

**Orange**  
Cyberdefense  
Live 2022

# Ahead of the storm Manufacturing





Zero Trust  
Data Security™

# Why You Must Bolster Your Defense In Depth Strategy With Data Security



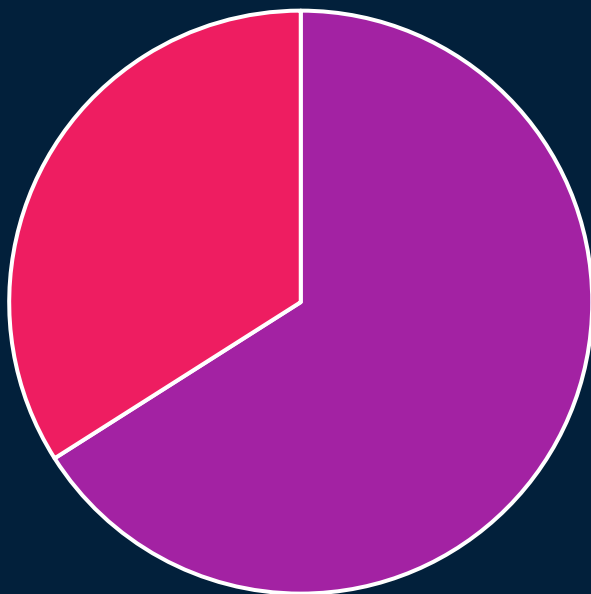
***Jan Ursi***  
***Senior Director EMEA - Channels & Alliances***





# Organizations Are Under Pressure To Meet New Risks

**66% of Organizations  
Were Hit By  
Ransomware In the  
Last Year**



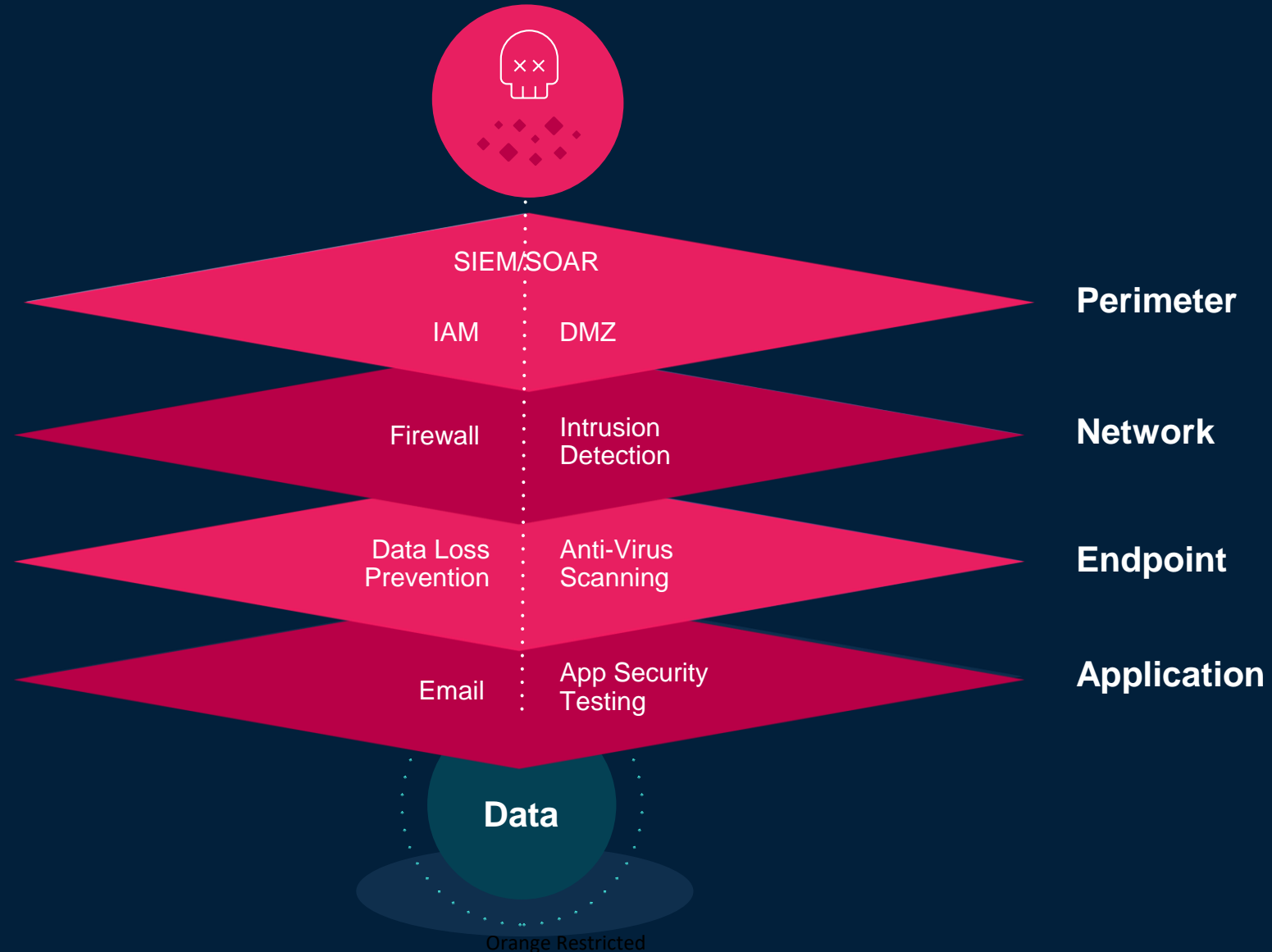
**Average Cost To  
Remediate An Attack**

