

Adria Forum 2025

Cyber Recovery & Resilience Introducing Rubrik

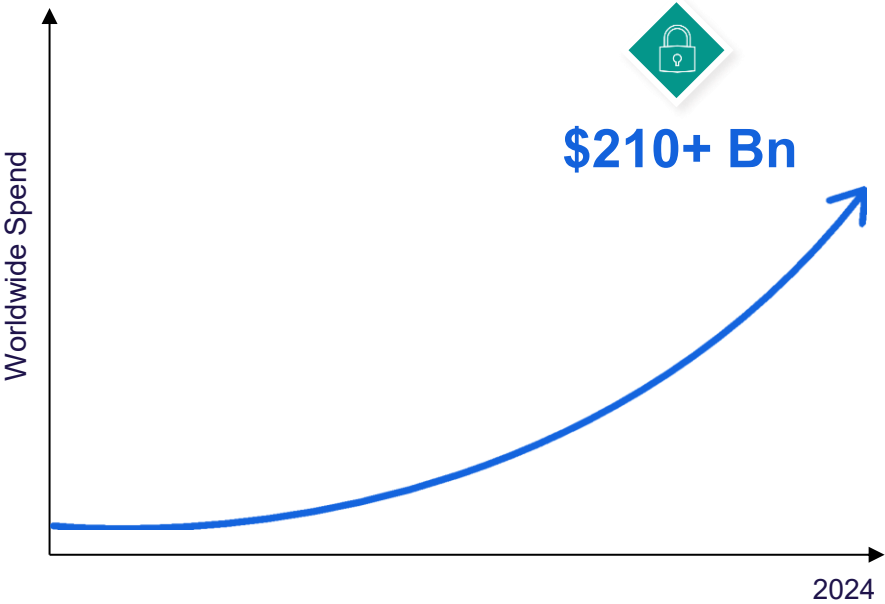
Simone Sfragano-Marriott
Lead Channel Engineer - EMEA

