

**Adria Forum 2025**

# **Cyber Recovery & Resilience**

## **Introducing Rubrik**

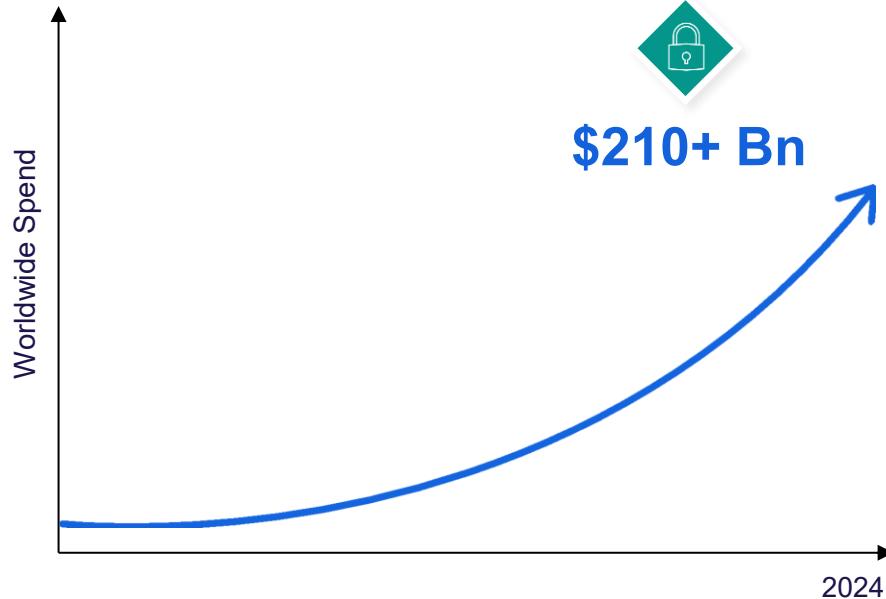
Simone Sfragano-Marriott  
Lead Channel Engineer - EMEA

14/10/2025

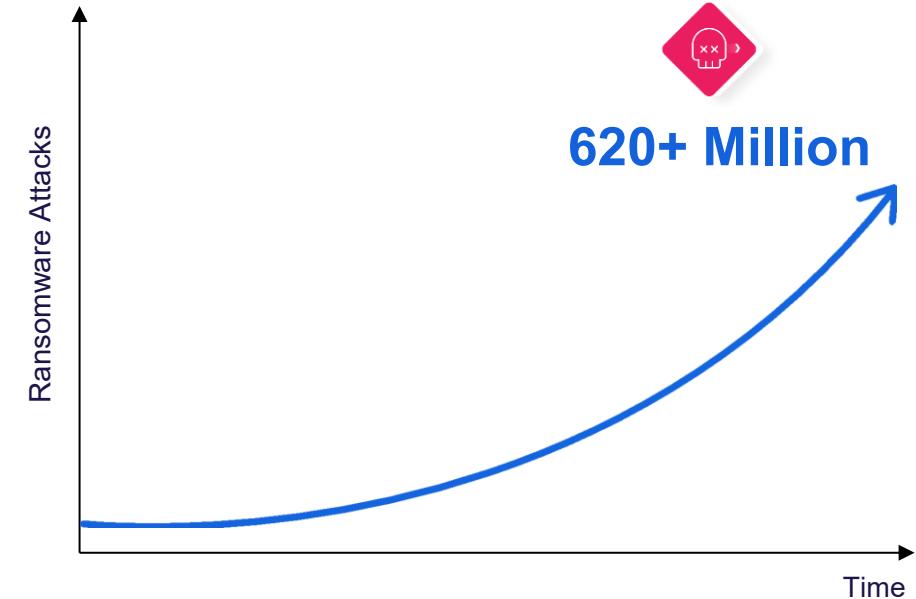


# Despite High Security Spend, Attacks Continue Unabated

## Worldwide Security Spend is Up<sup>1</sup>



## Ransomware Still on a Tear<sup>2</sup>



1. Gartner Forecast: Information Security and Risk Management, Worldwide, 2022-2028, 1Q24 Update, March 2024.

2. Mid-Year Update: 2022 SonicWall Cyber Threat Report: Global Ransomware Attacks in 2021.



**Plenty of focus on  
Attack Prevention.**

**Not enough on  
Cyber Recovery.**



# Cyber RTO Extends RTO up to 100x

## Determine scope of attack

What data was compromised?  
What was encrypted?



