# Rubik Web Copy V.01

**Hero Message (rotating the last word of each phrase):**

The value of data simplified.

The value of data democratized.

The value of data reimagined.

## Data Products for an AI-Powered World

# Why Rubik?

Deriving value from data is crucial for maintaining a competitive edge in your industry. But, the technical acumen required to funnel the right data to the right person at the right time is a barrier to becoming a data-driven enterprise.

In the past, only those with high tech skills were able to access and understand the complexities of massive datasets. As a result, extracting the data’s full value was limited.

Rubik solves the data gatekeeper problem. We build data products with a streamlined and powerful UX so that anyone in your enterprise can easily glean valuable insights from a variety of data types -- without the need for advanced technical knowledge.

# Our Products

The Rubik Marvin platform securely ingests, processes, explores and distributes enterprise data. Rubik Marvin serves as a single and unified enterprise data platform that will make sense of your disparate data sets by preparing and presenting them in formats that are tailored to your specific needs and objectives. This allows everyone within your enterprise to deploy data-driven decision making.

**The 30,000-Foot View**  
  
**Bring data into the platform**  
Enterprises have an abundance of data across various systems. Each organization has its own evolutionary path along the data journey. Rubik Marvin evolves along with your enterprise. It is an all-in-one data platform that understands a variety of data formats, generates databases and systems at various cadences, and links disparate datasets in ways that allow for efficient discovery of insights regardless of the user’s skill set.   
  
**Humanize the data**  
As data starts flowing in from various sources, Rubik Marvin tags every individual attribute that enters the platform, e.g, the source of the data, security levels, retention policies, etc. Tagging supports all variations of business logic that dictate how data is processed, stored, and delivered.   
  
Understanding the context of data is the key to unlocking its true potential. To do this, Rubik Marvin converts all the housed data into logical data models. Creating multiple dataset tiers allows everyone in the organization to explore data and focus on the data’s potential value.   
  
**Simple data exploration**  
Contextualizing and formatting data is only one half of the equation. Reducing the complexity and latency between data and the end user is the other half of the equation that delivers on the promise of transforming organizations by democratizing data. Rubik Marvin simplifies data exploration without sacrificing the depth of insight that can be accomplished.

**Deploy across the enterprise**  
By providing flexible and scalable interfaces for individual users as well as applications across the enterprise, Rubik Marvin provides a simple and efficient path for data integration. As a result, enterprises can swiftly determine the data’s value and become a proactive rather than a reactive organization.

Rubik Marvin Specs  
  
**Config-driven data integration**  
We understand the need for teams to be able to ingest ad-hoc data sources in addition to the regularized internal and external data inflows. In order to make this process efficient, Rubik Marvin provides uncomplicated channels for all platform users to retrieve new datasets and perform ad-hoc analyses. This is achieved by surfacing generic connectors that can be conveniently configured and re-used for data ingestion. This reduces the need to involve the product engineering teams in operational tasks and have them focus on more important core platform work.   
   
**Operational flexibility**  
We strongly believe that operational flexibility is what differentiates a good data platform from a great one. This starts with being able to immediately identify data quality issues and anomalies as close to the ingestion source as possible. The Rubik Marvin platform comes equipped with a suite of support tools to enable the ease of operations that are key to the success of any enterprise-grade software.

**Pipeline as the source of truth**  
Different applications across an enterprise require diverse types of data stores to support specific business functions. A low latency user profile lookup service will need a high performance and low latency data store like Aerospike while an application that does financial reporting might need a data warehouse or an RDBMS.   
  
Rubik Marvin uses a patent pending ‘pipeline as a source of truth’ approach to making this platform truly database agnostic. Users can write simple consumer jobs to retrieve data and its mutations at the most granular level and spin up any sort of database that is relevant to their specific applications.   
  
**Time travel**  
When it comes to predictive accuracy, legacy data is as important as real-time data. The time travel feature allows data scientists and machine learning teams to go back to a specific point in time and retrieve the value of a particular attribute to allow for more effective model building and predictions.   
  
**Data Search Engine**  
The Rubik Marvin enables data access that is as easy as a Google search. Through a simple search format, users are able to ask any questions about the data and receive the right answers in return.

# About

## We help enterprises make better data-driven decisions by democratizing access to one of the most important assets in the 21st Century: Data.

Driven by a love for data, and sharing a vision of data’s ability to transform organizations, our co-founders, Srujan and Animesh, launched Rubik. The initial concept for Rubik began with the realization that enterprise-wide data access has been siloed. Data engineers and database administrators have been the longstanding data gatekeepers who funneled data to analysts and data scientists.

Rubik aims to change that.

We believe that widespread enterprise access to data unlocks greater insight than is currently available through traditionally structured data flows. Greater insight equals tremendous growth and innovation. When all employees, irrespective of their technical skills or background, are able to easily explore and analyze enterprise data, then both productivity and market expansion are realized at a faster pace.

**Srujan**

Srujan has been a C-level executive at multiple startups in the Bay Area including VP of Product for both Intertrust Technologies and Apsalar, and was the Co-Founder and CEO of Doot. He also brings a wealth of product development, management, marketing, and sales experience as a former Product Manager for Greenroad and TeleNav. Furthermore, Srujan has earned a Bachelor’s of Science in Computer Science from Kaktiya University as well as a Master’s of Science in Computer Science from Kansas State University.

**Animesh**

Animesh has X years of experience building data infrastructure for some of the biggest companies. Together they are trying to bring analytics and insights into every level of an organization

**Careers at Rubik**

The Rubik culture maintains four primary values: humbleness, transparency, accountability, and empathy. We never lose sight of the fact that improving the lives of our fellow humans is the ultimate goal of all technology.