14/10/2025

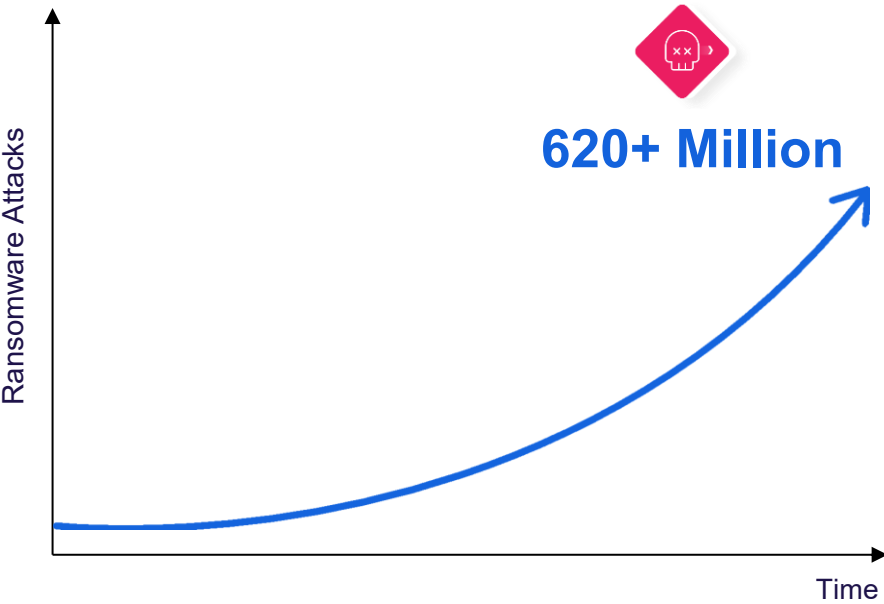


Despite High Security Spend, Attacks Continue Unabated

Worldwide Security Spend is Up¹



Ransomware Still on a Tear²



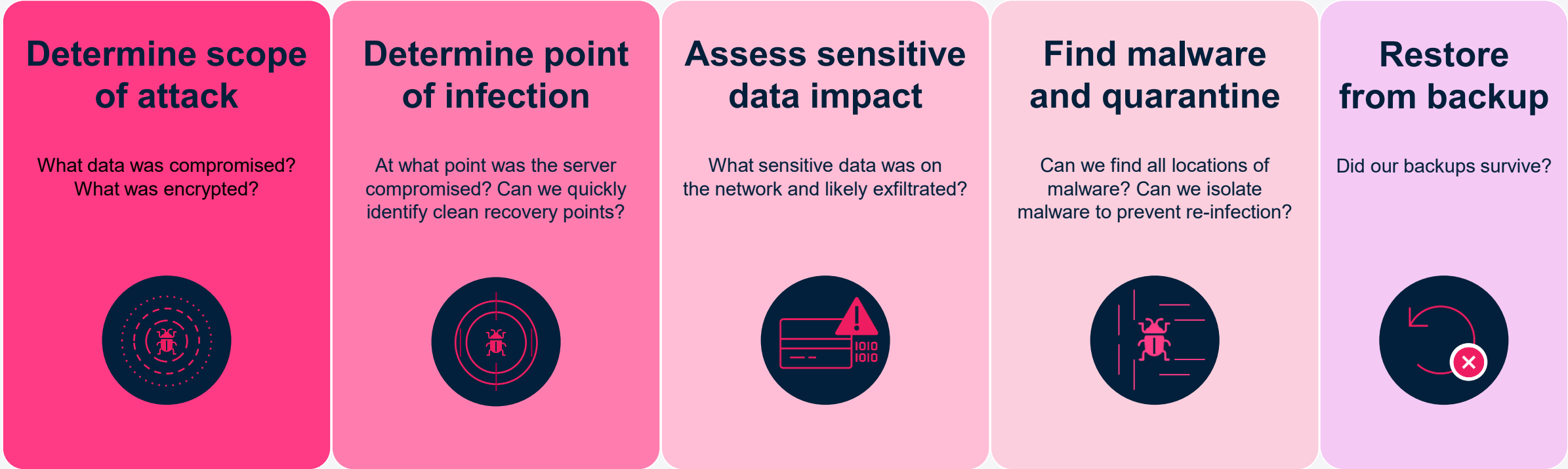
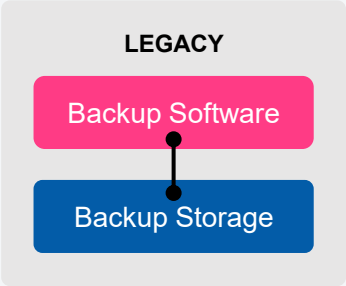
1. Gartner Forecast: Information Security and Risk Management, Worldwide, 2022-2028, 1Q24 Update, March 2024.
2. Mid-Year Update: 2022 SonicWall Cyber Threat Report: Global Ransomware Attacks in 2021.



