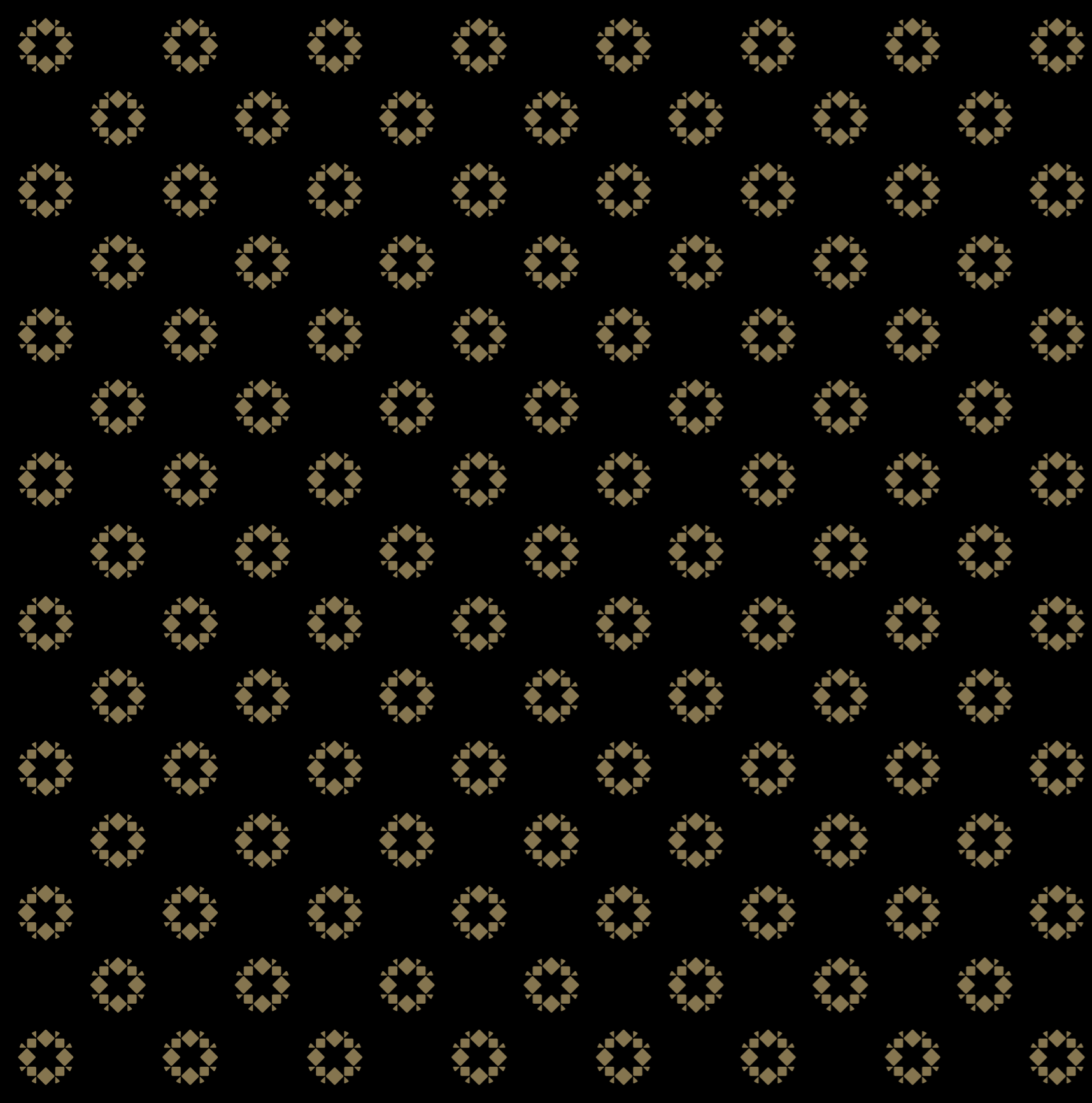


RUBRIK

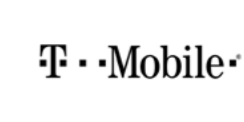
CUSTOMER

LOOKBOOK



Rubrik Customer Lookbook

Welcome to the world of the Data-Forward Enterprise. At Rubrik, we help innovative organizations better leverage data as a strategic differentiator. Over 2500 customers around the world trust Rubrik to protect, automate, and govern their applications at massive scale in one seamless fabric across data centers and clouds. For government agencies, entertainment giants, and prestigious universities alike, Rubrik enables breakthrough simplicity, speed, and savings. These are their stories.



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Business Resiliency

As modern enterprises advance their digital transformation strategies, data is becoming increasingly fragmented and difficult to manage. Legacy data management solutions don't just require IT teams to spend valuable time maintaining and troubleshooting – they prevent organizations from getting the most out of their data. Rubrik collapses the complex backup infrastructure into a single, policy-driven platform for data recovery, governance, compliance, and agility.

Lamar Advertising

Seattle Genetics

Mall of America

The Scottish Government

City of Sioux Falls

LAMAR

Lamar Advertising Increases Productivity and Maintains Competitive Edge with Rubrik

As market leaders in the digital billboard space, Lamar Advertising leverages their IT organization to both maintain their standing and capitalize on new opportunities to differentiate. Lamar displays unique digital images every 6-8 seconds across thousands of billboards across the United States, which takes a lot of technical horsepower on the backend to ensure that things are running the way they should be. Prior to Rubrik, inelastic IT capabilities limited where Lamar could expand. Their business is always chomping at the bit to keep growing, but they simply didn't have the infrastructure in place to accommodate their customers and advertisers. Technologies like Rubrik allow them to scale infinitely.

With something as critical as IT, any roadblocks can bottleneck larger projects, which is why it's essential to adopt cost-effective tools that optimize for efficiency. Lamar saw that Rubrik could introduce a level of dexterity into their environment that they couldn't have imagined before. Previously, their solution required the full attention of one of their employees, someone they never intended to focus entirely on backup. With Rubrik, daily management is essentially hands-off. Not only has Rubrik's simplicity and reliability allowed one of their employees to completely step away from full-time backup management, but it has given their entire team time to focus on proactive security measures. Adopting transformative technologies like Rubrik allows Lamar's team to spend more time on value-added work that propels the business forward.



ADVERTISING



“Not only was Rubrik a solution that my engineers could pick up quickly, but it allowed us to create an IT environment focused on innovation rather than maintenance. In terms of ingenuity and operational efficiency, it was clear that Rubrik was in line with how we think next-gen technologies should run.”

Peter Dunn, Director of Infrastructure

Founded in 1902, Lamar Advertising Company (NASDAQ: LAMR) is one of the largest outdoor advertising companies in the world, with more than 360,000 displays across the United States and Canada. Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 3,500 displays.

Results

- 90%+ management time savings (1 FTE back to the business)
- Significantly improved backup performance
- Near-zero RTO

Business Impact

- Ability to infinitely scale operations
- Improved employee efficiency
- More time to devote towards strategic, value-add initiatives

Industry: Biotechnology Location: Bothell, Washington

SEATTLE GENETICS

Seattle Genetics Protects Critical Patient Data and Migrates to Azure with Rubrik

Seattle Genetics is the largest multi-product, global biotechnology company in the Pacific Northwest. Their infrastructure team is focused on protecting their users' data and recovering it as quickly as possible. Prior to Rubrik, Seattle Genetics was not confident in their legacy tape-based data management solution. Full backups often took days to complete, meaning that they were vulnerable during that time if a system went down. Their users expect zero downtime during the workday, so they needed to perform their backups in an unobtrusive manner. They were previously spending 40% of their week – around 13 hours – managing their backups. With Rubrik, managing backups takes only two hours per week. They spend 90% less time on backups and have peace of mind that their data is protected.