## Determine point of infection

At what point was the server compromised? Can we quickly identify clean recovery points?



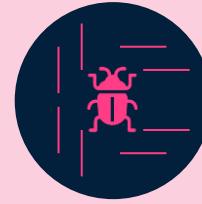
## Assess sensitive data impact

What sensitive data was on the network and likely exfiltrated?



## Find malware and quarantine

Can we find all locations of malware? Can we isolate malware to prevent re-infection?



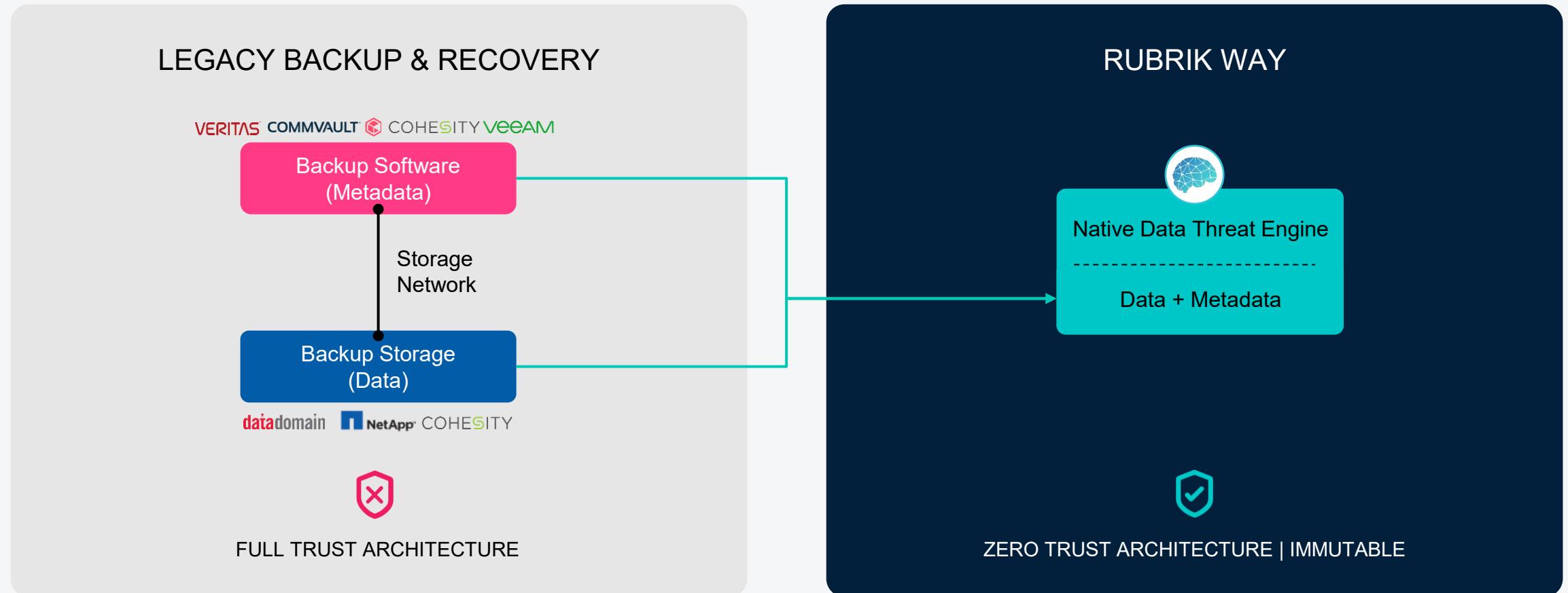
## Restore from backup

Did our backups survive?