**Plenty of focus on
Attack Prevention.**

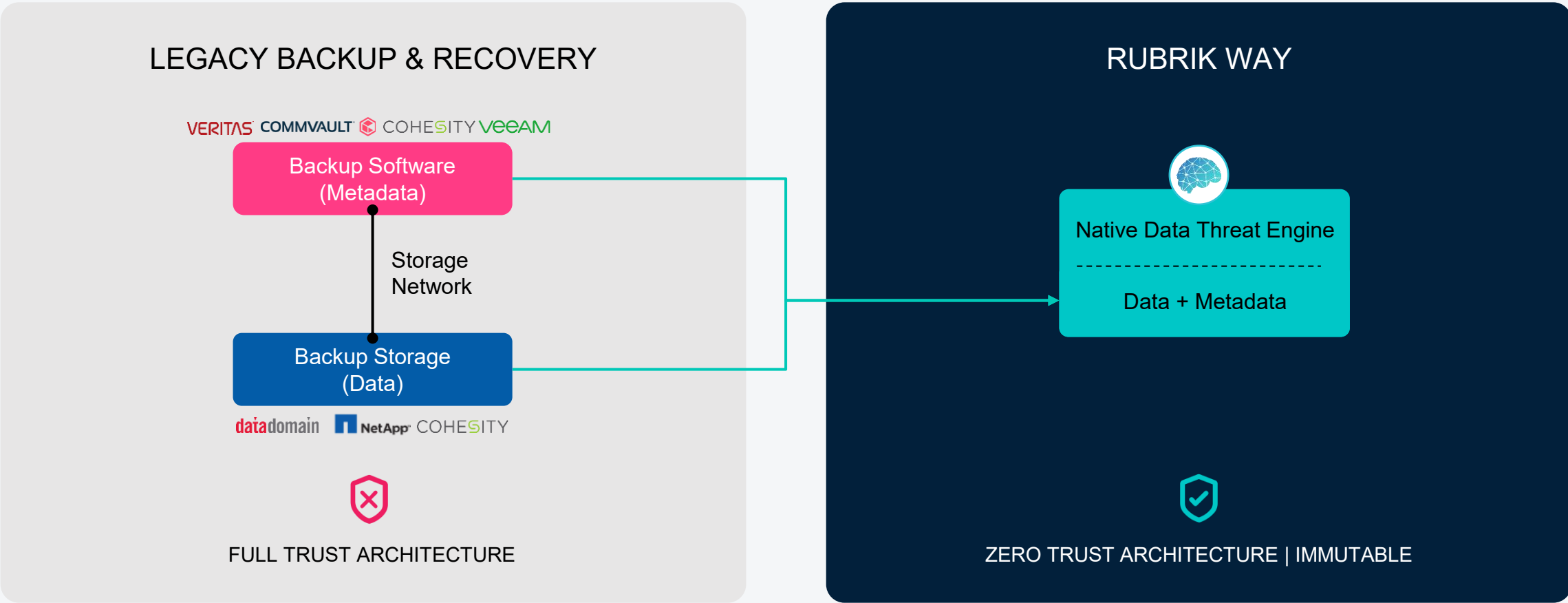
**Not enough on
Cyber Recovery.**

Cyber RTO Extends RTO up to 100x

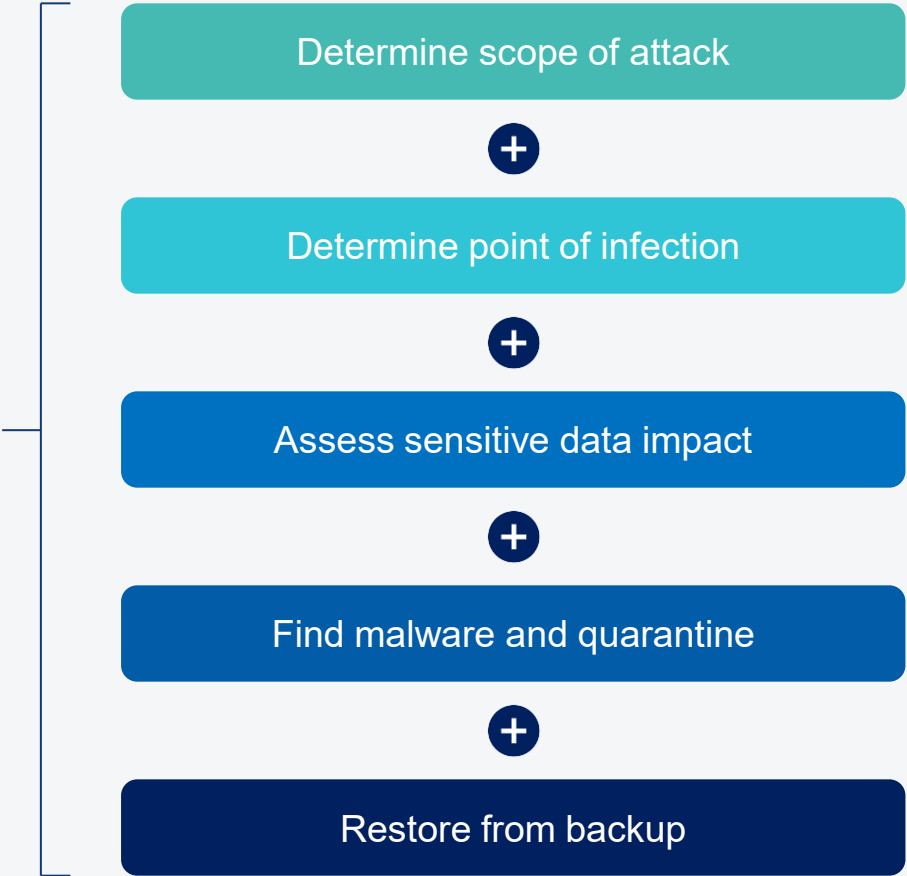
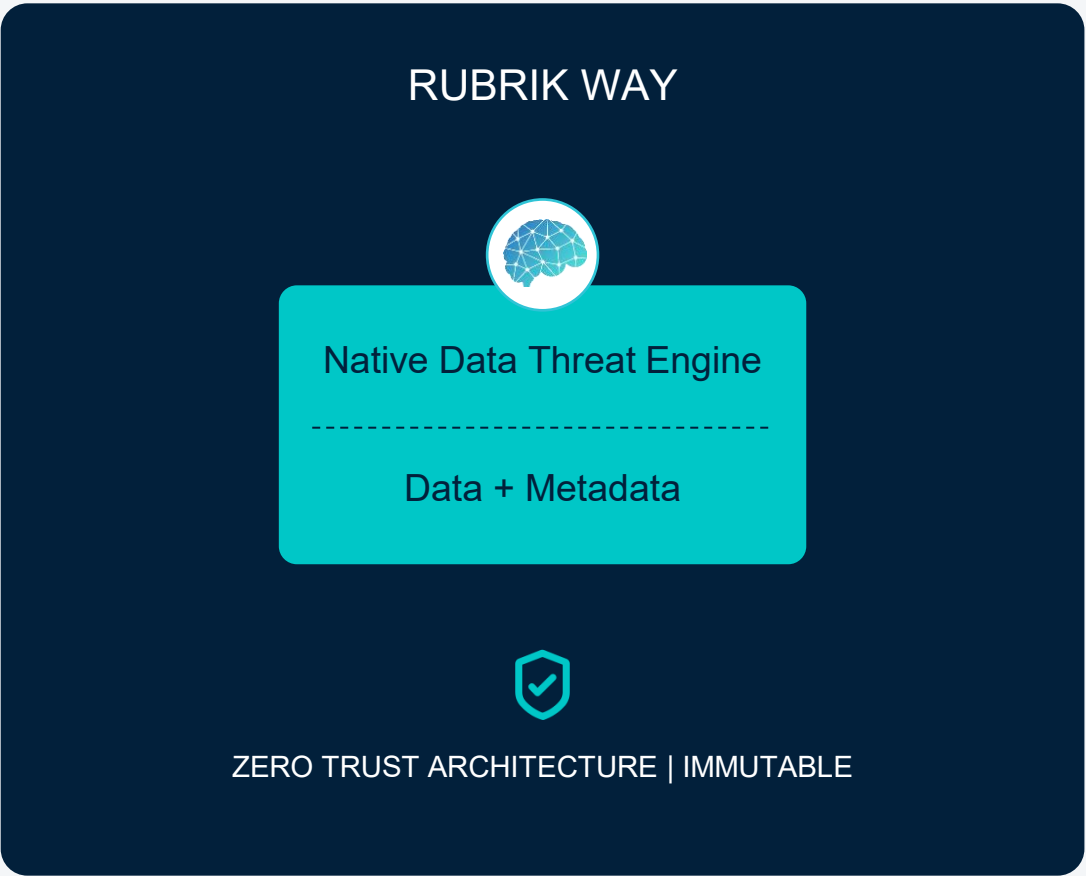