**\$1.4  
million**

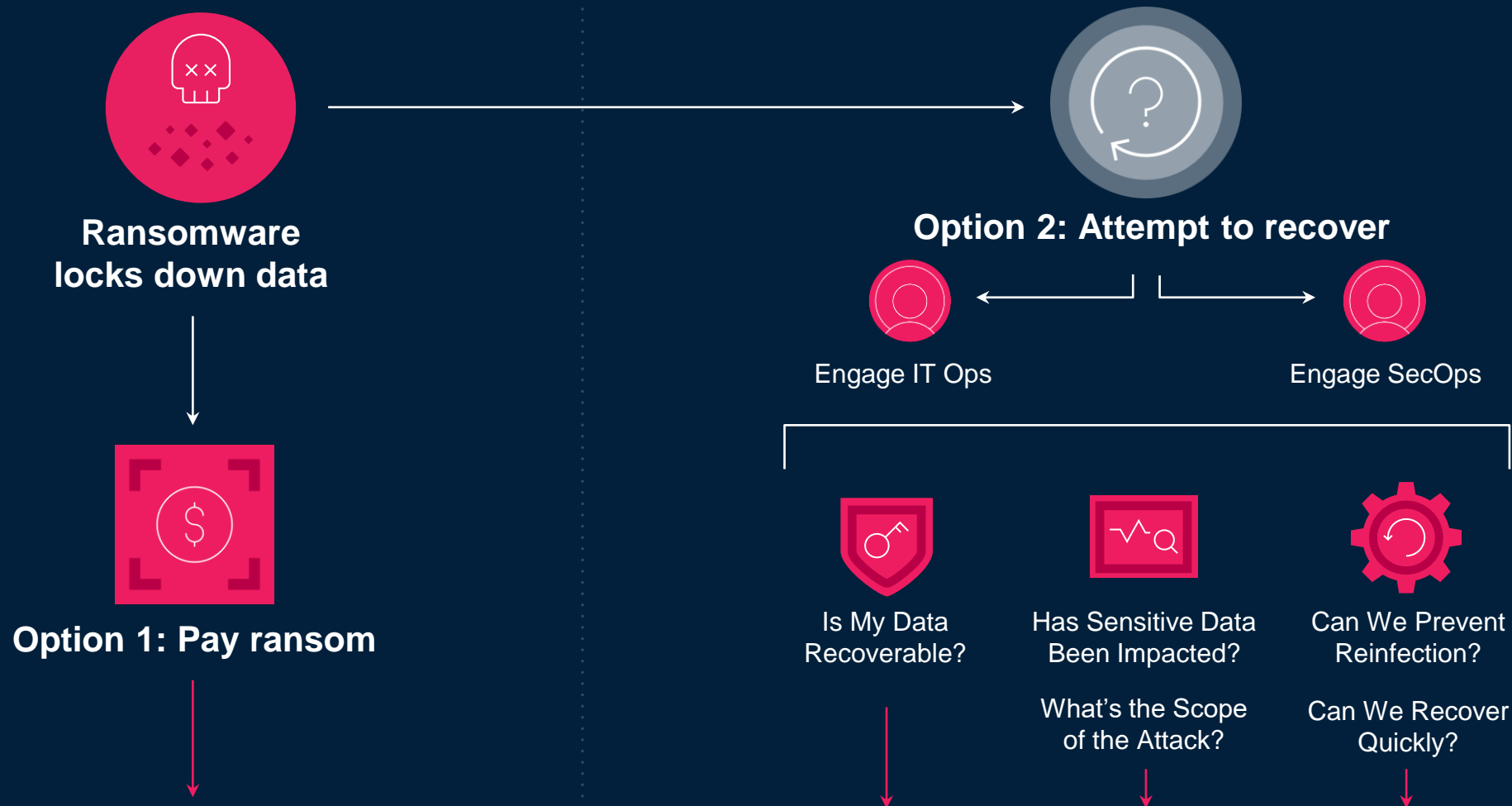
**Average Time To  
Recover**

**One  
month**

# Infrastructure Security is Not Enough



# Why Are Organizations Stuck Paying Ransoms?

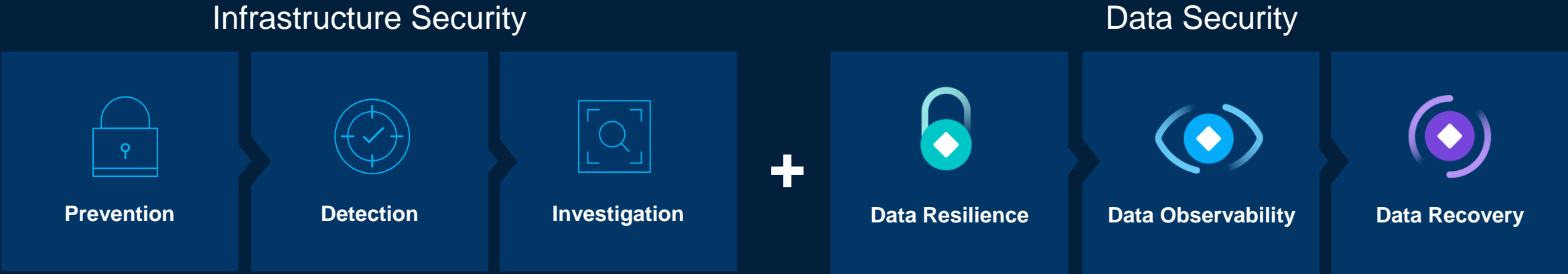


**PAY RANSOM / HOPE FOR BUSINESS RECOVERY**



# The Next Frontier in Cybersecurity

Infrastructure Security And Data Security Together Provide Zero Trust Security





# The Pillars of Data Security



## Data Resilience

What if you could  
cyber-proof your  
data with secure  
backups?



## Data Observability

What if you could  
monitor risks  
and investigate  
threats quickly?



## Data Recovery

What if you could  
rapidly recover just  
the data you need?



