## CYBER RESILIENCY FROM RANSOMWARE

### DEFEND AGAINST RANSOMWARE

Prevent data loss with air gapped security and immutable snapshots. Discover who has access to sensitive data. Detect data versioning and changes and investigate threats.

### PROTECT BUSINESS CONTINUITY

Become resilient against cyber threats and operational failures with automated data security across datacenter, edge, Microsoft Azure and Microsoft 365.

### SECURE MICROSOFT 365

Safeguard critical Microsoft 365 data from targeted cyber attacks and accidental deletion. Recover with protection that goes beyond simple retention policies.

## USE CASES

### DATA SECURITY AND RANSOMWARE DEFENSE

Rubrik stores data in an immutable format, preventing ransomware from accessing and encrypting your backups. AI-driven insights give visibility into how your data has changed during an attack. Extend Rubrik Zero Trust Data Security to the cloud with fully-managed Rubrik Cloud Vault, built on Microsoft Azure, for data that is logically air-gapped and recoverable from cyber attacks.

### MICROSOFT AZURE DATA ARCHIVAL AND DISASTER RECOVERY

Easily manage archival of data in Azure as part of business continuity plans. Whether your application runs on-premises, edge locations, in Azure or Microsoft 365, instantly locate and recover data with predictive search. Reduce costs of long-term data retention and be prepared with Azure as the recovery target for your on-premises environment.

## SIMPLIFIED BACKUP AND RECOVERY

Shorten backup windows with an incremental-forever approach. Rubrik delivers near-zero RTOs for VMs, Microsoft SQL, and Oracle databases. Simplify management with automated protection policies. Locate VMs, physical databases, applications, and files with intuitive search.

## HIGH-PERFORMANCE DATABASE BACKUP AND RECOVERY AND FILESET PROTECTION

High performance database protection for SQL Server, Oracle and SAP HANA lets you scale seasonal operations without performance impact. Rubrik Live Mount for SQL Server and Oracle speeds test/dev cycles with the power to create instant clones without consuming storage. Secure file-based workloads in Azure that leverage the Azure NetApp Files (ANF) service.

## MICROSOFT AZURE CLOUD-NATIVE PROTECTION

Secure your data and applications built on Microsoft Azure. Centralize management across your on-premises and Azure services with a single SaaS application that leverages policies across clouds and workloads.

## MICROSOFT 365 BACKUP AND RECOVERY

Drive consistent protection across Exchange online, OneDrive, SharePoint and Teams for fast recovery. Secure data from ransomware hackers manipulating retention policies and from inadvertent deletion. Streamline policy management across tens of thousands of users and unify management across on-prem and cloud. Auto-scale resources for automatic protection at scale.

## POINT OF SALE RESILIENCE

Rubrik Instant Recovery allows you to restore your most critical applications—like manufacturing systems—in seconds. Information critical for responding to product recalls is often contingent on the ability to quickly restore a database or cluster of VMs. Operations can continue while troubleshooting takes place in the background.

## AUTOMATED SENSITIVE DATA DISCOVERY

Discover and classify sensitive data without production impact. Identify where PCI, PII and other confidential customer information may be located without requiring additional infrastructure.

## AUTOMATION AND SELF-SERVICE FOR REMOTE LOCATIONS

Easily monitor data security with SaaS-based management for thousands of remote locations. Rubrik RESTful APIs integrate seamlessly with third-party services to automate configuration and orchestration. Easily plug into ServiceNow, Splunk, and VMware. Leverage an API-first architecture to integrate with Puppet, Chef, Ansible or SaltStack. Simplify daily management with self-service through ServiceNow and VMware vRO/vRA.

## TRUSTED BY CPG ORGANIZATIONS

**DUNN LUMBER**
Building success together.

**Driscoll's**
Only the Finest Berries™

**ESTĒE LAUDER**

"Due to Rubrik classification and compliance, we can show how we are managing sensitive data and what mitigating factors are in place. This can help us lower our cyber security insurance costs since that sensitive information is not readily available to bad actors."

**Tyler Banken, VP of Information Technology – Dunn Lumber**

- **Faster time to resolution during a security incident**
- **Streamline audit process**
- **Lower cyber insurance premiums**

"It's important that we are able to backup the VMs in our cooler facility. If we don't, we cannot receive and ship berries. We can now successfully and easily backup the applications underpinning our supply chain—at both a VM and file-level. That way, we continue to deliver the finest berries to delight our customers."

**Jose Ambrosio, Systems Engineer – Driscoll's**

- **Near-zero RTO for recovery (RTO=minutes vs. hours)**
- **Simple integration and ease of use**
- **Longer backup retention periods**

"With data centers and regional offices spread around the world, our team protects several petabytes worth of data globally, so it's imperative that we have a data management solution that we have full confidence in. Rubrik does that for us."

**Pankaj Govil, Executive Director Global Storage Infrastructure - Estée Lauder**

- **Instant recovery with Live Mount**
- **90%+ reduction in time to backups of 10TB+ databases**
- **Significant management time savings**

**rubrik**

**Global HQ**
3495 Deer Creek Road
Palo Alto, CA 94304
United States

1-844-4RUBRIK
inquiries@rubrik.com
**www.rubrik.com**