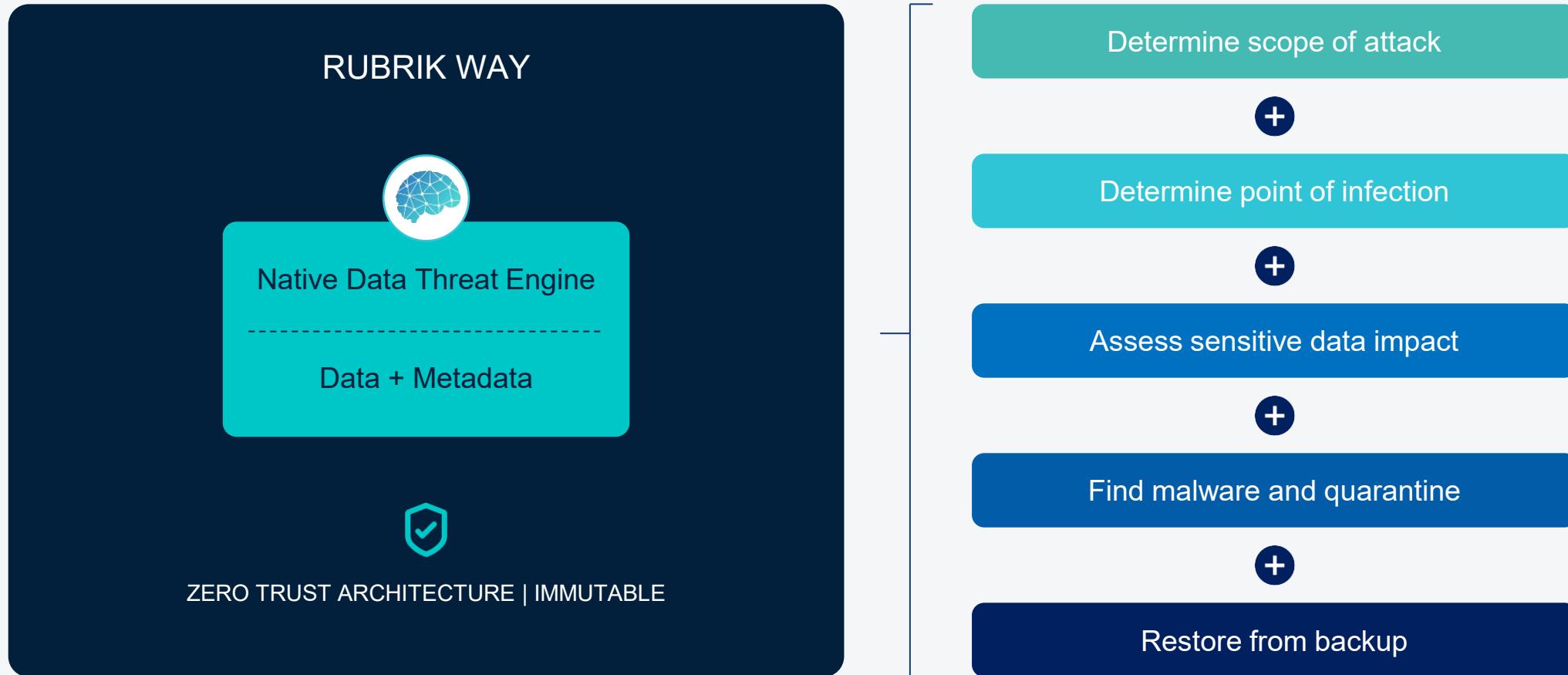


Time

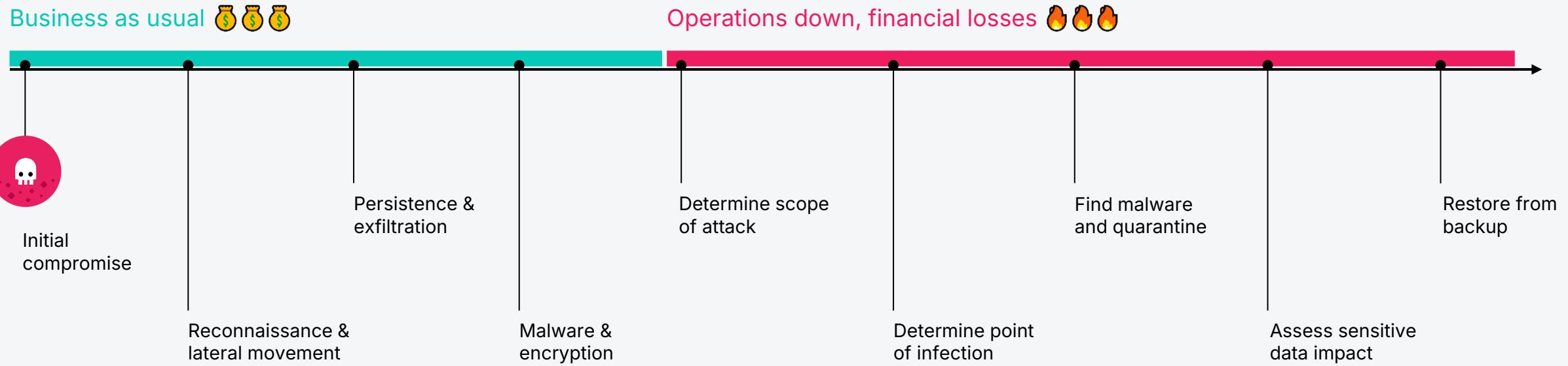
# Rubrik Built a Radically