# Questions That Delay Investigations

**Was sensitive data affected by an attack?**

**Has there been unusual activity and what kinds?**

**Are there indicators of compromise?**

**What files and applications were affected in an attack?**



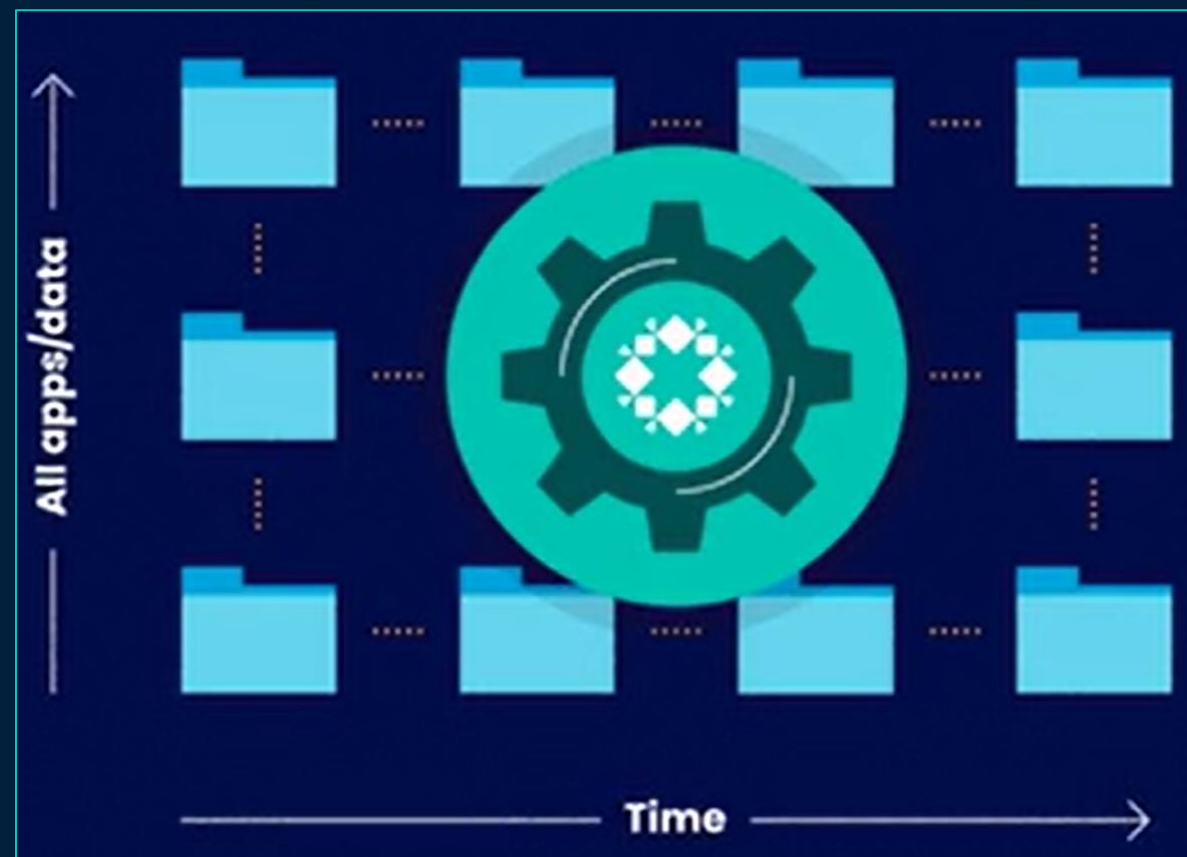




# Improve Cyber Defense With Data Observability Engine

## Proactively Monitor Data Risks and Remediate Threats Quickly with Machine Learning

- ▶ Based on years of R&D around machine learning, search, and analytics technologies
- ▶ Uniquely operates on time-series database of snapshots using a portfolio of scanners
- ▶ Actively identify when, where, and how cyber threats have impacted data
- ▶ Accelerates investigation & remediation cycles





# Rubrik Data Observability

Continuously monitor your data for ransomware, sensitive data exposure, and indicators of compromise

- Determine the scope of ransomware attacks, using high fidelity machine learning to detect deletion, modifications, and encryptions
- Reduce sensitive data exposure by discovering what types of sensitive data you have, where it lives, and who has access to it
- Prevent malware reinfection by analyzing the time-series history of snapshots for IOCs to identify initial point of infection