Because the scientists working at Seattle Genetics handle large amounts of data, accidental deletions are a common occurrence. Previously, they had to have tapes returned from offsite storage in order to begin a restore, where the transportation could take two days before they could even initiate the process. Rubrik's Google-like search combined with having the data at their fingertips has reduced their restore times by more than 90%. Where they would previously spend half a day to find a file, the team can now simply use Rubrik's predictive search and find the file in seconds. For their lean team, that saved time is critical.

“WE CAN EASILY MEET OUR SLAS WITH RUBRIK'S AUTOMATED POLICY ENGINE, WHICH MEANS I CAN SLEEP AT NIGHT.”

Paul Farmer, Sr. Cyber Security Administrator

Seattle Genetics is the largest multi-product, global biotechnology company in the Pacific Northwest. The company is dedicated to improving patient outcomes with advanced antibody-drug conjugate technology delivering cancer-killing therapy to tumor cells.



Results

- 90% faster restores
- 90% management time savings
- 50% reduced data center footprint

Business Impact

- Easy-to-use software for automated backup, recovery, and public cloud archival
- Instant recovery
- Seamless integration with Microsoft Azure for cloud mobility

MALL OF AMERICA



"DYNAMIC INNOVATION IS BAKED INTO THE DNA OF MALL OF AMERICA, WHICH IS WHY PARTNERING WITH SOLUTIONS LIKE RUBRIK WHO SHARE OUR RELENTLESS ATTITUDE TOWARDS PROBLEM-SOLVING IS KEY TO HOW OUR ENTIRE IT ORGANIZATION DEVELOPS."

Janette Smrcka, IT Director

Since opening its doors in 1992, Mall of America® has revolutionized the shopping experience of tens of millions of visitors every year. A leader in retail, entertainment and attractions, Mall of America is one of the top tourist destinations in the country and is renowned around the world.

Results

- 80% reduction in backup management
- 90% faster restores
- Seamless archival to Microsoft Azure

Business Impact

- 52 days per year of additional productivity back to the business
- Superior guest experience
- Optimized employee efficiency

MALL OF AMERICA INCREASES PRODUCTIVITY AND DRIVES CONTINUED INNOVATION WITH RUBRIK

Since opening its doors in 1992, MOA welcomes an average of 40 million people from around the world per year and generates nearly \$2 billion in economic impact annually. Whether it's empowering their employees or creating technology that guests interact with directly, IT is paramount in elevating customer satisfaction. Their number one priority as a business is to make sure that their guests have an amazing experience on their property, and they help create those moments through digital transformation initiatives driven by their IT team. For MOA, that means constantly reevaluating their IT processes for opportunities to increase efficiencies. They've never been a company that sits still – collaborating with partners like Rubrik that think outside the box helps them move even faster.

Availability is paramount for MOA, whose legacy backup solution threatened their "always on" mindset with slow restores and clunky system upgrades. Rubrik's unmatched speed and simplicity gives them the confidence that backup is not going to be a bottleneck. Their largest servers can now be restored in just 30 minutes, streamlining their upgrade process and giving them back 7 hours of their day. Their increase in productivity post-Rubrik allowed the team to develop and launch a new internal application that will help perform manual amusement ride safety checks electronically, enabling them to not only report on that data, but also get their staff back on the floor with guests faster. With Rubrik, the team is able to be curious and suggest even more ways to benefit their property through transformative technologies; that sort of innovation isn't possible when the team is busy just keeping the lights on.



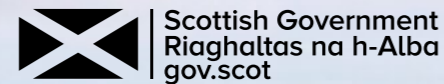
THE SCOTTISH GOVERNMENT

The Scottish Government Reduces Costs and Ensures Data Security with End-to-End Encryption

The Agriculture and Rural Economy (ARE) Directorate, headquartered in Edinburgh, Scotland, operates within the Scottish Government and plays a key role in Scotland's rural economy. As well as interpreting EU regulations and assessing the validity of farmers' subsidy claims, it is also responsible for paying subsidies directly to farmers. With over 20,000 farmers claiming through ARE each year, the directorate pays out £750m in subsidies annually.

In government, the rules and regulations are constantly evolving. The Agriculture and Rural Economy Directorate (ARE), positioned within the Scottish Government, must be able to implement solutions that meet new requirements at the blink of an eye — otherwise, they could be subject to millions of pounds worth of fines. Previously, the team was hindered by managing multiple legacy platforms and craved a centralized platform with reliable encryption to easily demonstrate security compliance. By switching to Rubrik, ARE centralized its data management and ensured high levels of security across the organization's entire infrastructure.

Rubrik's flexibility easily supports adhering to new government regulations through its single policy engine. The team can easily change and apply policies across their environment to meet the required SLAs. ARE operates in a heavily regulated industry that requires their data management solution to be highly secure and reliable with the directorate prone to multiple audits every year to ensure their compliance with strict security mandates. Rubrik has significantly simplified the auditing process by being designed from the ground-up with immutable security, delivering end-to-end encryption for data both in-flight and at-rest. In addition to protecting their mission-critical data, it allows the team to easily demonstrate security compliance with audit trails.



Results

- 33% TCO savings
- 60% management time savings
- 6x faster backup performance

Business Impact

- End-to-end encryption across entire on-prem and cloud environment
- Clear audit trails to demonstrate security compliance
- Seamless integration with AWS S3 for cloud mobility

“Rubrik employs a comprehensive approach to security and ensures our data privacy and safety. This includes end-to-end encryption across our entire on-prem and cloud environment as well as audit capabilities for meeting compliance. Rubrik more than exceeded our expectations. It smashed our security requirements right out of the box.”

Neil Smith, Head of IT Infrastructure



CITY OF SIOUX FALLS

“We have access to all kinds of citizen data, such as health clinic records, permits, and personally identifiable information (PII). As a result, it is critical that we implement strong and continuous data governance processes. Rubrik’s Polaris Sonar furthers our data governance strategy by providing visibility into where sensitive content resides and within previously dark repositories, allowing us to minimize risk of data exposure and breaches and drive continuous compliance for our citizens.”

Brandon Morris
Systems Administrator

City of Sioux Falls Achieves Over 90% Operational Savings and Minimizes Risk of Data Breach

With a growing population of citizens, the city is faced with an exponentially increasing data footprint and massive data sprawl, making it harder to discover and protect sensitive employee and citizen data. The city didn’t have any tools to search for and categorize sensitive data, so data discovery and classification tasks were extremely manual and labor-intensive, requiring dedicated teams of several full-time engineers. Sonar, an application on the Rubrik SaaS platform Polaris, allowed the City of Sioux Falls to automate sensitive data classification and continuously monitor data exposure for high-risk incidents on their existing backup data without production impact. With its automated approach, they were able to eliminate complex, manual compliance and audit processes, drive massive productivity savings, and free up full-time employees for higher-value work.

