

Feel Compelled to Go to the Cloud?

There's a Reason Why...

Organizations of all sizes and industries are moving to the cloud – often employing a multi-cloud or hybrid cloud approach. With data escalating and an increased reliance on edge computing, artificial intelligence, and machine learning, cloud is a critical part of modernization. But multi- or hybrid cloud environments that contain many moving pieces make data management a challenge. If Amazon Web Services (AWS) is your public cloud of choice then meet Rubrik – a modern, unified data management solution that's easy to use.

Together, Rubrik and AWS can...

Help Your Applications Break Free



87% of enterprises have a hybrid cloud strategy¹

On average, enterprises use 2.2 public and 2.2 private clouds²

The Problem

Enterprises are breaking free from siloed data to a unified solution while gaining freedom to move applications between public and private clouds and to edge compute locations on demand. They also want to keep their multi-cloud environment easy to manage and navigate while creating a seamless experience for end users and customers.

The Solution

Rubrik delivers an innovative software solution to simplify and automate data protection and enable cloud mobility. Its unified data management bridges on-premises, edge, and cloud solutions like AWS and is operated from a single control plane.



Keep Your Data from the Edge



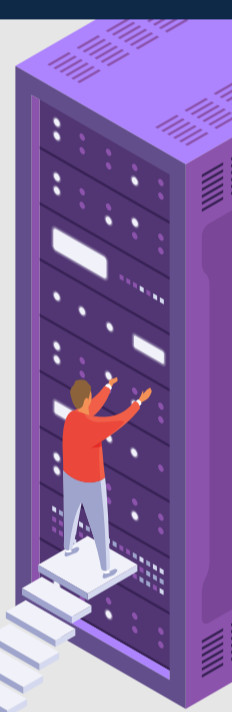
By 2025, 38.6 billion devices will be connected to the internet of things (IoT)³

Forecast global revenue for edge computing is set to reach \$9 billion USD by 2024⁴



The Problem

Cloud processing will continue to increase, driven by large-scale data analytics. Through 5G, there will be much faster processing for IoT devices that live at the edge, syncing back to the AWS cloud for more detailed processing. More and more, data is produced at endpoints, applying an increasing burden on the established network structure.



The Solution

With Rubrik, organizations can replicate backup data across multiple data centers, edge sites, and AWS regions with policy-driven automation. Rubrik also keeps data secure, no matter where it resides, with immutable snapshots and end-to-end data encryption.



Tear Down Your Data Silos



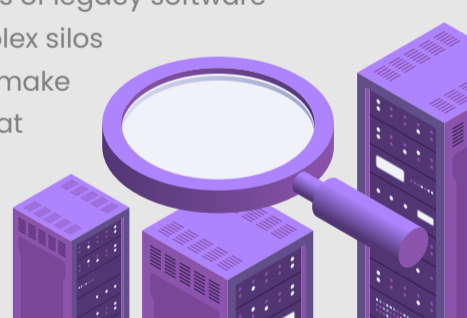
47% of customer experience executives state that data silos are harming their digital customer experience plans⁵

85% of architects say legacy databases are limiting their ability to digitally transform⁶



The Problem

There's a proliferation of data and an expectation for applications to integrate and communicate with each other, while being available anytime, anywhere. But layers of legacy software have created complex silos of information that make it hard to locate what you need, when you need it.



The Solution

Rubrik's software-defined data fabric is infinitely scalable and makes data silos and data integration projects yesterday's headache by offering a single management plane for all data, whether on-premises or in the cloud.



Maintain the KISS Rule with Rubrik and AWS: Keep IT Simple and Seamless

Rubrik delivers a simple data management solution on AWS to automate data protection and enable application mobility across your multi- or hybrid cloud environment. This gives customers a familiar user interface, and the ability to move workloads between platforms seamlessly. With Rubrik Andes 5.3, protect your data in VMware Cloud on AWS, expand your choice of storage class in AWS with support for Amazon S3 Glacier and Amazon S3 Glacier Deep Archive, and realize up to 23x cost-savings.



Download the eBook to learn more

¹ Flexera, "Cloud Computing Trends: 2020 State of the Cloud Report." <https://www.flexera.com/blog/industry-trends/trend-of-cloud-computing-2020/>

² Flexera, "Flexera 2020 State of the Cloud Report." <https://info.flexera.com/SLO-CM-REPORT-State-of-the-Cloud-2020>

³ Strategy Analytics via Statista, "Number of internet of things (IoT) connected devices worldwide." <https://www.statista.com/statistics/802690/worldwide-connected-devices-by-access-technology/>

⁴ Statista, "Edge Computing – Statistics & Facts." <https://www.statista.com/topics/6173/edge-computing/>

⁵ CMS Wire, "The State of Digital Customer Experience – 2019." <https://www2.simplermedia.com/cw-cp-smg-2019-dcx-report.html>

⁶ Couchbase, "DIGITAL TRANSFORMATION: CAN ARCHITECTS MEET THE DEMANDS OF THE DIGITAL AGE? 2019 Report." https://resources.couchbase.com/cio_survey2019/2019-cio-survey-digital-transformation-architects