



rubrik

Zero Trust  
Data Security™

# Backup ≠ Cyber Recovery

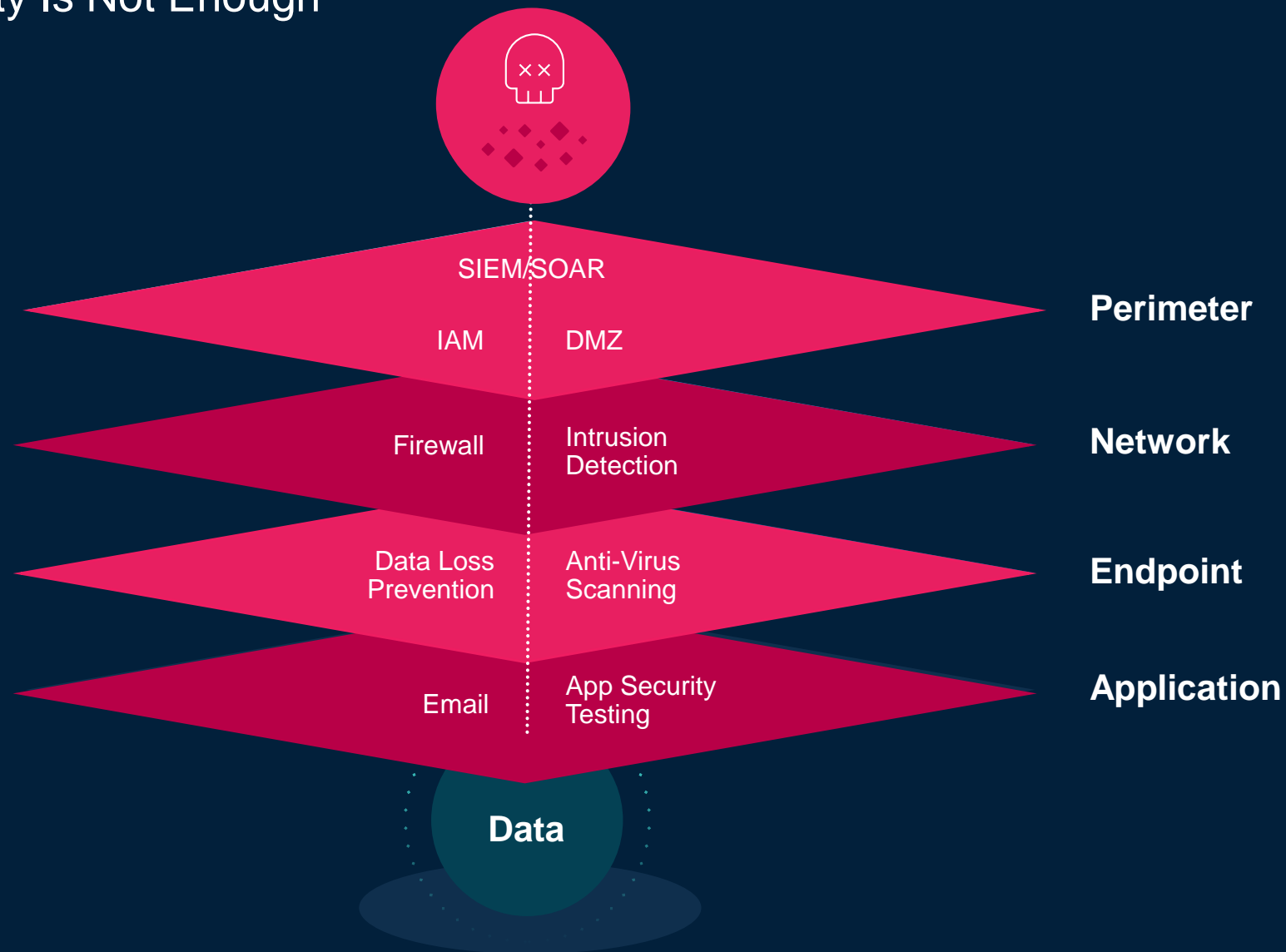
Werner Vorster  
Rubrik 2023





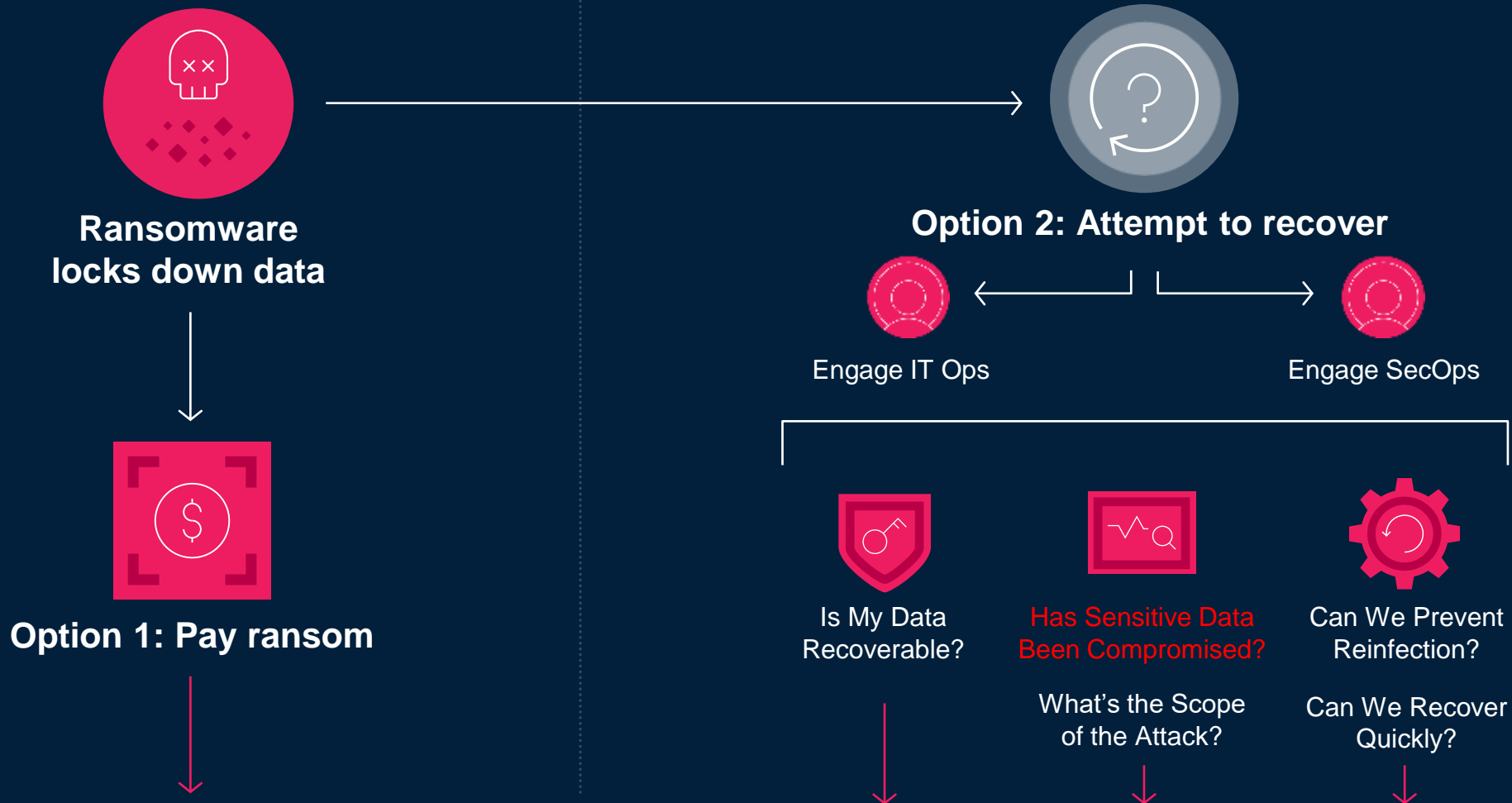
# Cyber Attacks Are On the Rise

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

## Infrastructure Security



Prevention



Detection



Investigation



## Data Security



Data Resilience



Data Observability



Data Recovery





# It's Time For A New Approach



## Data Resilience

What if you could  
by cyber-proof  
your backup data?



