

Rubrik and Pure Storage: Cyber Resilience Stack

Three-layered defense strategy to secure data and minimize downtime

In today's digital economy, data has become the lifeblood of organizations. However, with exponential data growth comes unprecedented challenges in protecting critical infrastructure across primary storage and archives. Businesses face performance bottlenecks, a lack of practical data visibility, and increasingly sophisticated cyber threats. The need for a comprehensive cyber resilience strategy has never been more critical to safeguard valuable data assets and ensure business continuity.

Rubrik and Pure Storage® have joined forces to offer a complete cyber resilience stack that combines the strengths of Pure Storage FlashArray™, Rubrik Security Cloud, and Pure Storage FlashBlade®. This partnership delivers a modern, efficient, and secure approach to data protection across short-term and long-term storage needs. By bringing together industry-leading technologies, organizations can protect their most valuable asset—their data—for short-term immediate access to ensure business continuity and long-term to meet compliance regulations.



DEFENSE IN DEPTH

Leverage a robust cyber resilience architecture that delivers a three-layered defense strategy to meet the updated 3-2-1-1-0 rules for data protection.



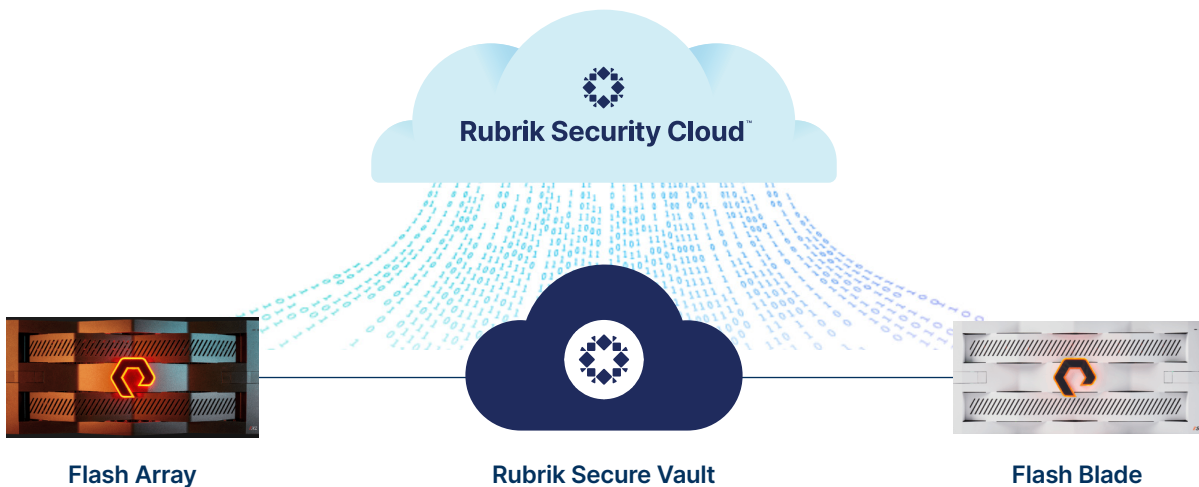
ADVANCED THREAT ANALYTICS

Continuously monitor data risks and threats, enabling rapid identification and mitigation of potential cyber-attacks.



SCALABLE AND COST-EFFECTIVE

Ensure critical data is secure and quickly recoverable with solid performance, scalability, and cost management.



With Rubrik and Pure Storage's joint cyber resilience stack, organizations can face the future confidently, knowing their data is secure, rapidly recoverable, and readily available. Experience the full power of cyber resilience and transform your organization's data protection strategy.

KEEP DATA SECURE AND READILY AVAILABLE

- **Pure Storage FlashBlade Bucket-level Immutability:** Deliver indelible copies that prevent bad actors from deleting protected data
- **Pure Storage FlashArray Immutable Snapshots:** Store production data immediately adjacent to production workloads
- **Pure Storage SafeMode™ Governance:** Provides full privileged user attack protection for all copies of data on the Pure Storage Platform
- **Rubrik Secure Vault:** Deliver immutable, air-gapped, access-controlled to ensure data is readily available

STAY PROTECTED WITH AUTOMATION

- **Pure Storage Default Protection Groups:** Automatically protect all-new production workloads with indelible snapshots
- **Rubrik Automated Discovery:** Automatically discover data as it is created across physical systems, operating systems, virtual machines, databases, file systems, and containers
- **Rubrik Automated Protection:** Replace hundreds or thousands of backup jobs with just a few policies that include backup frequency, retention, replication, and archival

EFFICIENTLY BACKUP AND RECOVER

- **Pure Storage Scalability & Performance:** Performance-optimized recovery to support the lower possible RTO
- **Flash-Speed Backups:** Minimize impact on production with rapid backups
- **All-Flash Archive Economics:** Cost-effective storage solutions support long-term retention without compromising performance.
- **Rubrik Incremental Forever:** Backup using change region tracking to reduce local storage requirements and improve backup times

- **Rubrik Parallel Streaming:** Rapid data ingest reduces backup times and provides scalability for the largest enterprises
- **vSphere Plugin for Pure Storage FlashArray:** Provide full VM recovery from array snapshots right from the vSphere Client.

ENABLE CYBER RESILIENCE

- **Pure Storage Centralized Cyber Resilience Assessment:** Gain full visibility and insights across all production workloads to ensure all data is protected with best practices
- **Pure1® Anomaly Detection:** AI-driven fleet-wide monitoring for anomalous behavior and trends to help quickly pinpoint compromised datasets
- **Pure Storage Cyber Recovery and Resilience SLAs:** Guaranteed clean recovery array ships within 24 hours, and a recovery plan to get back in business as soon as possible
- **Rubrik Ransomware Response Team:** Rubrik coordinates with other vendors to expedite recovery for licensed customers at no additional cost
- **Rubrik Anomaly Detection:** Determine the scope of cyber attacks using machine learning to detect deletions, modifications, and encryptions
- **Rubrik Threat Monitoring:** Detect security threats early by automatically identifying indicators of compromise within backups using an up-to-date threat intelligence feed
- **Rubrik Threat Hunting:** Prevent malware reinfection by analyzing the history of data for indicators of compromise to identify the initial point, scope, and time of attack
- **Rubrik DSPM:** Proactively reduce the risk of data exposures and exfiltration
- **Rubrik Sensitive Data Monitoring:** Reduce sensitive data exposure and manage exfiltration risk by discovering what sensitive data you have and where it lives
- **Rubrik User Intelligence:** Identify critical data exposure to reduce unqualified access



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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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