Sonar furthers the city’s data governance strategy by providing visibility into where sensitive content resides and within previously dark repositories. Serious data exposure can mean negative PR, even impacting the citizens’ well-being if there is a data breach. With Sonar, the team is able to avoid data exposure and proactively create remediation plans to address high-risk incidents. For the City of Sioux Falls, Sonar helps minimize the risk of data exposure while providing substantial management time savings.



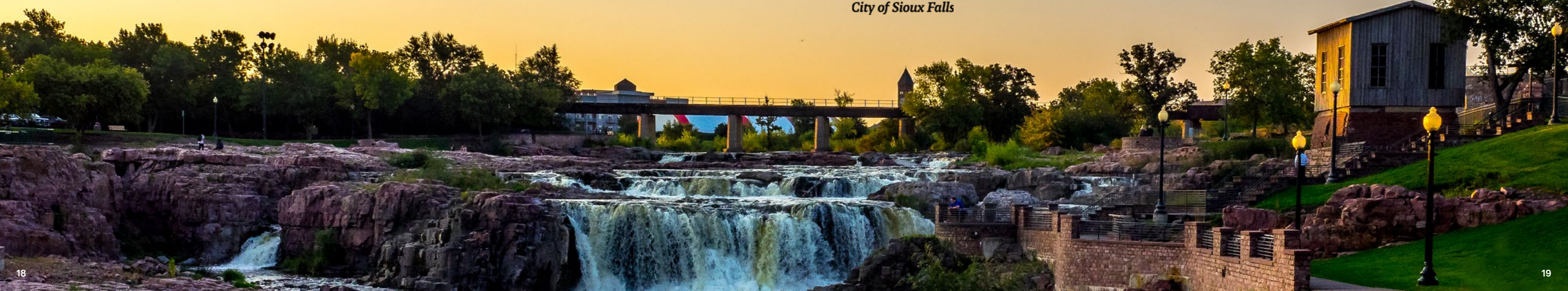
City of Sioux Falls is the largest city in South Dakota with over 182,000 citizens. With a 4% annual growth rate, the city is quickly evolving into a major metropolitan area of the Midwest.

Results

- 90% operational savings (1-2 weeks to perform search queries vs. 1 hour)
- Up and running in less than 30 minutes with no additional infrastructure required
- Full visibility and control over where sensitive data resides

Business Impact

- Automated workflows
- Time saved for higher-value work
- Minimized risk of data exposure to protect against negative PR and keep citizens safe



Cyber Resiliency

Regardless of region or industry, cybersecurity threats are becoming increasingly frequent and sophisticated. Advanced ransomware is now targeting backups – modifying or completely wiping them out – eliminating the last line of defense and driving large ransom payouts. With built-in immutability combined with end-to-end encryption and granular visibility, Rubrik provides a defense in depth approach that helps customers achieve cyber resiliency.

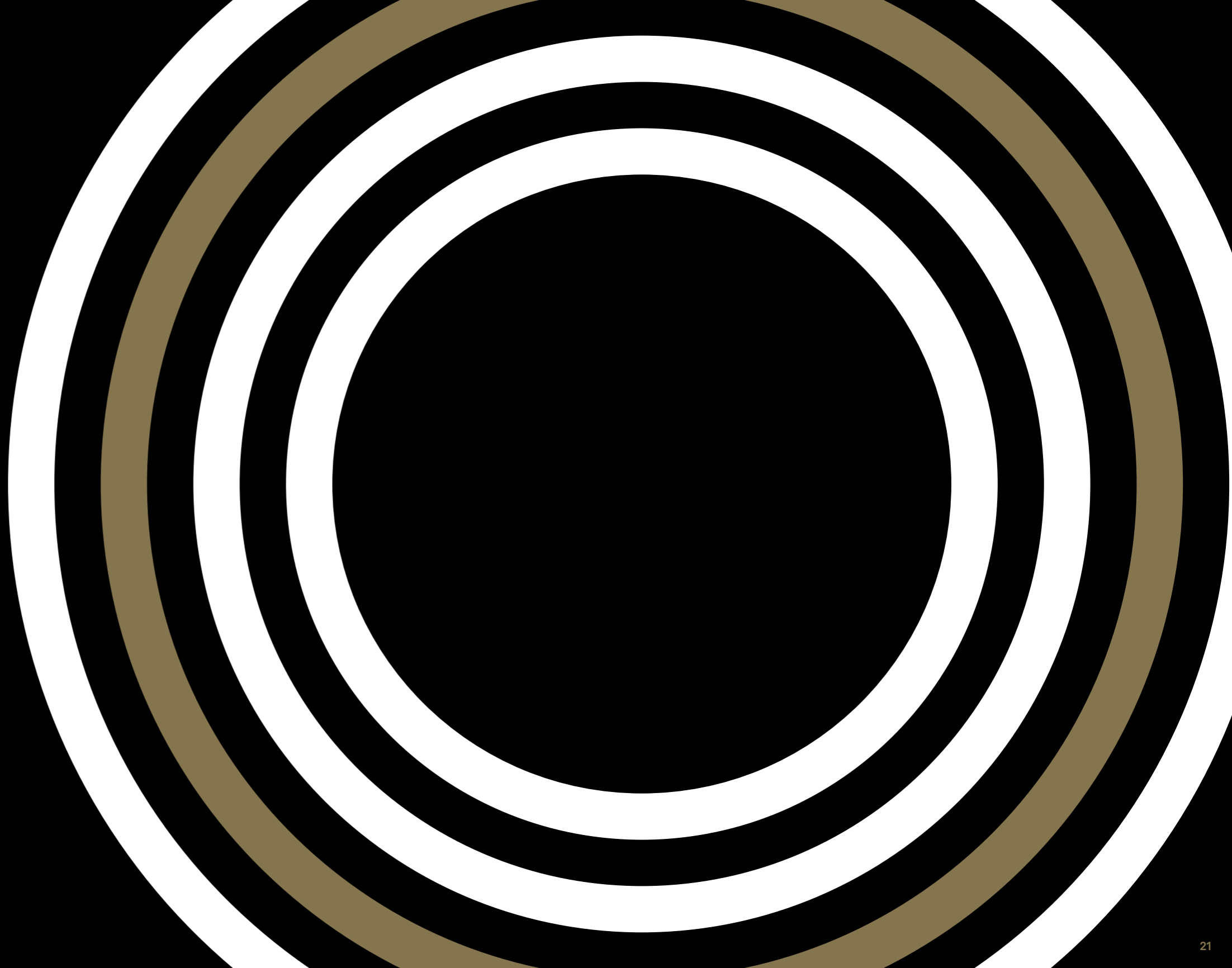
Langs Building Supplies

ASL Airlines France

Kern Medical Center

McHugh Construction

M/I Homes



LANGS BUILDING SUPPLIES



Langs Building Supplies Stops Ransomware Attack With a Next-Gen Backup Solution

Langs Building Supplies is a leading manufacturer and supplier of products for the construction industry. With ransomware attacks increasing exponentially, the team knew they needed rock solid data management to cover these eventualities. That's where Rubrik stepped in.