When you join the Rubik team, you’ll discover a network of co-workers and mentors who are collaborators. Everyone on our team has a unique contribution to make as we work together to craft an individualized approach for our customer solutions.

***Rubik is looking for...***

We are looking for engineers and non-tech individuals who have a passion for solving data-oriented problems. You will be helping to build and teach our customers about the infrastructure that powers the data platform of the future.

In terms of our customer base, Rubik is off to a great start! One of the world’s leading retailers chose us to transform their data strategy. We have been cash-flow positive from day one. Rubik offers a considerable mission and an even bigger opportunity: to be the brains behind data-driven and AI-powered enterprises of the future (think Google for data products). We’d love your help.

***You are…***

* Committed to your work and looking for a fun work environment.
* Someone who doesn’t back down from a problem.
* Seeking a company that honors a healthy work-life balance.
* A candidate who has experience in machine learning, natural language processing (NLP), and building as well as scaling data infrastructure.
* A non-tech person (aka data interpreter) who is enthralled by all things data and helping enterprises to transform those data points into actionable insights for the entire organization.

***We offer…***

* A laid back but still totally focused team who is constantly striving to innovate world class data products.
* Interesting and challenging projects where you’ll be supported in your risk taking for finding optimal solutions.
* Competitive salary, 401(k)
* Health benefits, dental, vision
* Generous PTO and holidays (we can’t overemphasize the importance of a healthy work-life balance)

**Contact**

If you’d like more information as to how Rubik can help you reach the next level of data-driven decision making, you can either reach out to us directly via email or complete the contact form below and we will contact you via your preferred method (e.g., email, phone).

**Rubik Platform Overview (DRAFT)**

**Rubik Marvin Overview:**

The Rubik Marvin platform includes capabilities to securely ingest, process, explore, and serve enterprise data and insights in a simple fashion that allows everyone across an enterprise to use data to drive their decisions.

Rubik Marvin serves as the one unified enterprise data platform that will make sense of your disparate data sets and prepare/present them in the right formats that enable organizations to use these data to drive their business decisions and efficiencies.

**The 30,000-foot view**

**Bring data into the platform:**

Enterprises/Organizations have an abundance of data across various systems. As different organizations evolve differently in their technology and data journey, the need for a centralized data platform that can understand data across various formats, databases and systems that are generated at various cadences (real-time to daily/weekly/monthly and everything in between), link these disparate data sets in ways that allow for efficient discovery of insights and allow for these learnings to be accessed across all skill sets of an organization has become more urgent than ever.

The users of these data are unaware of these complexities or should not care about these complexities. They should be thinking about the value that they need to drive across their respective business functions. They need a way to discover data like they discover information on the internet.

**Humanize the data:**

As data starts flowing in from various sources, the Rubik Marvin platforms tags every individual attribute that enters the platform, e.g, the source of the data, security levels, retention policies, etc. Tagging supports all variations of business logic regarding how data is processed, stored, and delivered.

Understanding the context of data is the key to unlocking its true potential. To do this, the Rubik Marvin platform converts all the data that is housed in the platform into logical data models. Creating multiple dataset tiers allows everyone in the organization to explore data and derive insights efficiently.

**Simple data exploration:**

Contextualizing and formatting data is only one half of the equation. Reducing the between data and its users is the other half of the equation that delivers on the promise to transform organizations to be data driven by democratizing data.

The Rubik Marvin platform enables this by doing to data what Google did to information. Rubik Marvin provides a simple search based interface to ask any questions of the data and get the right answers back.

**Deploy across the enterprise:**

By providing flexible and scalable interfaces for individual users as well as applications across the enterprise, Rubik Marvin provides easy access to integrate data and insights seamlessly to drive business value and improve efficiencies.

**Hero Features:**

**Config driven data integration:**

We understand the need for teams to be able to ingest ad-hoc data sources into the platform in addition to the value driving internal / external source system data. In order to make this process efficient, The Rubik Marvin platform provides easy ways for users of the platform to ingest new datasets for ad-hoc analysis by surfacing generic connectors that can be easily configured and re-used to ingest data sets into the platform. This reduces the need to involving the product engineering teams in operational tasks and have them focus on the core platform work.

**Operational flexibility:**

We strongly believe that what differentiates a good data platform from a great one is the operational flexibility it provides. This starts with being able to identify data quality issues and anomalies as close to the data source ingestion as possible, provide ways for the platform to address data loss or data corruption by replaying data sets on demand and provide the right sets of tools to be able to address and recover from issues as quickly and efficiently as possible. The Rubik Marvin platform comes equipped with a suite of support tools to enable the ease of operations that is key to success of any enterprise grade software.

**Pipeline as source of truth:**

Different applications across an enterprise will need different types of data stores to support specific business functions. A low latency user profile look up service will need a high performance / low latency data store like Aerospike while an application that does financial reporting might need data warehouse or a RDBMS.

To provide true platform capabilities, Rubik Marvin use a patent pending ‘pipeline as a source of truth’ approach to making this platform truly database agnostic. Users / applications of the data platform can write simple consumer jobs to retrieve data and its mutations at the most granular level and spin up any sort of database that is relevant to their specific applications.

**Time Travel:**

Learning is an analytic process of exploring the past in order to predict the future. Hence, being able to travel back in time to create features is critical for machine learning projects to be successful. (This line was lifted from<https://databricks.com/session/distributed-time-travel-for-feature-generation>. @Kat, I am hoping you can write this part a lot more effectively than me :) )

The time travel feature allows data science and machine learning teams to go back in a point in time and retrieve the value of a specific attribute (Ex. The LTV of user x at time t) to allow for more effective model building and predictions.

**Data Search Engine:**

Can you use what I wrote on the ’Simple data exploration’ section above to complete this section?