## 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?



# Introducing Rubrik Security Cloud

Secure your data, wherever it lives, across enterprise, cloud, and SaaS – making your business unstoppable





# Data Observability - What Your Teams Are Asking

When did malware first enter our backups?



Has there been any unusual deletions or modifications of my data?

Was sensitive data affected by an attack?

Was customer data leaked by a breach?



# Rubrik Data Observability

Continuously monitor your data for ransomware, remediate sensitive data exposure, and find 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, scale, and time of infection







# Challenges of legacy approaches to data risk assessment



## None

- Very incomplete



## Manual tagging

- Incomplete
- Inconsistent
- Error-prone
- Slow
- Costly



## Native auditing

- Incomplete
- Inconsistent
- Unwieldy to manage multiple tools
- Deployment of additional agents



## Narrow surface area auditing

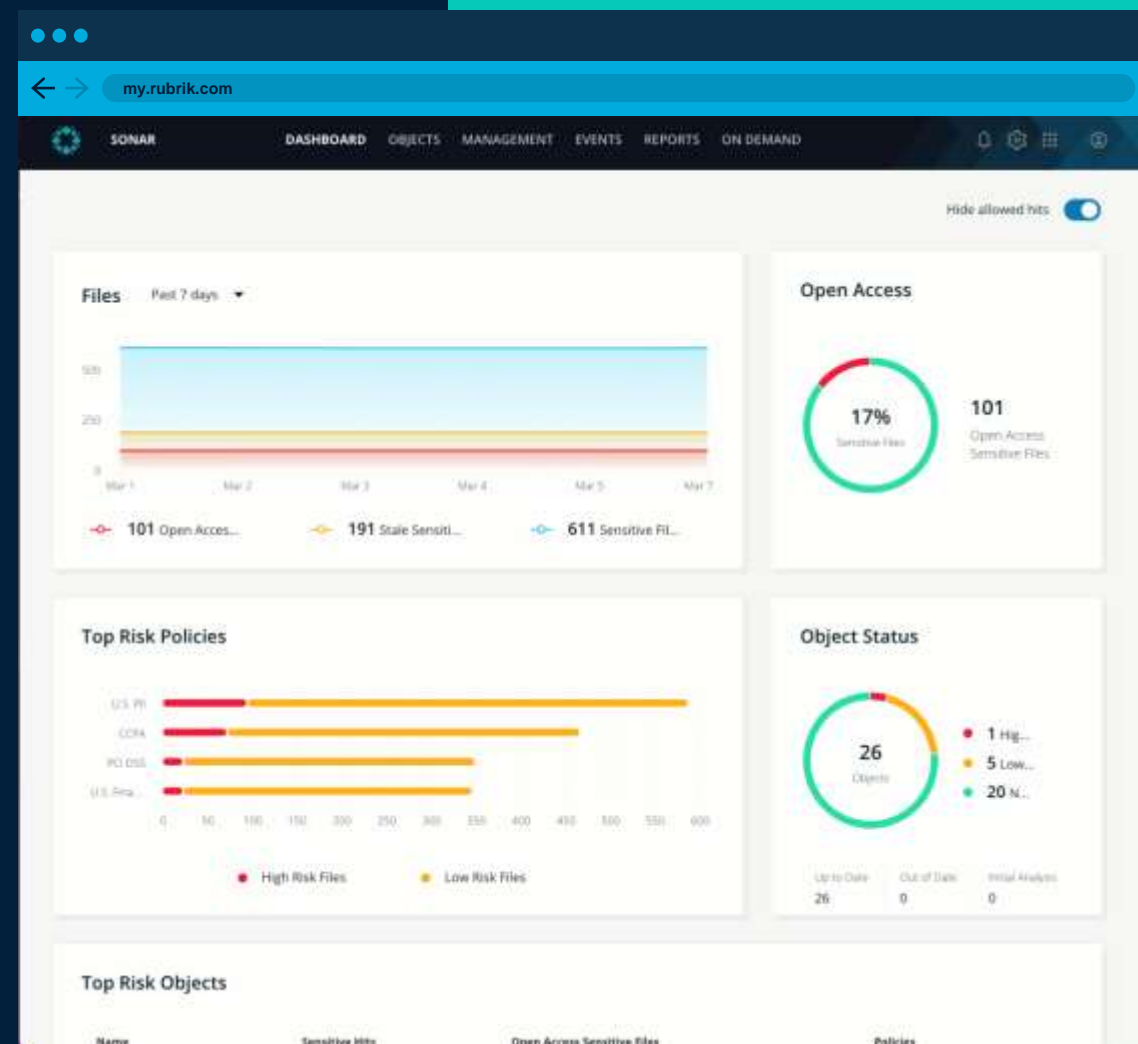
- Incomplete
- IT infrastructure and compute-intensive