After one production file server was infected by CryptoLocker through an email link clicked by an employee, the IT team was alerted within 10 minutes of the attack through monitoring tools that tracked high change rates in data structures. As a result, only 15,000 files out of millions were renamed as .encrypted, a file extension that prevents those files being accessed without a passcode from the attacker. After receiving an alert from the monitoring system, they were able to isolate the affected VDI desktop and prevent the attack from spreading to the rest of the firm's infrastructure.

Leveraging Rubrik's RESTful APIs, the team was able to write a script to search for and restore affected files without having to go through a painful dig and recover process manually. Rubrik's incremental forever approach to snapshots allowed the team to discover the exact time when their files were renamed and recover them from just before the attack occurred. Because they had Rubrik, there was no potential for real long-term financial damage – Langs' production servers were normalized and running in an hour, no damage done.

“Having a top-notch data management solution in place means I can go about my day-to-day job without worrying about data loss. I know I have it covered.”

Matthew Day
ICT and Support Manager

Langs has grown significantly from the backyard operation it was in the mid-seventies to be the three sites now covering South-East Queensland and employing more than 350 people from local communities.

Results

- 1 hour to normalize threat and running
- 25 minutes to write script to restore files to VM from latest snapshot
- Zero data loss

ASL AIRLINES



FRANCE

A majority of ASL's fleet operates on behalf of delivery services throughout the night, including Amazon, FedEx, DHL, UPS, and La Poste. In 2017 alone, ASL carried 712,000 passengers and 38,600 tons of cargo.

"Rubrik's native immutability coupled with the AI-driven alerting and detection of Polaris Radar are the most critical data protection and business continuity tools in my arsenal against today's intensifying cyber threats."

Fabrice De Biasio, CIO

ASL AIRLINES FRANCE BUILDS MULTI-LEVEL RANSOMWARE DEFENSE STRATEGY

Ransomware can quickly cripple an airline and prevent its ability to fly, period. ASL Airlines France (ASL) is required to maintain 99.9% availability, a maximum of 60 minutes of allowed outage per year. If their IT system is down for more than 15 minutes, airplanes cannot take off, customers cannot receive their cargo, and the airline is at risk of being hit with massive fines. Previously, the team managed to recover by using several scripts to identify and erase infected files manually – an incredibly painful, time-consuming experience that stifled their productivity for days. With the threat of cyber attacks on the rise, ASL partnered with Rubrik to proactively address the threat of ransomware with Polaris Radar.

By enabling fast recoveries and providing detailed impact assessments, Radar enables enterprises to significantly minimize downtime, cost of recovery, and reputational damage following an attack. Now, with Radar's machine learning-powered anomaly detection and accelerated recovery, the team saves up to 40 hours of manually monitoring applications. As a result, they are confident in their ability to quickly restore to the pre-infected state in the event of a threat, protecting their bottom line and potentially saving the company millions of euros. With Radar, ASL was also approved for cyber insurance, a notoriously difficult achievement given the high risk associated with cargo companies.



Results

- 25% IT admin time savings in everyday monitoring
- 15 to 100+ hours of recovery time saved in the event of a ransomware attack
- Millions of euros in potential savings in case of ransomware attacks

Business Impact

- Granular analysis of attack surface to quickly diagnose threat impact
- Simplified recovery process to minimize business disruption and data loss
- One-click recovery without a ransom



Industry: Healthcare Location: Bakersfield, California

KERN MEDICAL CENTER



Kern Medical Center Defends Against Ransomware and Migrates to Azure

As the sole Level II trauma center in Bakersfield, Kern Medical Center is a 24/7 operation and needs to maintain uptime around the clock. Data is critical for their clinicians to make patient decisions, meaning they cannot afford downtime or data loss; it can be a matter of life and death. The organization previously employed a tape-based legacy solution that was fraught with hardware issues and required perpetual babysitting. The team knew they needed a solution that would allow them to future-proof their infrastructure – Rubrik checked all the boxes. With Rubrik, the team spends a few minutes checking their daily report, amassing 42 added days of productivity to their business. With that time, the team is able to roll out a new EMR system and devote more time to ensure the launch goes smoothly.

Cyber attacks, especially in the form of ransomware, are a big problem for the healthcare industry. Protecting their data in the event of an attack is one of the most important functions of Kern's data management system. After deploying Rubrik, Kern was hit with a ransomware attack that infiltrated their environment and began encrypting data, rendering it unusable. The attack was discovered after an hour when users reported they couldn't access their systems. Rubrik helped them quickly recover 100% of the systems it was protecting and, after the incident, Kern decided to move even more of their legacy systems to Rubrik, fully confident that Rubrik's immutable backups will protect them from future incidents.

“RUBRIK HAS WORKED EXACTLY AS ADVERTISED; THE SOLUTION ENABLES US TO KEEP ON-PREMISES BACKUPS WITHOUT THE OVERHEAD AND COMPLICATIONS OF A TAPE-CENTRIC SYSTEM.”

Craig Witmer, CTO

Kern Medical Center is a leading Central Valley healthcare organization with a modern 222-bed public hospital, a comprehensive offering of primary care and specialty clinics, and a large body of highly skilled doctors, nurses, technicians, and other health-care providers.

Results

- 90%+ management time savings
- Immutable backups to protect against cyber threats
- Near-zero RTOs

Business Impact

- 42 days per year of additional productivity back to the business
- Improved cyber resiliency to ensure data accessibility
- Long-term retention in Azure to meet organization requirements



McHugh Construction Increases Operational Efficiency and Protects Its Data Against Ransomware Attacks

The use of technology in the construction industry has increased astronomically over the years, keeping the IT team at McHugh very busy. The team strives to keep their systems available for the operations side of the business, increase overall efficiency, and ensure their data is secure. Previously, McHugh was using a legacy tape-based solution and relied heavily on outside consultants for day-to-day maintenance and monitoring. Processes were extremely manual and, from a business continuity standpoint, they were concerned that they wouldn't be able to fulfill their RPOs. The team wanted a modern, cutting-edge solution that would provide peace of mind and reduce the amount of time and work involved for his team.

With Rubrik's automated SLA policy engine, managing backups takes a fraction of the time compared to McHugh's previous solution. The team no longer relies on consultants for daily backup administration or performing recoveries; Rubrik's ease of use has allowed the team to move this function completely in-house, increasing the team's operational efficiency as a result. With ransomware attacks on the rise, McHugh has put significant time and effort into securing their defensive structure to ensure the business keeps moving at the right pace. With Rubrik, their applications and data are stored in an immutable format, preventing ransomware from accessing and encrypting their backups. Now, McHugh feels confident in their ability to recover by utilizing Rubrik's point-in-time recovery.