Time

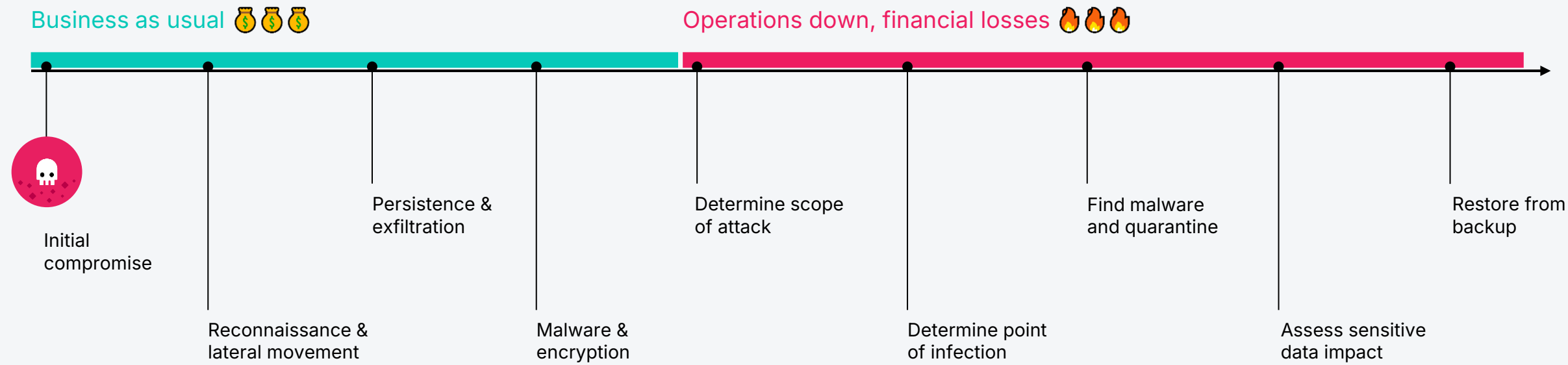
Rubrik Built a Radically Different Architecture