Different Architecture



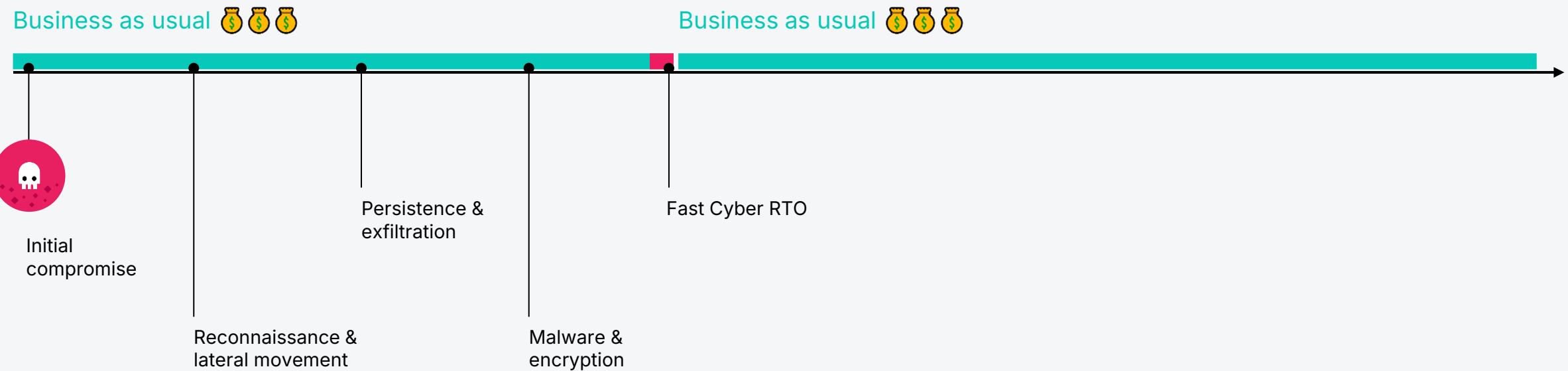
# Rubrik Delivers 100x Faster Cyber Recovery