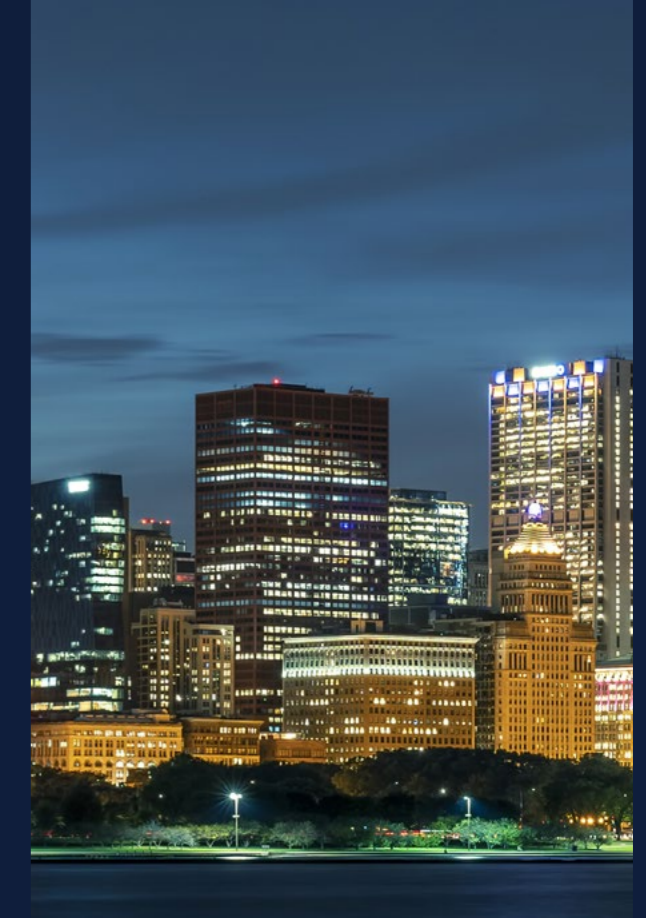
McHUGH CONSTRUCTION



McHUGH

COMPARED TO OUR LEGACY SOLUTION, WE SPEND A FRACTION OF OUR TIME MANAGING RUBRIK. WE ALSO NO LONGER RELY ON CONSULTANTS FOR DAILY BACKUP ADMINISTRATION OR PERFORMING RECOVERIES."

Ronald Sinopoli, CIO



McHugh is one of the largest construction managers and general contractors in Chicago, having built some of the most complex and recognizable structures across the city's one of a kind skyline including Marina City, Aqua Tower, Blackstone Hotel, and Navy Pier's Centennial Wheel.

Results

- 22% TCO savings
- 66% reduction in data center footprint

Business Impact

- Strengthened defense against ransomware
- Improved employee efficiency with significant time savings

M/I HOMES

M/I Homes Saves Time and Streamlines Architecture

IT is critical to M/I Homes' wellbeing. Not only does their IT team support the vital relationships they have with contractors and vendors, but they're also the driving force behind digital transformation. Prior to Rubrik, M/I Homes employed three separate legacy solutions to support their infrastructure, inhibiting day-to-day operations. Their previous solution required near-constant nurturing in order to maintain maximum stability. By adopting tools like Rubrik, the IT team can take the reins and create smarter, more efficient business processes that fuel productivity across the entire company.

As a mortgage and title company, M/I Homes is constantly at risk for ransomware and phishing. Downtime for them is like hitting a brick wall. Rubrik's near-zero RTO means that M/I Homes can be more resilient in the face of cyber threats. Previously, recovering would have meant digging through an extensive tape library, a process that could take a significant amount of time. Now, with Rubrik's instant recovery and immutable backups, they know they can easily recover with minimal impact. For the team, Rubrik offers a new level of confidence in being able to respond to cyber threats.



M/I Homes is a homebuilding company based in Columbus, Ohio and is the 16th largest builder of single-family homes in the nation.

Results

- 90%+ management time savings
- Enhanced protection for ROBO environments
- Near-zero RTOs

Business Impact

- Seamless archival to Microsoft Azure to scale cloud footprint
- 48 days of additional productivity back to the business
- Able to mitigate risk to the business with increase cyber resiliency

“FOR US, RUBRIK EMBODIES RADICAL SIMPLICITY. NOT ONLY DID THEY PROVIDE A RELIABLE FOUNDATION OF POLICY-BASED MANAGEMENT FOR US TO BUILD ON, BUT THEY POSSESSED A LEVEL OF INNOVATION IN THEIR SQL ROADMAP THAT GENUINELY EXCITED THE TEAM. THEY WERE A TRUE DISRUPTOR AMONGST THEIR COMPETITION.”

Ben Campbell, Systems Architect



Automation & Self-Service

IT admins are often asked to do more with less, which is why many are leaning on automation. In the age of backup modernization, creating scripts and automated tooling isn't just for developers anymore. Rubrik enables any IT professional—whether an entry-level backup admin or seasoned DBA—to leverage automation, solve complexity with automated workflows, and apply the same principles of Rubrik's policy-driven approach to their entire environment.

Pillsbury Winthrop Shaw Pittman

Omnitracs

JE Dunn

California Department of State Hospitals

Cranfield University

PILLSBURY WINTHROP SHAW PITTMAN

Pillsbury is recognized by the Financial Times as one of North America's most innovative law firms and by legal research firm BTI Consulting as one of the top 20 firms for client service.

"RUBRIK APIS HAVE ALLOWED US TO BE MORE AGILE AND FLEXIBLE AS WE COMMUNICATE WITH OTHER SYSTEMS."

David Comer, Senior Network Engineer

Pillsbury Winthrop Shaw Pittman Achieves API-Driven Automation and Security

Pillsbury's IT strategy is to be on the leading edge of technology. Both their global staff and clients expect their systems to be up and running 24/7, so they invest heavily in technologies that ensure high application availability. They are always looking for ways to consolidate, be more economical, and help their attorneys be as efficient as possible through innovative technology. The team needed a new data management solution that could support our fast rate of change and remedy their previously cumbersome and time-consuming recovery processes. Rubrik allows Pillsbury to easily accommodate their rapid data growth, enabling massive cost savings from not having to buy additional storage in the future and eliminating a significant amount of administrative overhead.

One of the key reasons why Pillsbury chose Rubrik was for its robust, API-first architecture. They are always looking for new ways to integrate automation into their workflows, and Rubrik really impressed them with their extensive suite of RESTful APIs. Previously, they had chronic scheduling problems that made it impossible to know if their data was adequately protected or if backups had failed. The custom report that they created with Rubrik's APIs was a perfect fit for their needs. They now get a clean HTML report every morning that provides a bird's-eye view of any missed snapshots or other data management issues. They went from spending 30 minutes a day just to determine if their backups were successful to under a minute in the morning to review their report. By automating data cleanup through automation scripts, the team has freed up administrative time that can be used for more strategic initiatives.

Results

- 90% faster restores (from an hour to 5 minutes)
- Custom reporting with Rubrik's robust APIs
- 90% management time savings

Business Impact

- Accelerated compliance for PII and HIPAA
- Enterprise scale to accommodate rapid data growth
- Centralized management that offers new and innovative ways to analyze data on demand

pillsbury

OMNITRACS

Omnitracs Achieves 55% Cost Savings and API-Driven Automation

Omnitracs provides comprehensive fleet management including real-time GPS tracking, delivery vehicle routing, and logging of driving hours, which means their customers rely on their software and infrastructure to be up and running 24/7. Their previous backup solution offered no technological advances, and its inability to integrate with other systems and automate processes was quickly bottlenecking the company's ability to scale with their growing requirements. They needed to leverage cutting-edge technology to automate as many of their processes as possible and remove human error from the equation.