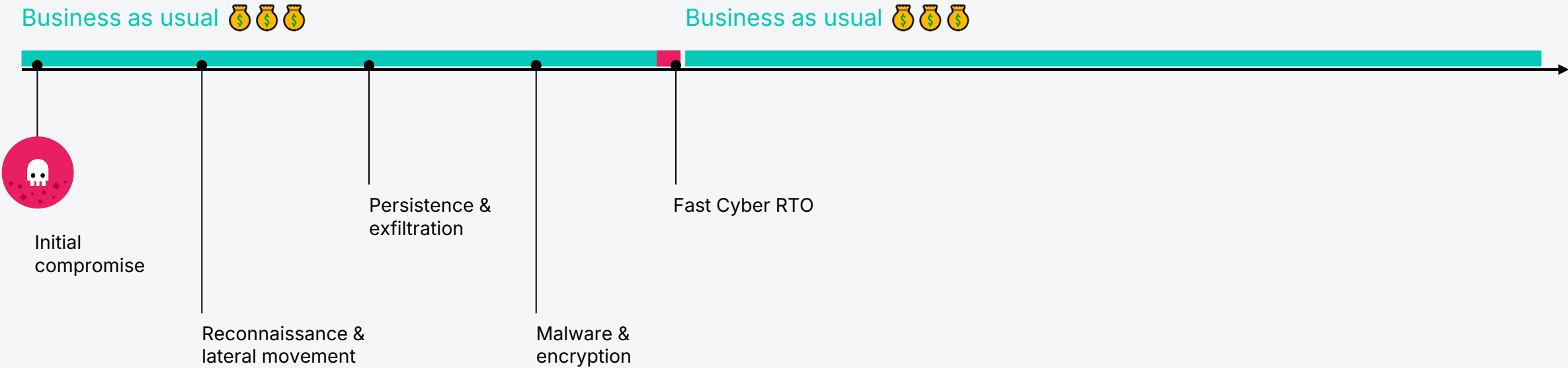
Rubrik Delivers 100x Faster Cyber Recovery