# Before Rubrik



# After Rubrik



# Benefits



## 100% Recoverability

Recover clean data + out-of-box integrations with security tooling



## Simple and Fast

Ease of use and speed when it matters most



## Improve Cyber Posture (DSPM)

Minimize sensitive data exposure and exfiltration



## 7:1 Tool Consolidation

Drive >25% hard cost savings



# Rubrik Security Cloud

## Cyber Resilience Across *Data & Identity*

Enterprise  
On-prem



Cloud



SaaS



Unstructured Data



Identity



### Rubrik Security Cloud™

Enterprise

Cloud

SaaS

Unstructured

Identity

Data Protection

Anomaly Detection

Threat Monitoring

Turbo Threat Hunting

Data Threat Analytics

Data Risk Management

Data Access Governance

Data Discovery & Classification

Data Detection & Response

Data Security Posture Management

AD Forest Recovery

Threat Containment

Orchestrated Recovery

Cyber Recovery Simulation

Cyber Recovery

Native Data Threat Engine

Time-Series Data & Metadata

Zero Trust Design

Annapurna by Rubrik

Automation & APIs

Ruby AI

Recent Product Updates

CYBER  
INTEGRATIONS



Palo Alto Networks



Zscaler



Crowdstrike

Mandiant

# Rubrik Tool Consolidation Drives >25% Cost Savings





# VMware

Cyber Resilience & VMware





# Why Rubrik for VMware?

## Resilient Cyber Recovery

Rubrik safeguards VMware environments against cyber threats. With immutable backups and data versioning, it ensures that critical VM data can be recovered after any ransomware or other cyberattacks, providing a reliable layer of defense in the event of a breach.

## Automated Threat Detection and Recovery

Rubrik's advanced cyber recovery features proactively monitor backup data for any signs of compromise. In case of an attack, it facilitates swift recovery by pinpointing clean restore points. This proactive approach to cyber recovery for modern hypervisors guarantees minimal data loss and downtime, bolstering organizations' cyber resilience strategies.



# Protect VMware Environments from Cyber Threats

Reduce Data Risks and Accelerate Clean Recovery



## Protect Against Ransomware

- Keep your VMs secure and readily available with immutable backups that are logically air-gapped through encryption.
- Leverage our Ransomware Investigation, Sensitive Data Discovery, and Threat Hunting tools to further enhance your VM data security.



## Simplify Data Protection

- Automate VM data protection with SLA-based policies. Unify backup and recovery across your multi-hypervisor, hybrid and multi-cloud environments.
- Enjoy global management and visibility from a single pane of glass.



## Accelerate Recovery

- Utilize global, real-time predictive search to quickly find VMs, apps and files.
- Leverage simple, quick recovery options for near-zero RTOs.
- Rapidly recover your VMs while avoiding malware reinfection.



# Replace Manual Scripting and Job Scheduling

**Auto-discover and Protect VMware Environments Across the Data Center and Cloud.**



## Automate VM Discovery

- Rubrik automatically discovers details of your entire virtual environment using natively integrated APIs.



## Simplify Data Protection

- Protect your VMware data from cyber-attacks with an air-gapped, immutable file system that can't be modified, deleted, or encrypted by hackers.
- Declare SLA automation policies at the cluster, host, or folder levels and never worry about leaving a VM unprotected again.



## Operationalize Backups

- Leverage Rubrik Live Mount and our powerful APIs to simplify your day to day.
- From automation, to migration, and self-service clone creation, the sky's the limit.



# Drive Recovery Times Down to Minutes

**Surgically and Rapidly Recover Your VMs and Files While Avoiding Malware Reinfestation**

## Search Anything

Search for VMs and files with global real-time search, on-prem to cloud. Locate specific versions of files across a multi-hypervisor, multi-cloud environment.

## Reduce Recovery Risk

Ensure safe and quick data recovery by quarantining data infected with malware thereby preventing reintroduction of malware that disrupts business operations.