# Rubrik Sensitive Data Discovery can help!

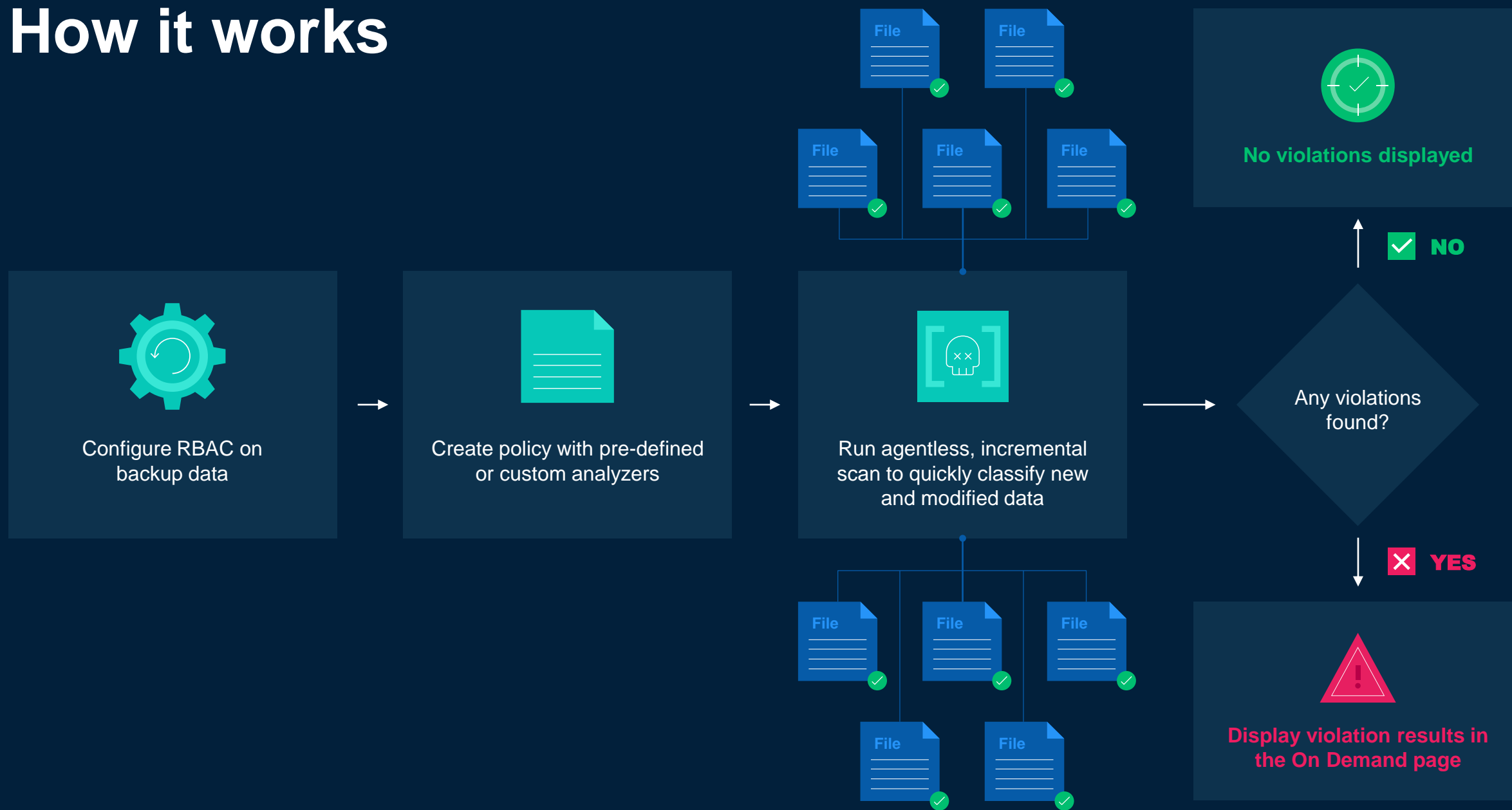
## SaaS Data Risk Assessment Solution

- Automate with pre-built or customer analyzers and policies
- Identify sensitive data exposure
- Facilitate compliance with privacy regulations
- Zero additional infrastructure required