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



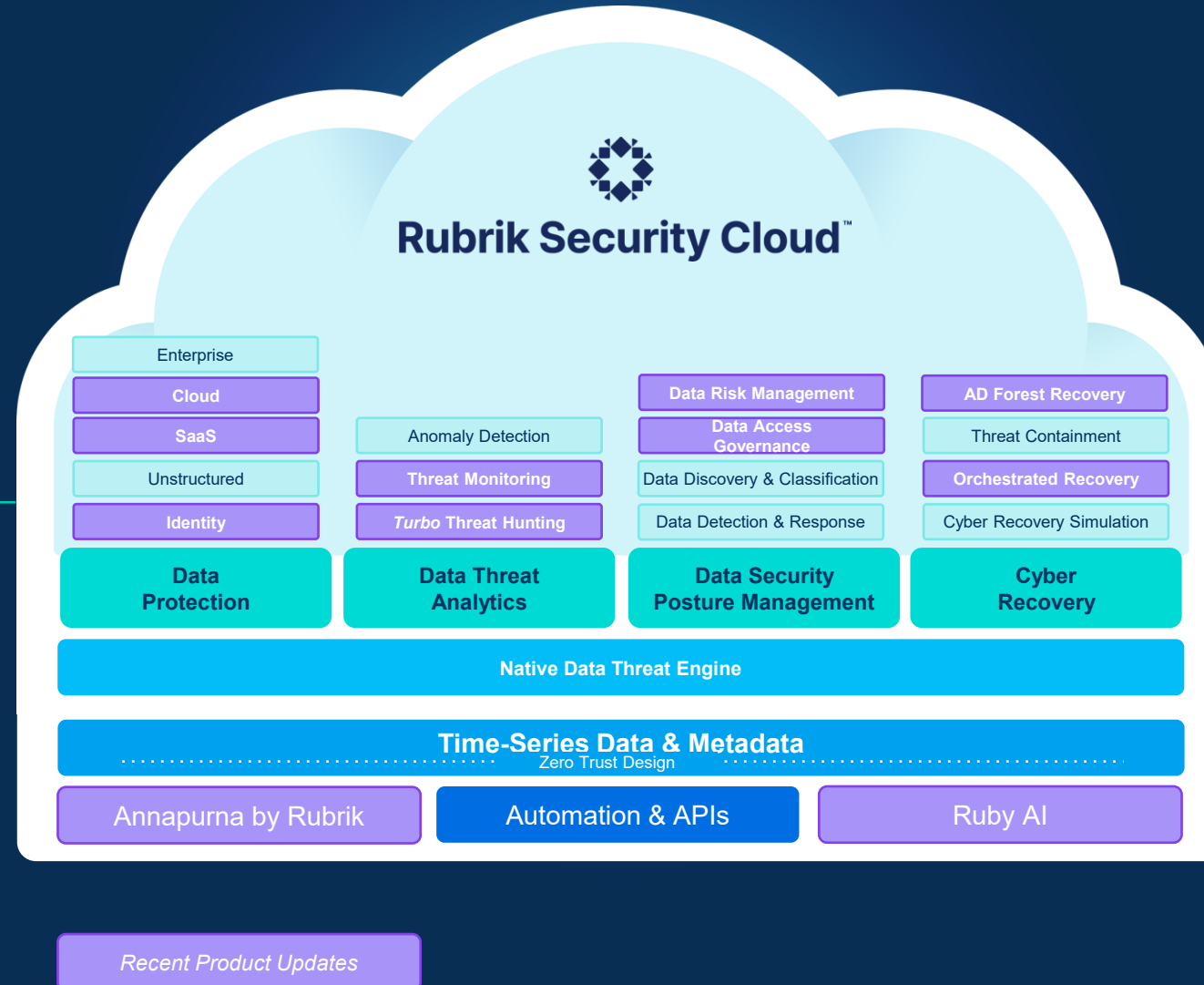
SaaS



Unstructured Data



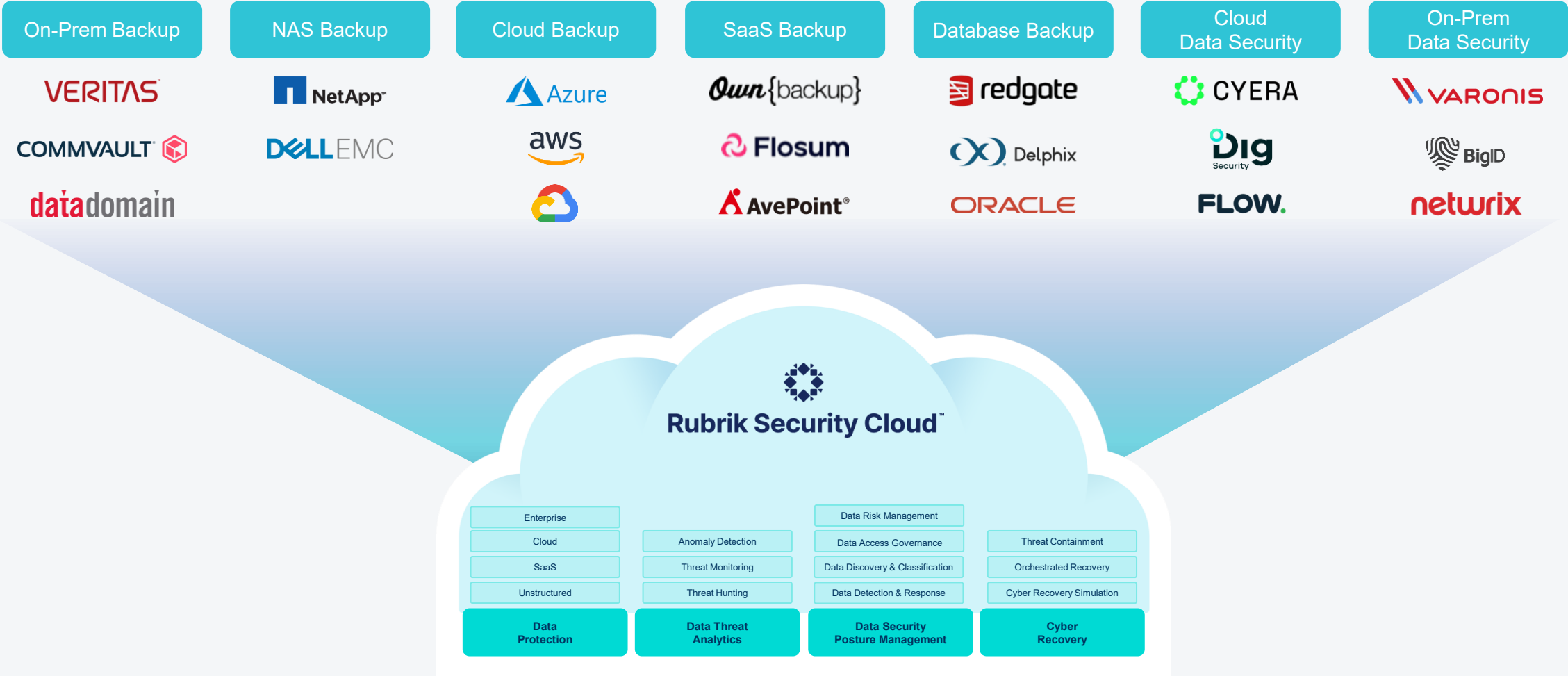
Identity



CYBER INTEGRATIONS



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 Reinfection

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



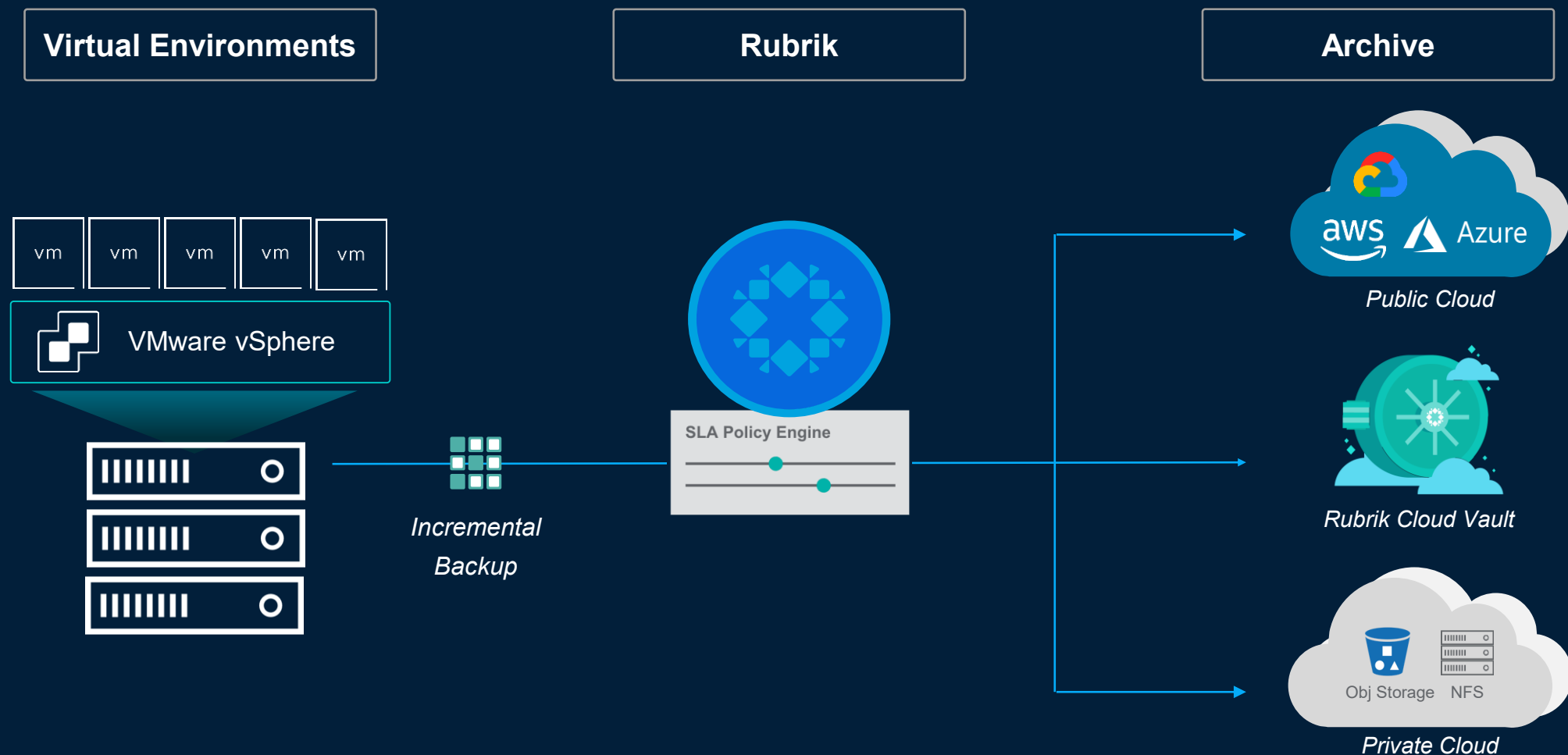
VMware Ecosystem Support

Increase productivity with Rubrik self-service through vRA and vCD



A Global Control Plane and Policy Engine