## Mass Recovery

Recover hundreds of VMs—in bulk, or restore tens of thousands of files to a clean state, within minutes.





# A Modern Approach to VMware Protection

## Simplified VMware backup, Recovery, and Cyber Resilience



### Management Simplicity

Eliminate proxies and jobs with a single software and policy engine



### Near-Zero RTO / RPO

Restore VMs directly on Rubrik in seconds, no rehydration required



### Cloud Mobility

Mobilize VMs to cloud for archive, DR, app migration, and test/dev

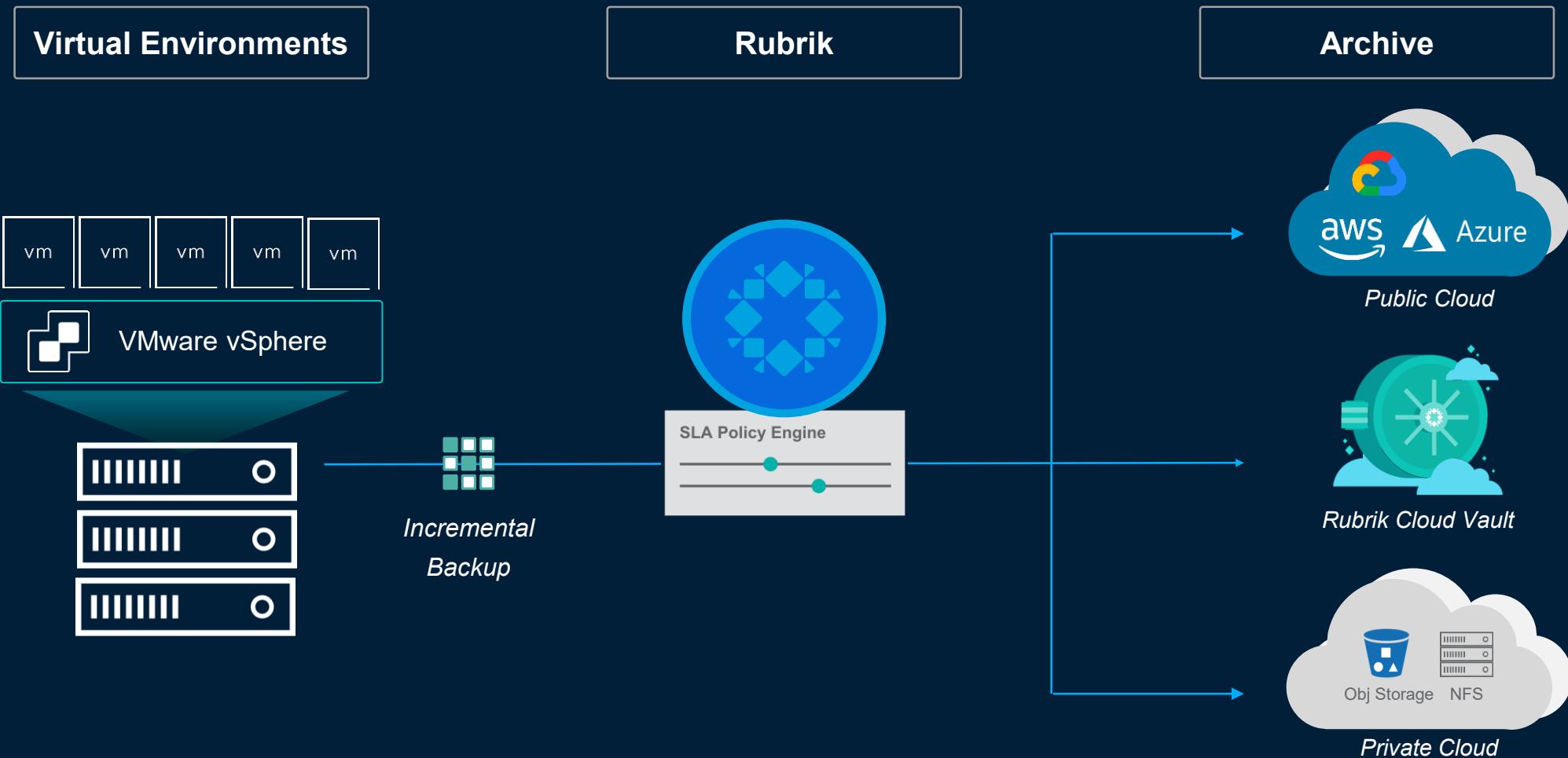


### VMware Ecosystem Support

Increase productivity with Rubrik self-service through vRA and vCD

# A Global Control Plane and Policy Engine

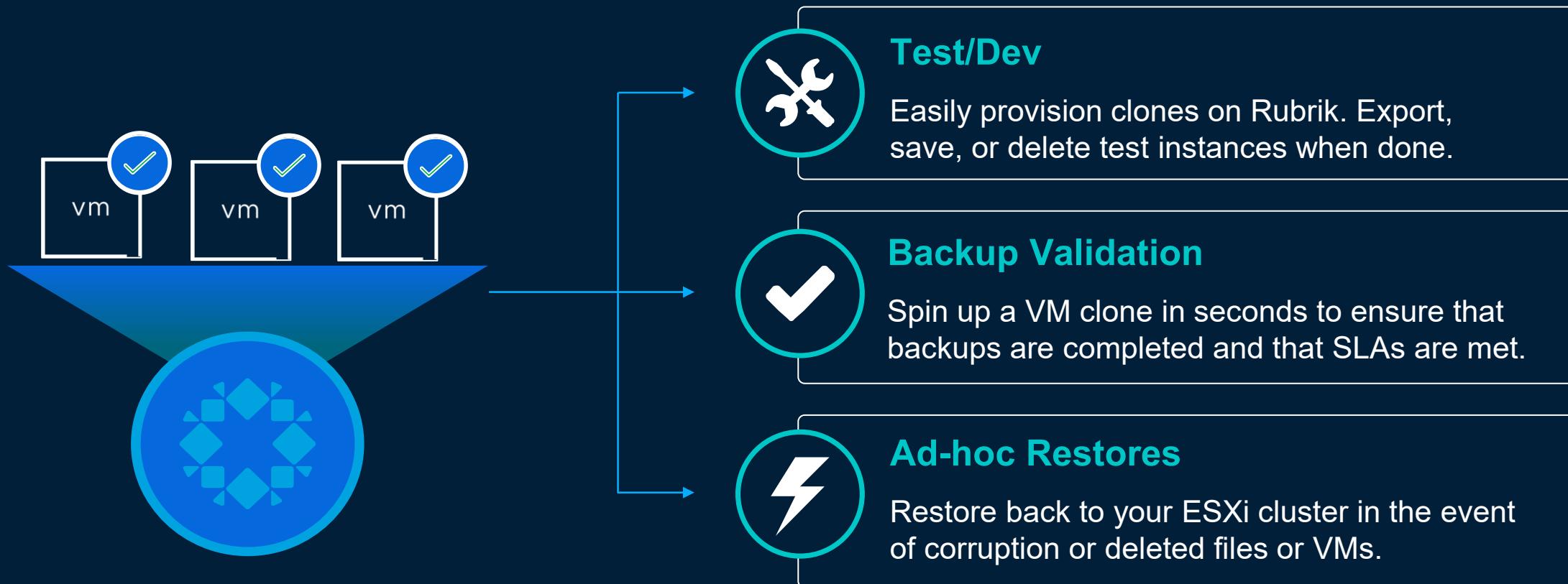
Eliminate Legacy Infrastructure with a Modern Approach