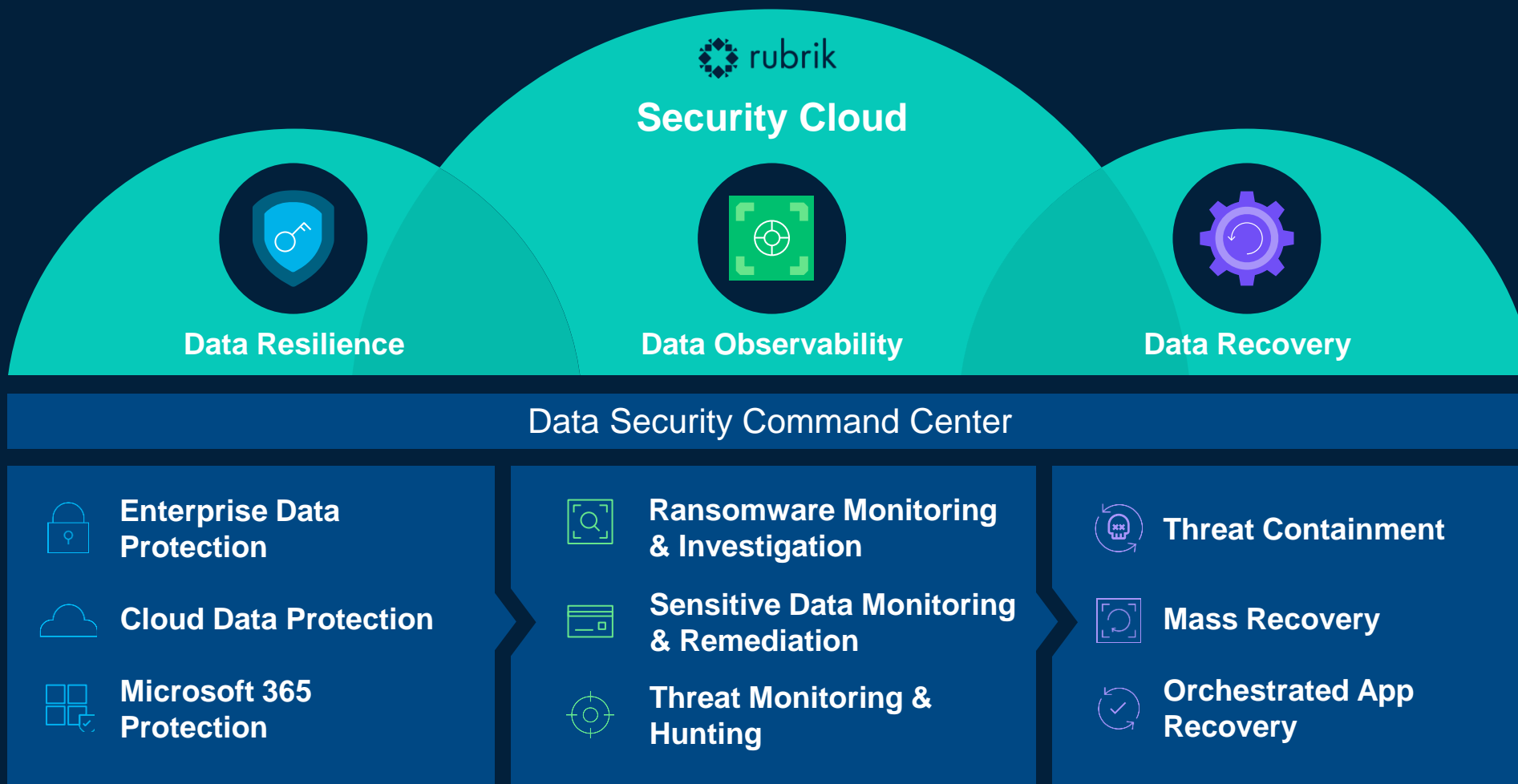


# Rubrik Data Recovery

Surgically recover your apps, files, or users, while avoiding malware reinfection

- Ensure safe and quick data recovery by quarantining data infected with malware
- Restore business operations quickly by surgically recovering apps, files, or users
- Recover applications quickly with pre-built workflows and disaster recovery plans