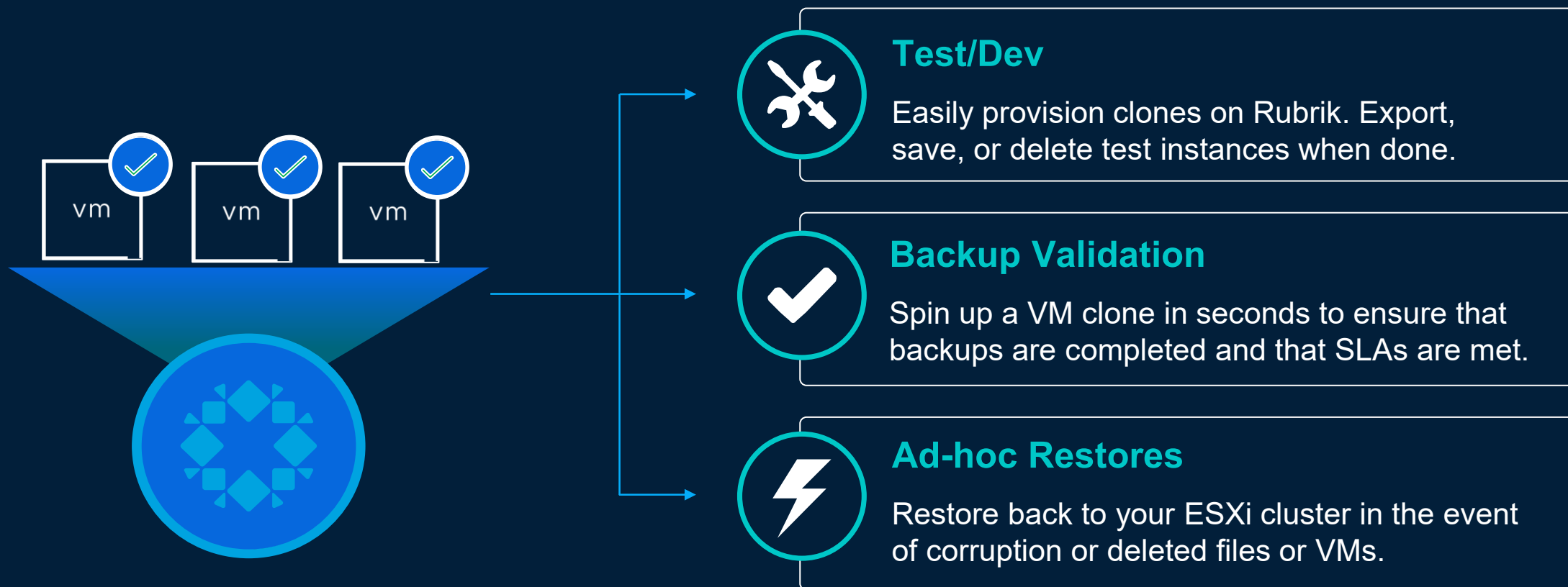
Eliminate Legacy Infrastructure with a Modern Approach





Restore VMs and Provision Clones in Seconds

Simple Workflows to Quickly Access your Data





Simplicity and Automation Across Your VMware Environment

vSphere



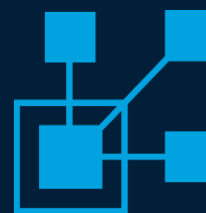
Foundational solution
from Day 1

vSAN



VMware Ready™
certified protection

vCloud Director



BaaS for multi-tenant
environments

vRealize Automation



Self-service backup
and recovery at scale



Zero Trust Architecture



Ransomware Response Team



Rubrik Zero Labs

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
Revenue¹

38% Y/Y
Subscription
ARR Growth¹

2,381 Customers w/
\$100K+ ARR¹

>80 NPS
Top 1% of enterprise
companies²

INDUSTRY RECOGNITION



PLEDGE
1%



326 Patents Issued | 242 Patents Pending

SECURING THE WORLD'S DATA



1. As of April 30, 2025
2. Rubrik ranked in the 100th percentile (Delighted by Qualtrics)



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Thank You