Rubrik's robust, API-first architecture offered a path to automation that would allow them to scale with their data growth. As a lean team, they don't have time to waste monitoring backups. For the team, Rubrik was a set-it-and-forget solution that allowed them to automate their workflows – something that wasn't possible with their previous solution. They now spend less than an hour per week managing backups, down from 15 hours per week. Additionally, the team is leveraging Rubrik's RESTful APIs with VMware vRealize Orchestrator (vRO) to create custom flags on servers and to take on-demand snapshots that are archived to AWS. By using Rubrik's integration with vRO, they've automated the process of creating and deleting VMs before archiving it to AWS.



Omnitracs pioneered commercial vehicle telematics 30 years ago. Today, they continue to transform the transportation industry by serving SaaS fleet management solutions to over 12,000 companies in more than 70 countries.

“A LOT OF VENDORS CLAIM TO PROVIDE ROBUST API FEATURES, BUT I WAS BLOWN AWAY BY HOW EASY IT WAS TO USE AND LEARN WITH RUBRIK'S REST APIS.”

Daniel Jenkins, IT Network Engineer

Results

- 55% TCO savings
- 90% management time savings
- Near-zero RTOs (from days to minutes)

Business Impact

- Easy-to-use interface for automated backups
- Instant recovery
- API-driven integration with VMware vRealize Orchestrator





JEDUNN

“IT WAS EVIDENT IN CHOOSING RUBRIK THAT WE’D BE GAINING MORE THAN JUST BACKUP AND RECOVERY. WE’D ALSO BE ENABLING ORCHESTRATION AND AUTOMATION, IN ADDITION TO PROVIDING A HIGH LEVEL OF RESILIENCY IN THE EVENT OF DATA LOSS OR A DISASTER.”

Jason Hull, Senior Systems Manager

JE DUNN EMBRACES SOFTWARE-DEFINED DATA CENTER AND AUTOMATION

IT is tightly integrated with JE Dunn's business strategy. The team provides trusted, innovative technologies that enable their executive management, project teams, and clients to advance transformational business solutions. Prior to Rubrik, it was challenging for JE Dunn to protect its virtualized environment with aging, tape-centric software and, as they evaluated new vendors, they wanted a solution that was disrupting the backup and recovery industry. Rubrik was their unanimous choice.

One of JE Dunn's key drivers in choosing Rubrik was its API-first architecture, which made it a perfect fit for their automation-centric approach. The team is currently leveraging Rubrik's APIs to consolidate their executive dashboards into one reporting platform, as well as surfacing business continuity RTO/RPO information for seamless data center operations. These APIs allow their less technical engineers to work with Rubrik and provide even more value to the business.

JE Dunn is looking to fully embrace the ethos of a true software-defined data center with a true software fabric that can be programmatically controlled. By combining Rubrik's RESTful APIs with VMware automation, JE Dunn can systematically apply SLA policies across the data center. Additionally, JE Dunn is working to enable self-sufficiency across the organization and remove IT as the bottleneck. With Rubrik, the team allows developers to automatically spin up live mount copies of VMs for testing and enabling business or VM owners to instantly restore workloads as needed.

JE Dunn has 22 offices nationwide and over 2,500 employees. It is the 11th largest domestic general building contractor in the United States, generating over \$3 billion in revenue last year.

Results

- 62% TCO savings
- 90% management time savings
- 75% reduction in data center footprint

Business Impact

- Ability to embrace the agile software-defined data center ethos
- Self-sufficiency across the organization
- API-first architecture for more accessible IT operations

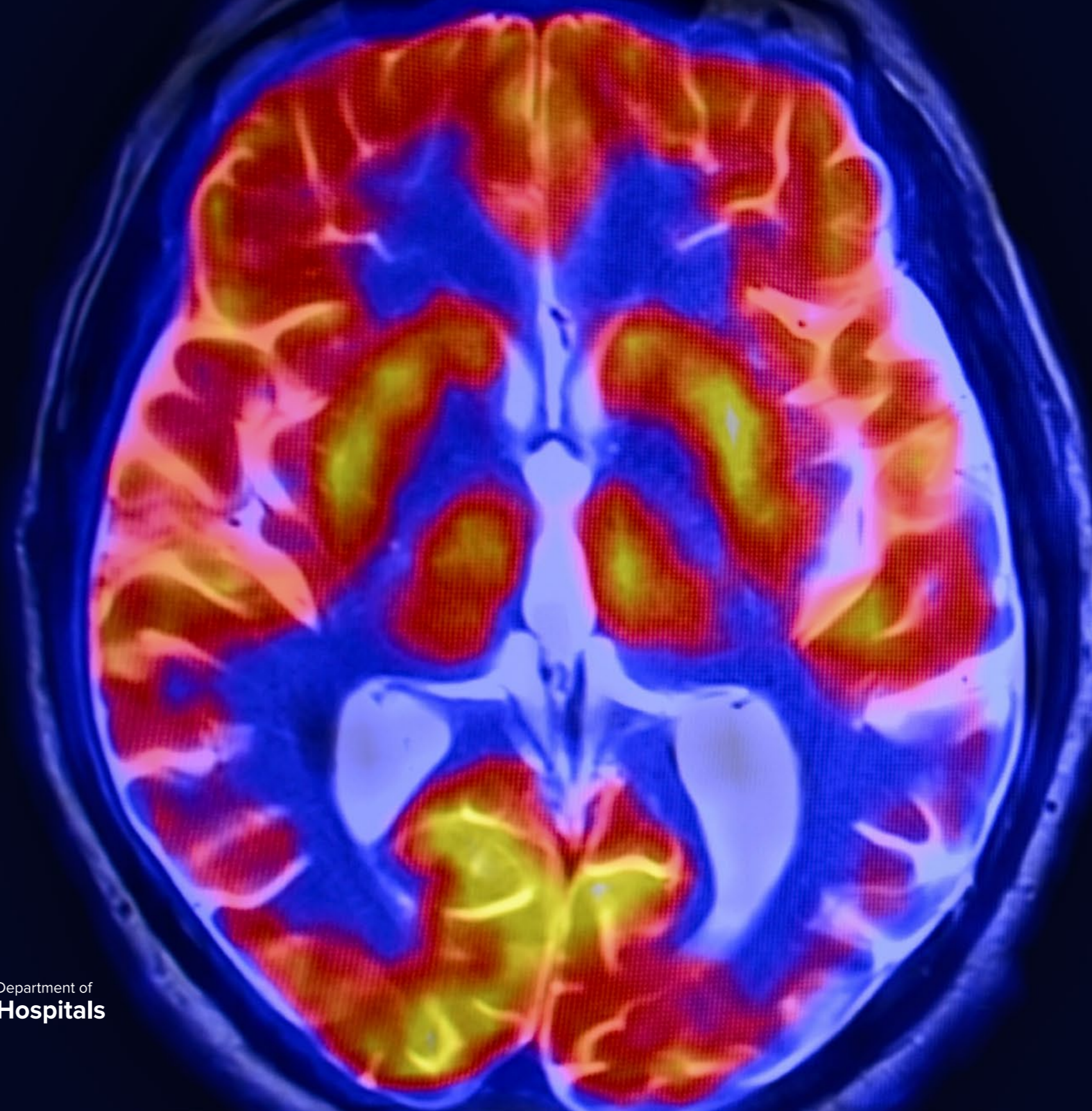


CALIFORNIA DEPARTMENT OF STATE HOSPITALS

California Department of State Hospitals Automates Recovery Workflows with ServiceNow

IT serves a critical role in DSH's ability to operate. The organization is very data-driven, so their systems provide a vital resource that allows our clinicians and hospital executives to make informed decisions. Their IT team also supports patient data through various medical applications, so any downtime could directly lead to delays in treatment. After nearly experiencing a disaster when a massive wildfire in Napa came within a mile of the hospital and destroyed network connectivity, the team decided to focus more on disaster recovery moving forward. Since adopting Rubrik, the team protects their data on-premises and archives to a public cloud. The department also conducted a five-year TCO and found that we would see immediate cost savings and improved functionality by moving to Rubrik.