	Blueprint Name	Source Cluster	Target Cluster	VMs	RPO Lag
<input type="checkbox"/>	US-PROD-Finance	Rubrik Site- A	Rubrik Site- C	37	Low
<input type="checkbox"/>	US-PROD-Manufacturing	Rubrik Site- A	Rubrik Site- B	87	Low
<input type="checkbox"/>	EMEA-PROD-HR	Rubrik Site- F	Rubrik Site- T	24	Low
<input type="checkbox"/>	US-DEV-Engineering	Rubrik Site- A	Rubrik Site- C	289	Low
<input type="checkbox"/>	APAC-QA-Engineering	Rubrik Site- Q	Rubrik Site- R	436	Low





# Rubrik Keeps Data Safe and Makes It Easy To Recover

Cyber Incident Response Cycles Can Be Reduced To A Few Hours

SIEM and SOAR Systems

Enterprise



DATA  
RESILIENCE  
CYBER  
SECURITY



Cloud



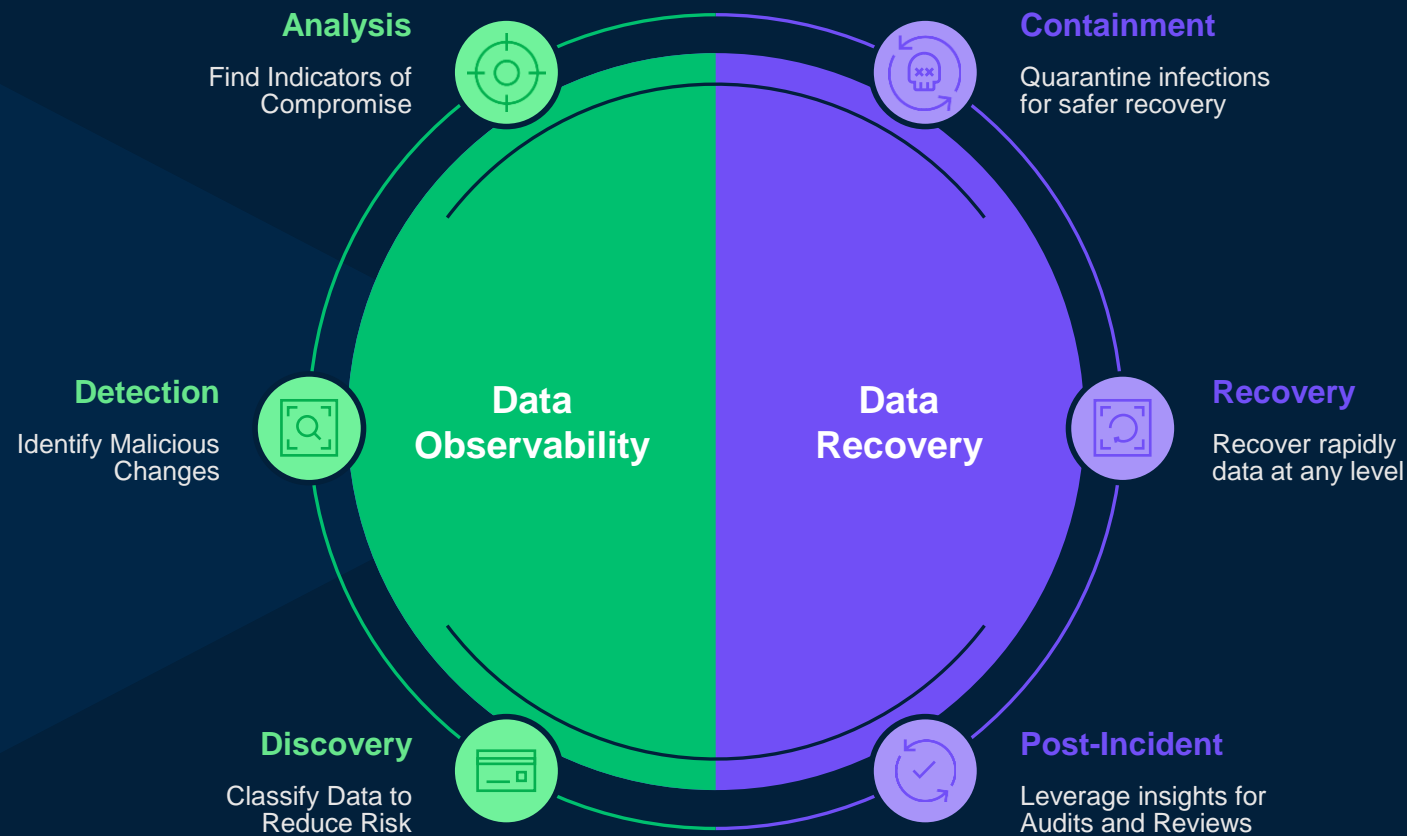
DATA  
RESILIENCE  
CYBER  
SECURITY



SaaS

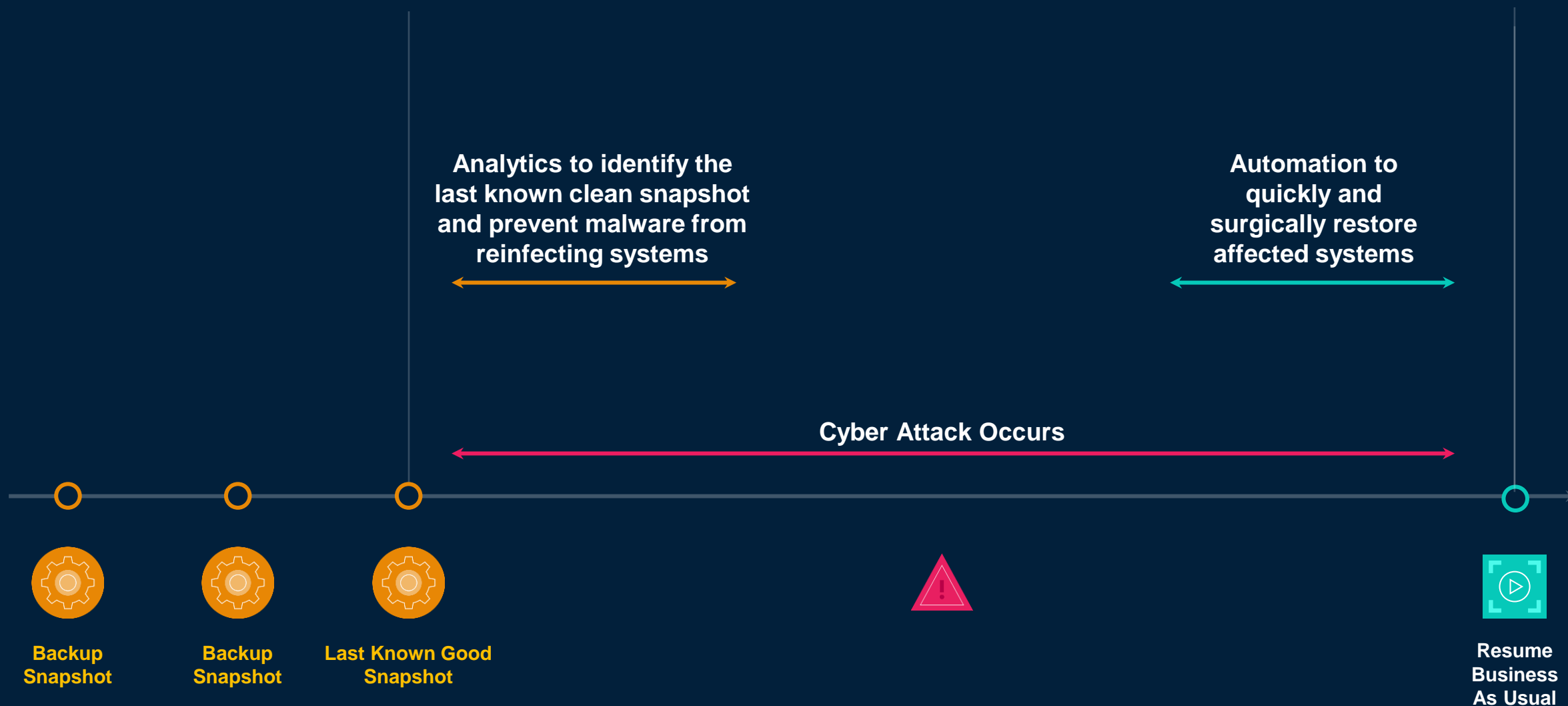


DATA  
RESILIENCE  
CYBER  
SECURITY



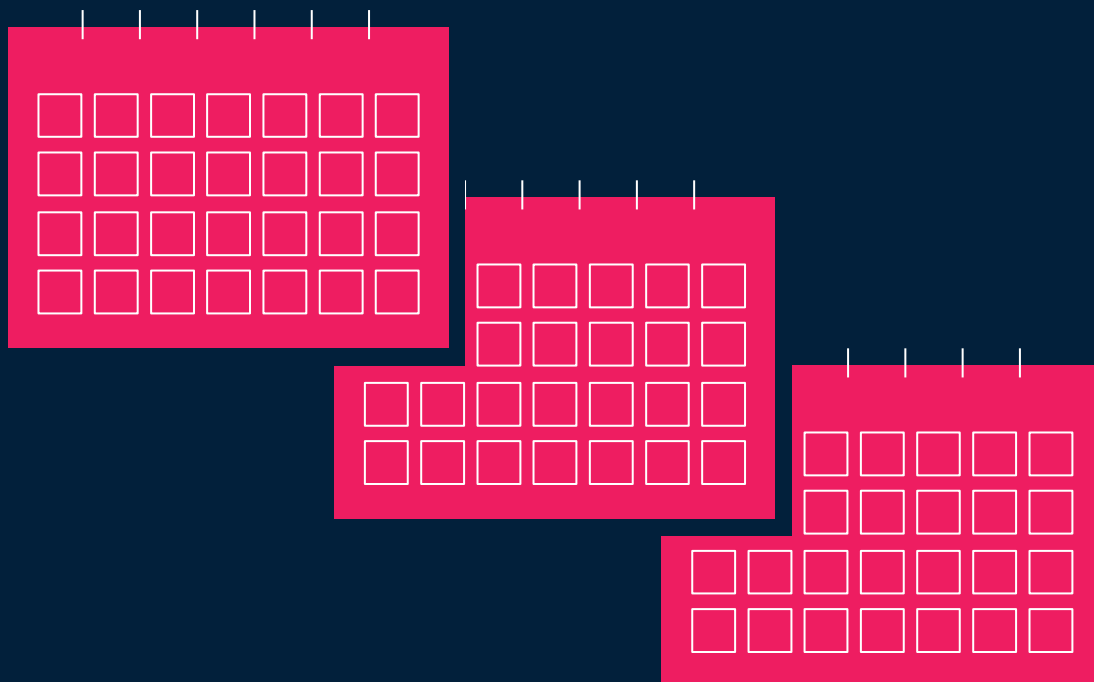


# Analytics and Automation Help Optimize RTO and RPO





# Rubrik helps you spot and recover faster



“With Rubrik, we were able to analyze the impact, quickly identify what data was encrypted and where it resided in our environment.

We **did not have to pay the \$15M ransom.**

We had **zero data loss.**

And we were fully recovered, up and running in **less than 24 hours.**

**Rubrik really saved us.”**

Aaron Pritchard, IT Systems Analyst,  
Langs Building Supplies



# Rubrik Keeps Data Safe and Makes It Easy To Recover



## Data Resilience

**Your data is  
defended against  
cyber threats**



## Data Observability

**Cyber threats  
are monitored  
continuously and  
analyzed quickly**



## Data Recovery

**Your business  
operations are  
recovered  
within hours**







**Thank You**

**[www.rubrik.com](http://www.rubrik.com)**