



# Azure Cloud Native Data Protection

Cyber resilient and cost effective data protection for Azure cloud data

As businesses modernize to the cloud, simple phishing attacks are enough to give attackers the ability to take control of data. How can cloud data remain resilient and recoverable from cyberattacks and operational failures, while meeting IT budget goals.



## GAIN VISIBILITY

Uncover and close data protection gaps with global visibility and protection of Azure, multi-cloud, and hybrid-cloud workloads from a single pane of glass.



## REDUCE DATA RISK AND ENSURE RECOVERABILITY

Proactively prevent sensitive data exfiltration and ensure rapid recoverability of critical Azure workloads from ransomware-free backups.



## LOWER TCO

Optimize cloud storage by aligning storage tiers with RTO requirements, to reduce consumption and operational cost.

## UNIFY MANAGEMENT OF ALL WORKLOADS

### Single Pane of Glass

Monitor the health and backup status of all Azure and hybrid cloud workloads with ease from a single centralized UI.

### Data Protection Policy Automation

Replace hundreds of manual, backup jobs with global SLA policies and standardize frequency, retention, and replication.

### Single Sign-on

Centralize role-based access controls with single sign-on across the entire cloud, on-prem, and SaaS environment.

## SECURE IaaS AND PaaS

With Rubrik Zero Trust By Design, data remains readily available. Services are architected with a logical air gap, secure protocols, native immutability, encryption, and access controls.



Azure VM



Managed Disk



Blob



Azure SQL



Azure Files



SQL Server



Azure NetApp Files



Entra ID



Azure VMware Solution (AVS)



Oracle



SAP HANA



MongoDB



Azure Kubernetes Service (AKS)

## ENHANCE CYBER RESILIENCE

### Logical Air Gap

Prevent unauthorized discovery, access, mounting, or compromise of data through non-SMB/NFS-based network protocols.

### Immutable by Design

Prevent unauthorized change, encryption, or deletion of data by storing data in a proprietary format and verifying it with data integrity checks.

### Granular Access Control

Prevent unauthorized account compromise via granular role-based access controls and credentials, including MFA and TOTP protection for user logins.

## COST OPTIMIZATION

### Direct Write to Lower Tier Blob Storage

Write backup data directly to lower-cost storage, bypassing the need to store snapshot copies in more expensive primary storage tiers.

### Identify and Remove Redundant, Obsolete, and Trivial (ROT) Data

Identify ROT data for exclusion from storage and backup operations to reduce backup window and storage footprint.

### Compression

Take advantage of Rubrik's proprietary compression algorithm to gain storage efficiency to lower the costs of backups stored.

## TEST YOUR DISASTER RECOVERY READINESS

Eliminate manual, guesswork for testing if every team can recover their workloads, databases, and applications. Rubrik's GraphQL APIs enable automation of the entire recovery testing process across mounting, validation, and de-provisioning.

## SECURE THE AZURE CLOUD JOURNEY



### Protect in the Cloud

Withstand cyberattacks by maintaining reliable, clean copies of Azure data with immutable snapshots.



### Replicate in the Cloud

Strengthen cyber resilience by replicating data across clouds, edge locations, and data centers.



### Archive to the Cloud

Reduce storage costs with secure archiving and storage tiering, while retaining access via predictive search.



### Test Recovery in the Cloud

Perform cloud recovery and on-demand dev/test by instantiating on-prem apps and workloads in the Azure cloud.

## JELD-WEN

Rubrik was the clear choice for us at JELD-WEN. What stood out amongst competitors, in addition to M365 protection, was its strategic partnership with Microsoft and its cyber resilient roadmap. Now we use cloud storage the way that we should, saving roughly 50% of the cost. The move also facilitated stronger data governance and visibility.

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Rubrik (NYSE: RBRK) is on a mission to secure the world's data. With Zero Trust Data Security™, we help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, secures data across enterprise, cloud, and SaaS applications. We help organizations uphold data integrity, deliver data availability that withstands adverse conditions, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked.

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