DSH has a lean team that wears many hats. Automation that comes with tools such as Rubrik and ServiceNow allows them to make better use of their human resources instead of tying them down with repetitive, manual tasks. Rubrik's ServiceNow integration will further automate their processes by helping developers troubleshoot issues and producing notifications when restores are complete. DSH has significantly increased operational efficiency with Rubrik, resulting in 160 days per year of added productivity across all locations.



"As a CTO, it's my job to be strategic about the technologies we leverage. Bringing in cutting-edge tools like Rubrik allows us to work smarter by automating manual tasks and reallocating time towards higher-value initiatives that move our organization forward."

Andrew Hinkle, CTO

DSH manages the state's forensic mental health hospital system, providing in-patient mental health services to approximately 6,000 patients. DSH oversees five state hospitals located in Atascadero, Coalinga, Metropolitan (in Los Angeles County), Napa and Patton.

Results

- 67% management time savings
- 45% TCO savings
- 75% reduction in data center footprint

Business Impact

- 160 days of additional productivity back to the team per year (32 days per site)
- ServiceNow integration for automated recovery workloads
- More time to devote towards strategic, value-add initiatives

CRANFIELD UNIVERSITY



Every year, Cranfield University delivers academic courses in 50 countries outside of the UK and executive development to over 15,000 people. Cranfield is one of the UK's top five commercial research-intensive universities.

Results

- Lower RTOs for VMware, SQL, and Oracle RMAN workloads (from hours to minutes)
- 83% management time savings

Business Impact

- Easier management at speed and at scale
- Same simple user experience delivered across legacy, virtual, and cloud workloads

Cranfield University Simplifies Data Management with Rubrik's API-First Architecture

Cranfield University, a British postgraduate university, is a global leader for education and transformational research in technology and management. As a leading research institution, demand for agile services from their users is continuously increasing. The team needed forward-thinking technology within their infrastructure. Because Rubrik is software converged and built on an API-first architecture, Cranfield receives hands-free management and automated orchestration, providing DevOps-like functionality while minimizing downtime.

Cranfield University leverages Rubrik's RESTful APIs to automate system changes and provide more detailed reporting, namely for their SQL databases and Oracle RMAN managed volumes. With Rubrik, the team eliminates tedious backup job scheduling and can leverage the same powerful SLA policies for Oracle workloads as they would their other datasets. With one powerful SLA policy engine to handle backup retention, replication, and archival, the team spends 83% less time on managing their backups. The true power of Rubrik's APIs is that it allows users to integrate with a variety of systems and provide easy management at speed and scale while removing potential for user error.

"As a leading global research institution, demand for agile services from our users is continuously increasing. We need forward-thinking technology within our infrastructure. Since Rubrik is software converged and built on an API-first architecture, we receive hands-free management and automated orchestration, providing DevOps-like functionality while minimizing downtime."

Edward Poll, Head of IT Infrastructure

Cloud Mobility

Enterprises continue to march to the drumbeat of cloud in order to exploit infinite scale and elasticity. However powerful, the cloud can fragment data and threaten IT's ability to protect, manage, and secure their data assets. Whether you're protecting cutting-edge scholarly research or 40 years' worth of assets for the most decorated children's TV show in history, Rubrik helps businesses minimize these risks and gain data control so that they can continue their journey to the cloud with confidence.

America's Test Kitchen

ERM Power

Sesame Workshop

Meredith Corporation

UC San Diego

AMERICA'S TEST KITCHEN

AMERICA'S TEST KITCHEN



America's Test Kitchen Accelerates Media Digitization and Unlocks Multi-Cloud Data Control

At America's Test Kitchen (ATK), IT is vital in everything they do, from hosting America's Test Kitchen, to airing podcasts, to delivering websites. As an organization with their beginnings in traditional print operations, they needed to make their production methodologies more channel-agnostic and agile to more efficiently scale content delivery to thrive in the 21st century. With Rubrik, ATK has accelerated key digitization efforts and achieved multi-cloud data control by adopting AWS and GCP for archival, ensuring availability of media assets and realizing cost savings by eliminating tape.

A core reason for choosing Rubrik was its cloud vendor-agnostic platform, preventing lock-in to any particular cloud. ATK was able to migrate off tape and adopt a hybrid, multi-cloud model, leveraging AWS to archive their NAS and virtualization data and GCP for testing and development. They have also strengthened their recovery strategy by adopting CloudOn which allows their team to replicate on-prem apps to the cloud, replicate cloud-to-cloud within their multi-cloud environment, and instantiate systems and apps in the cloud. With Rubrik's management simplicity, ATK gained 32 days per year of added productivity, freeing up time to focus on improving employee efficiency and consumer experience.

"At America's Test Kitchen, part of our digital transformation journey involves digitizing our key media assets to ensure availability. Rubrik has accelerated these efforts by allowing us to expand our infrastructure into the cloud. With Rubrik, we can achieve multi-cloud data control by mobilizing data to two different clouds for long-term retention and disaster recovery. We can easily automate the conversion of on-prem VMs into cloud-native formats with Rubrik's ultra-light architecture, in addition to retaining instant access of our cloud data via predictive search."

Dustin Brandt, Director of IT

America's Test Kitchen, founded in 2001, is the creator of PBS' beloved cooking shows, America's Test Kitchen and Cook's Country, and publisher of Cook's Illustrated and Cook's Country magazines. The brand also produces cookbooks, podcasts, and websites offering recipes, equipment and ingredient reviews, and tips.

Results

- Significant reduction in backup management time (from 5-6 hours per week to minutes)
- Seamless hybrid multi-cloud archival to AWS and GCP
- Near-zero RTOs

Business Impact

- 32 days of added productivity
- Improved business continuity and disaster planning with VM recovery in the cloud
- Improved employee efficiency and consumer experience

ERM POWER



ERM Power Strengthens Business Resiliency with AWS

ERM is a unique entity in the electricity industry. Their focus is on managing efficiency in power consumption, developing an energy solutions portfolio with a range of products and services that can help customers reduce consumption costs and emissions. As an organization, they strive for simplicity, and wanted to find a solution that also reflected this philosophy; a platform that would allow the team to transition to the cloud and support their continued focus on cybersecurity. For them, Rubrik addressed these needs exactly.

One of ERM's buildings was impacted by the 2011 Queensland floods, highlighting the importance of protecting their infrastructure. With Rubrik, the team is now replicating between their primary office in Brisbane to a secondary location, which will allow them to failover to their DR site if needed. With Rubrik's seamless integration with AWS, the team was able to get everything set up in 5 minutes and begin archiving their data, reducing the need for onsite storage capacity. Coupled with Rubrik's immutable backups, the team is confident their data is protected and that they can quickly restore in case of an attack.

