Accelerate App Delivery on AWS with Rubrik

One platform to manage all your applications, from data center to the cloud
Introduction

In today’s digital world, enterprises require speed, scalability, and rapid access to applications and data across the entire organization to deliver seamless customer experiences. Many enterprises are adopting the cloud to achieve this transformation.

As enterprises migrate applications to the cloud, they depend on IT to deliver critical data management services (backup, disaster recovery, and archival) to maintain rapid data accessibility through disasters, data loss, and cyberattacks such as ransomware.
Challenges of legacy solutions

Enterprises are shedding complex, legacy solutions for simplified data management built for the cloud. The incessant growth of data puts pressure on today’s companies to more efficiently archive, retrieve, manage, and secure their data assets. With 49% of the world’s data predicted to reside in public cloud environments by 2025, it’s easy to see why companies find it increasingly difficult to store, manage, and access data using yesterday’s technologies.¹

Management complexity
Legacy solutions can be difficult to use and manage, often requiring support from professional services, lengthy installation times, and dedicated backup administrators.

Long recovery time
Recovery from downtime can take hours to days, yet today’s organizations need to be back up and running in minutes. Inability to meet SLAs can lead to costly downtime.

Expensive upkeep
Legacy solutions require backup software, storage licenses, physical hardware, proxy servers, and tape for long-term storage. In addition, fragmented infrastructure and silos of data tools escalate management complexity.

Risk of cyber threats
With traditional solutions, it’s difficult to enforce compliance and ensure security of data on the cloud. Ransomware can quickly compromise data, including backups, forcing IT teams to resort to painful, lengthy recoveries from offsite backups—if those are even available.

¹ Gantz, John; Reinsel, David; Rydning, John; The Digitization of the World - From Edge to Core, IDC, November 2018
Rubrik Cloud Data Management delivers backup, disaster recovery, replication, search, archival, analytics, and copy data management on Amazon Web Services (AWS) for your cloud-native and hybrid cloud applications in one software fabric. Rubrik encapsulates application data with rich services—policy, security, access control, and compliance—across your AWS environment.

**Key benefits**

- **Unified management:** Leverage a single control pane to automate data management and unify visibility across all your data.

- **Self-service automation:** Build consistent workflows with robust open APIs, ready-to-use SDKs, and pre-built integration. Automate data lifecycle management with a single SLA policy engine for all your workloads.

- **Lower TCO:** Achieve 30 to 50 percent in immediate hard savings.* Total cost of ownership (TCO) savings can increase as environments scale.

- **Secure backups:** With immutable snapshots and data encryption at-rest and in-transit, secure your data with confidence for cloud data control.

*Source: Based on Rubrik’s customer testimonials.
Rubrik Cloud Solutions

Unlike traditional backup solutions, Rubrik goes beyond the constraints of legacy architectures and niche solutions and helps reduce the risk of downtime, optimize cost, achieve operational efficiency, and realize cloud modernization.

**Cloud-native Amazon EC2 protection:** Modernize backup and recovery of Amazon EC2 with native snapshots and API-based data protection. Protect cloud-native applications with Rubrik by writing to AWS storage services.

**Cloud archival:** Send your application data to Amazon S3 for long-term retention while retaining immediate access with predictive search. Ensure instant accessibility of archived data with Rubrik's real time predictive search.

**Replication (cloud to on-premises, and on-premises to cloud):** Deliver replication within different AWS regions. Bi-directional replication is also available from AWS to an on-premises Rubrik cluster.

**Cloud-native NoSQL protection:** Simplify backup and recovery, reduce cloud storage costs, and mobilize NoSQL data across on-premises and AWS with Rubrik Mosaic.

**AWS as a recovery site:** Instantiate your on-premises applications on AWS on-demand for rapid recovery. Rather than maintaining a disaster recovery (DR) site complete with infrastructure that may largely remain idle, utilize the cloud when needed, increasing overall cloud savings.
**Increased visibility:** Single management paradigm to manage cloud-native and hybrid cloud, protecting hundreds of AWS accounts for full visibility and control.

**Rapid recovery:** Locate a single file or object with predictive search for rapid recovery on the cloud.

**Policy automation:** Manage the data lifecycle with SLA policies to your virtual machines (VMs), applications, and databases.

**Global real-time search:** Instantly search for files across all snapshots with suggested search results as you type.

**Cloud-scale data efficiency and resiliency:** Maximize storage efficiency with global deduplication that scales in-line with your cloud.

**API-first architecture:** Automate custom lifecycle management workflows with robust APIs that integrate with third party services.

**World-class security:** Secure data is sent to AWS using Advanced Encryption Standard, both in-flight and at-rest.

**Cloud analytics:** Generate actionable real-time business insights and analytics across your AWS environment for operational efficiencies and compliance.
Hear from our customers

**Meredith Corporation**
- Reduced management time by 90%, going from 2 full-time equivalent (FTEs) to a few hours per day
- Near-zero recovery time objectives (RTOs) from days to minutes
- Streamlined compliance with Sarbanes-Oxley (SOX) and Payment Card Industry Data Security Standard (PCI) requirements

**America’s Test Kitchen**
- Reduced backup management time from 5-6 hours per week to minutes, resulting in 32 days of additional productivity per year back to the business
- Near-zero RTOs
- 83% reduction in data center footprint

**The Scottish Government**
- Achieved 30% TCO savings
- 6x faster backup performance with near-zero RTOs
- Reduced management time by 60%

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“Rubrik is Amazon Prime-like technology. It’s user-friendly, always-on, and instantaneous. With Rubrik, it only took 36 hours to migrate our entire infrastructure, around 2,000 VMs, into Amazon S3.”

*Dave Vassall, Systems Analyst, UC San Diego*