# How it works





# Rubrik Sensitive Data Discovery supported analyzers

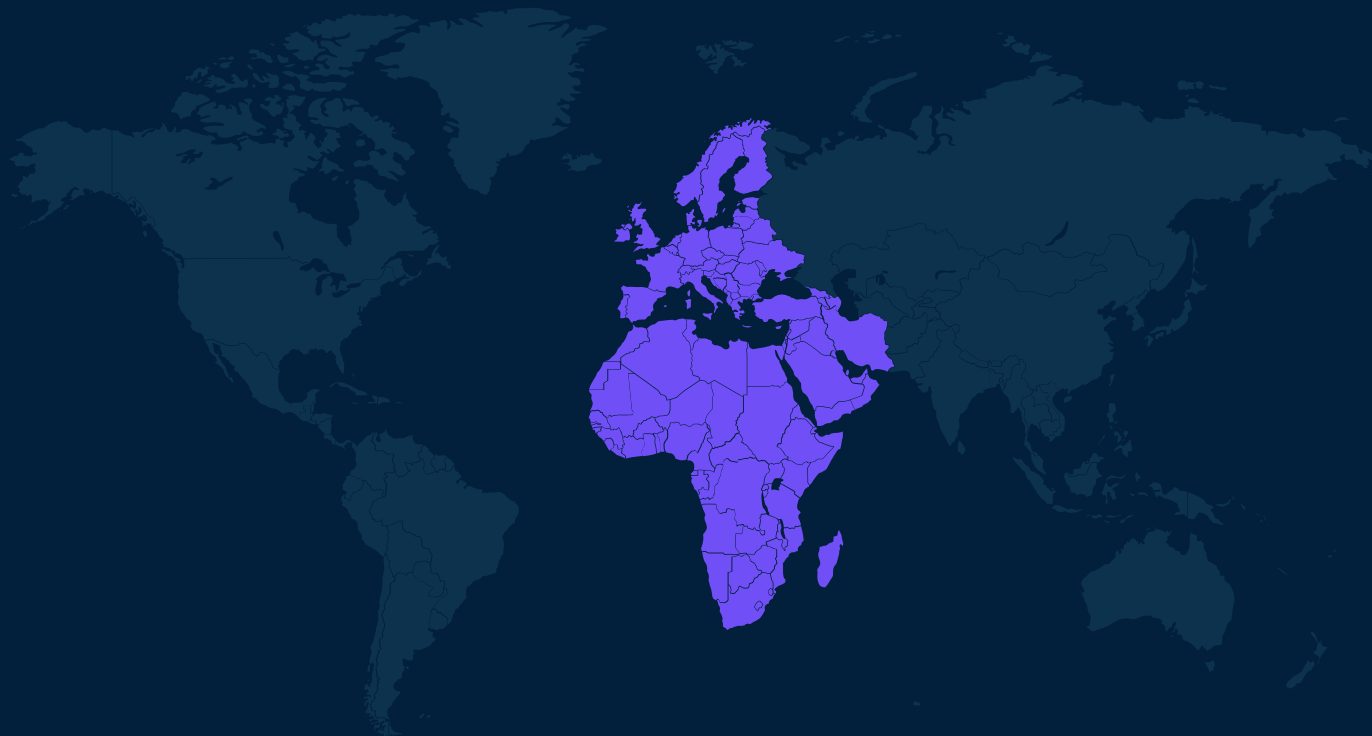


## AMER

- **US:** ITIN, healthcare NPI, DEA number, US/UK passport number, SSN, bank account number, CUSIP, ABA routing number, EIN, VIN, Medicare Beneficiary Identifier (MBI), California driver license number
- **Canada:** bank account number, health service number, passport number, personal health ID number



# Rubrik Sensitive Data Discovery supported analyzers



## EMEA

- **UK:** UTR number, national insurance number, US/UK passport number, NHS number, driving license number, electoral roll number
- **Ireland:** personal public service (PPS) number
- **Sweden:** tax identification number, passport number, driving license number, national ID
- **Belgium:** driver license number, passport number, tax file number, Belgium national number (BNN), VAT number
- **Germany:** passport number, identity card number, driver license number, VAT number, tax identification number
- **Netherlands:** VAT number, tax identification number (TIN), passport number, driver license number, citizen service number (BSN)
- **France:** phone number, identity card number, SSN
- **Norway:** Norway ID
- **South Africa:** South Africa ID number



# Rubrik Sensitive Data Discovery supported analyzers



## APAC

- **Australia:** tax file number, passport number, medical account number, driver license number, Australia company number (ACN), Australian business number (ABN), bank account number



# Rubrik Sensitive Data Discovery supported analyzers

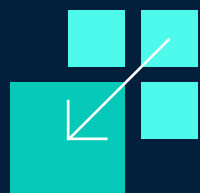


## Global

- Credit card number
- IP address
- Phone number
- Email address
- SWIFT code
- IBAN
- Encryption key
- Plain text password



# Rubrik Sensitive Data Discovery Benefits



## No additional infrastructure

Natively integrated into your existing Rubrik SaaS platform