"WE RESONATED WITH RUBRIK'S INNOVATIVE VISION AROUND THE FUTURE OF DATA MANAGEMENT. AT ERM, WE PRIDE OURSELVES ON OUR ENTREPRENEURIAL SPIRIT AND TAKING CALCULATED RISKS FOR A GREATER IMPACT; WE PREFER TO PARTNER WITH COMPANIES LIKE RUBRIK WHO ALSO REFLECT THIS ETHOS."

David Timms, IT Operations Manager

ERM Power (ERM) is Australia's second-largest provider (by load) of electricity for the country's commercial and industrial business sector.

Results

- 88% management time savings
- 84% reduction in data center footprint

Business Impact

- Increased business resiliency by leveraging the agility of the cloud
- Strengthened defense against ransomware

SESAME WORKSHOP

Sesame Workshop Supports Key Digitization Efforts and Moves to Azure

Sesame Workshop delivers its content to homes around the world by utilizing TV and other digital media platforms. One of the company's key technology and engineering initiatives revolves around the backup and archival of 45 years of their intellectual properties, allowing the team to have their assets readily available and enabling them to be more effective and efficient as they expand their reach and engagement to multiple platforms across the domestic and international markets. Knowing that they can accomplish great things with the relevant technology, they partnered with Rubrik.

The team knew they needed to adopt a cloud-first strategy in order to store files in a way that was easily accessible by producers, curators, and editors. And, while they knew they'd have to use public cloud for long-term retention rather than expanding their real estate and storage arrays on-prem, their previous solution prevented them from doing so. With Rubrik, Sesame Workshop will be able to archive to Azure for 90 days and then push the data into Azure Blob for cold storage with only a few clicks needed to restore. Additionally, Rubrik's vendor-agnostic approach to the cloud prevents vendor lock-in to any particular cloud, giving the team the power of choice when exploring future solutions.

Protecting our intellectual property means everything to Sesame Workshop. Rubrik ensures all data is encrypted at-rest and in-flight using their keys, overcoming any concerns about moving to the public cloud. With Rubrik, the team is confident that their data is secure.

Sesame Workshop is the nonprofit educational organization behind Sesame Street, the longest-running children's show in American television history. The organization is present in 150 countries, serving children through a wide range of media, formal education, and philanthropically funded social impact programs.

Results

- 40% TCO savings
- 90% faster restores
- 50% reduction in data center footprint

Business Impact

- Enabling backup and digitization of 45 years of assets
- Cloud agility to access and use content across the globe
- Comprehensive data security



“BACKING UP AND ARCHIVING OF 45 YEARS OF OUR INTELLECTUAL PROPERTIES WILL ALLOW US TO HAVE OUR ASSETS READILY AVAILABLE, ENABLING US TO BE MORE EFFECTIVE AND EFFICIENT AS WE EXPAND OUR REACH AND ENGAGEMENT TO MULTIPLE PLATFORMS ACROSS THE DOMESTIC AND INTERNATIONAL MARKETS. THIS IS WHAT DIGITAL TRANSFORMATION IS ALL ABOUT AND OUR RUBRIK IMPLEMENTATION WAS AN ENABLER FOR ALL OF THIS.”

Shadrach Kisten, Chief Technology Officer



Meredith Corporation Accelerates Path to Cloud with Rubrik's Cloud Archival and Cloud-Native Protection

The media industry by nature is extremely collaborative. Editors, designers, photographers all have to work in tandem to meet hard deadlines – downtime could mean a magazine edition doesn't go to print on time. After acquiring Time Inc., Meredith realized the severity of their fragmented environment, with dozens of systems that were labor-intensive to monitor and maintain. Rubrik's management simplicity has enabled the Meredith team to increase their IT team's productivity, allowing them to focus on strategic initiatives that increase internal collaboration and enhance consumer experience, bolstering their reputation as a world-class media company.

Protecting their intellectual property is Meredith's number one priority, but tape had always put the team at risk of not being able to recover. Rubrik has also allowed Meredith to adopt AWS for long-term retention, ensuring the availability of media assets with one unified platform to protect applications across data centers and clouds. Rubrik's native integration with AWS ensures the team is able to maximize their storage efficiency as they scale their cloud footprint. Not only has it allowed Meredith to migrate off tape, eliminating unnecessary overhead, but also migrate certain workloads to Amazon EC2 as part of their digital transformation efforts.



Results

- 90% management time savings
- Seamless data management across data centers and AWS
- Near-zero RTOs

Business Impact

- Enhanced consumer experience
- Increased collaboration among teams
- 25 days of added productivity

“Meredith would not be where it is today without technology. All of our intellectual properties, including videos, images, and magazine copy are technology-based, so it is our number one priority to provide a stable architecture to protect this data. As a company, we embrace the mantra of ‘Be bold, together’. So as an IT team, eliminating tape, embracing Rubrik, and migrating to the cloud was a bold decision, but also the right one for Meredith. Moving to the cloud has made it easier for our teams to collaborate, which means we’re doing our job right.”

David Coffman

Director of Enterprise Infrastructure

Meredith Corporation (NYSE: MDP) is America's largest media company of iconic magazine brands, television stations, and radio stations, including PEOPLE, Better Homes & Gardens, InStyle and Allrecipes.

UC SAN DIEGO

“Rubrik was a paradigm shift in backup. Today, technology evolves extremely fast. We need to be able to shift on the fly. To do so, you need a system that can integrate with any application or technology from the past, present, and future. Traditional backup can’t do that, but Rubrik can.”

John Iraci
Director of Computing Infrastructure

UC San Diego



UC San Diego Mobilizes to the Cloud

From ensuring secure access to student’s emails to providing computer software at their research labs, IT lives at the center of UC San Diego. When the university consolidated nine groups into one centralized IT department, it resulted in a complex IT environment consisting of disparate hardware and software components. In addition to complex management and increasing licensing and maintenance costs, the university’s previous legacy solution also prevented UC San Diego from migrating to the cloud. With Rubrik, the university achieved a software converged solution to provide easy management and deeper analysis across their entire environment, easily integrating with AWS S3 for archival.

Rubrik allowed the team to integrate seamlessly with AWS S3 and securely mobilize their applications from on-prem to cloud. Cloud elasticity lets the university scale their capacity as they grow, whether that’s adjusting retention policies or adding new systems. The team plans on closing their data centers on campus over the next few years and will need to migrate a significant number of applications to the cloud. With Rubrik, it only took 36 hours to migrate their entire infrastructure, around 2,000 virtual machines, into AWS S3. Having data in multiple locations provides UC San Diego greater insurance in the event of data loss or a failure. Since Rubrik is a top tier partner with public cloud vendors like Amazon, it provides seamless integration between their data management solution and cloud storage.

With over \$1 billion in annual research funding, UC San Diego is one of top 15 research universities worldwide. Their faculty, researchers, and alumni have received numerous awards, including 25 Nobel Prizes, three Field Medals, and two Pulitzer Prizes.

Results

- 90% faster recoveries (from 4+ hours to <10 minutes for restores)
- 90% management time savings (from 10 hours/week to minutes/week)
- 2,000 VMs migrated to the cloud in 36 hours

Business Impact

- Cloud elasticity for simple scaling
- Greater insurance in the event of data loss
- Data archival to AWS S3 for long-term retention and instant access

