

Nominee: Rubrik

Nomination Cloud Management Product of the Year

What tangible impact has your product/solution had on the market and your customers?

Before Rubrik

Backup and recovery, until recently, was an extremely stilted market. It served as an insurance policy rather than a usable business asset. Businesses invested in it hoping they would never use it- its ROI was only realised in the case of a disaster.

The enterprise backup scene- \$50bn global market- was more than ripe for change. For decades, it had been badly serviced by traditional, on-premise vendors offering legacy solutions unsuitable for an increasingly cloud-focused landscape. We've all heard the horror stories... one of our customer's legacy vendor systems took 24 days to backup. If it failed on day 23 she had no up-to-date record to rely on.

In the age of ransomware, backup has been thrust into the spotlight like never before. Now it is again recognised as a valued system which can be used to maintain business continuity and bypass paying a cyber criminal costly ransoms.

After Rubrik

Enter Rubrik, founded in 2014 and launched in the UK in May 2016.

Conceived by the engineers behind Google, Facebook and Oracle, it pioneers the world's first cloud data management (CDM) platform, built for generation cloud and designed to radically simplify how businesses manage data.

Rubrik redefines backup and recovery as a value creating function, opening up a world of possibilities for CIOs, who will be able to use their data without infrastructure limitations.

It unifies data across private and public clouds while delivering backup, disaster recovery, archival, compliance, search, analytics, and copy data management in a single, run-anywhere platform.

What are the major differentiators between your product/solution and those of your primary competitors?

While competitors base solutions on out-dated 10-15-year-old technologies, Rubrik was built from the ground up, meaning it hasn't had to retrospectively update its software to bring it into the 21st century.

What are the key distinguishing features?

Innovation is at the heart of Rubrik. Its unique solution enables customers to backup reliably, delivering peace of mind and the opportunity to recover what you need, when you need it:

- Takes less than an hour to deploy- In many cases deployment is around 30 minutes. People don't believe it until we show them.**
- Typically saves 30-50% compared to competitors' solutions- By simplifying and converging legacy architecture, Rubrik shrinks your data footprint, eliminating unnecessary hardware and software.**
- Google-like search- You can search for and recover files instantly when in the public/private cloud.**
- No more tedious job scheduling or application tracking- Automate SLAs' management with a single policy engine.**

Record breaking growth

With such a different approach, Rubrik's taken the backup market by storm. Here's what it's accomplished during its short time:

- Became the fastest company ever to be recognised as a visionary within a Gartner Magic Quadrant since being founded
- Received over \$292m in funding to date
- Operating at \$150M bookings run rate
- It already covers every region and vertical market in the UK

Please supply supportive quotes and case study materials to demonstrate the value to your customers:

Holger Sell, corporate IT services manager, Totaljobs Group:

“We used to deal with failed backups and very poor customer service when we needed to recover any data. Having tape as an archive method meant recovery was extra slow and painful. I looked at several known products and came across Rubrik. The overall support and feature set, combined with a clearly defined roadmap, made the decision easy for us. I see Totaljobs Group as a company making a difference, a place that helps 60,000 people find a job every month and a centre of excellence for innovation and product development. Rubrik’s innovative solution fits right in.”

Nathan Bach, Senior Systems Engineer, Driscoll’s:

“The system is simple to implement, allowing us to think about the things we really care about.”

Joe Ryan, Chief Technology Officer, JLL:

“Rubrik simplifies our process, makes us more efficient and provides extra protection – all of which helps keep us at the forefront of technology innovations.”

Why nominee should win

- **Approach** - A refreshing arrival to the crowded enterprise backup scene.
- **Design** - Its simple and elegant design reduces complexity by 70%+.
- **Efficiency** - Time consuming tasks such as backup policy definition, job scheduling, performance troubleshooting and file recovery can be reduced to 2-3 minutes of daily management vs. 5-6 hours with legacy solutions.
- **Success** - It's a Gartner Cool Vendor, tipped as Forbes' Next Billion Dollar Startup and achieved "unicorn" status, being valued at more than \$1.3bn.