## No install or agents

Get started by toggling on the app from the UI



## No impact to production

Index and classify on your existing backup data without performance penalty



## No learning curve

Intuitive UI with policy-driven automation for instant insights





# Data Security Command Center

Assess whether your data is safe and ready to recover from a cyber attack by identifying security gaps, categorizing data risks and providing actionable guidance

- Easily Assess Data Risk: Powerful score driven by all known data heuristics and monitors
- Improve data security with detailed recommendations
- Benchmark your data security against industry peers





# The Next Frontier in Cybersecurity is Data Security



 rubrik Security Cloud™



**Enterprise Data Protection**



**Ransomware Monitoring & Investigation**



**Threat Containment**



**Cloud Data Protection**



**Sensitive Data Monitoring & Remediation**



**Mass Recovery**



**Microsoft 365 Protection**



**Threat Monitoring & Hunting**



**Orchestrated App Recovery**



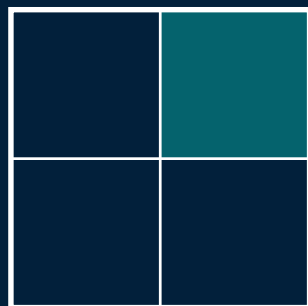
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		UCSF Health			UC San Diego	AMERICA'S TEST KITCHEN		
					Imperial College London			SEPHORA
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# Widely recognized as leading innovator

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**Magic Quadrant  
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**Furthest to the  
Right in Vision**

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**WAVE LEADER  
2021**

**Strongest in  
Overall Strategy**

**Forbes**



**Five Years  
Running**



Zero Trust  
Architecture



Rapid Recovery  
Team







rubrik



Microsoft

save  
the   
data



**Thank You**