# Restore VMs and Provision Clones in Seconds

Simple Workflows to Quickly Access your Data





# Simplicity and Automation Across Your VMware Environment

## vSphere



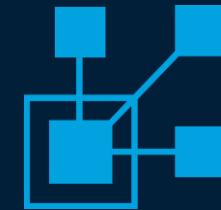
Foundational solution  
from Day 1

## vSAN



VMware Ready™  
certified protection

## vCloud Director

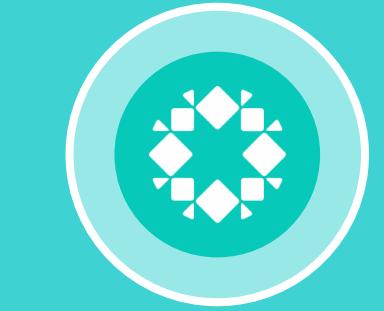


BaaS for multi-tenant  
environments

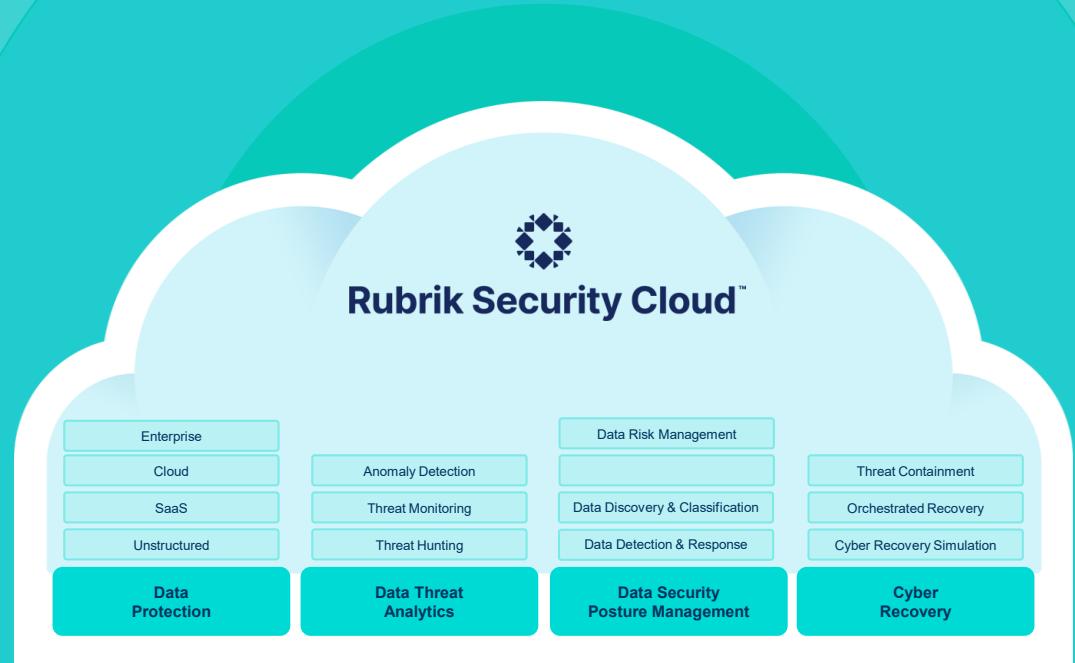
## vRealize Automation



Self-service backup  
and recovery at scale



## Zero Trust Architecture



## Rubrik Zero Labs



## Ransomware Response Team

## VISIONARY MARKET LEADER



RBRK  
April 2024 IPO

6X Consecutive MQ Leader  
6X Furthest in Vision

Gartner

1st IDC MarketScape for  
Cyber Recovery



## CYBER RECOVERY AT SCALE

\$1.18B

Annual  
Recurring  
Revenue<sup>1</sup>

38%

Y/Y  
Subscription  
ARR Growth<sup>1</sup>

2,381

Customers w/  
\$100K+ ARR<sup>1</sup>

>80

NPS  
Top 1% of enterprise  
companies<sup>2</sup>

## INDUSTRY RECOGNITION



326 Patents Issued | 242 Patents Pending

## SECURING THE WORLD'S DATA



PEPSICO

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# Thank You