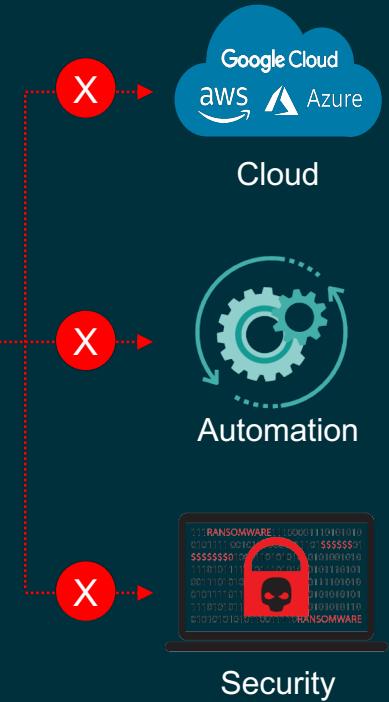
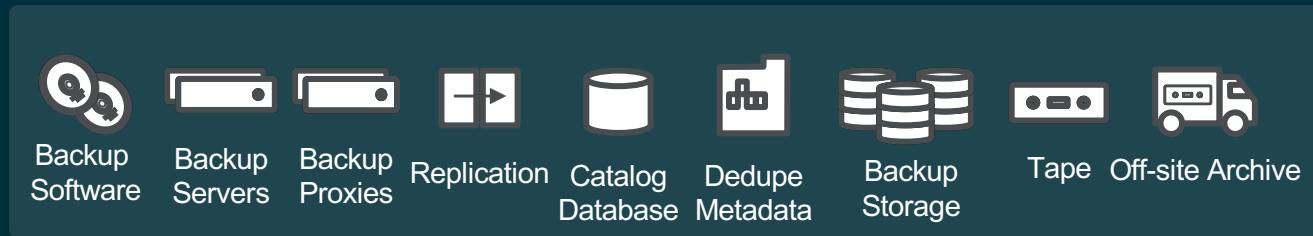




# Hvorfor Rubrik?

# Data Management: 1990s to Present



# What Customers Are Looking For In Data Management



One-Click  
Simplicity



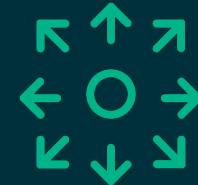
API-Driven  
Automation



End-to-End  
Data Mgmt.



Global Search  
Instant Recovery

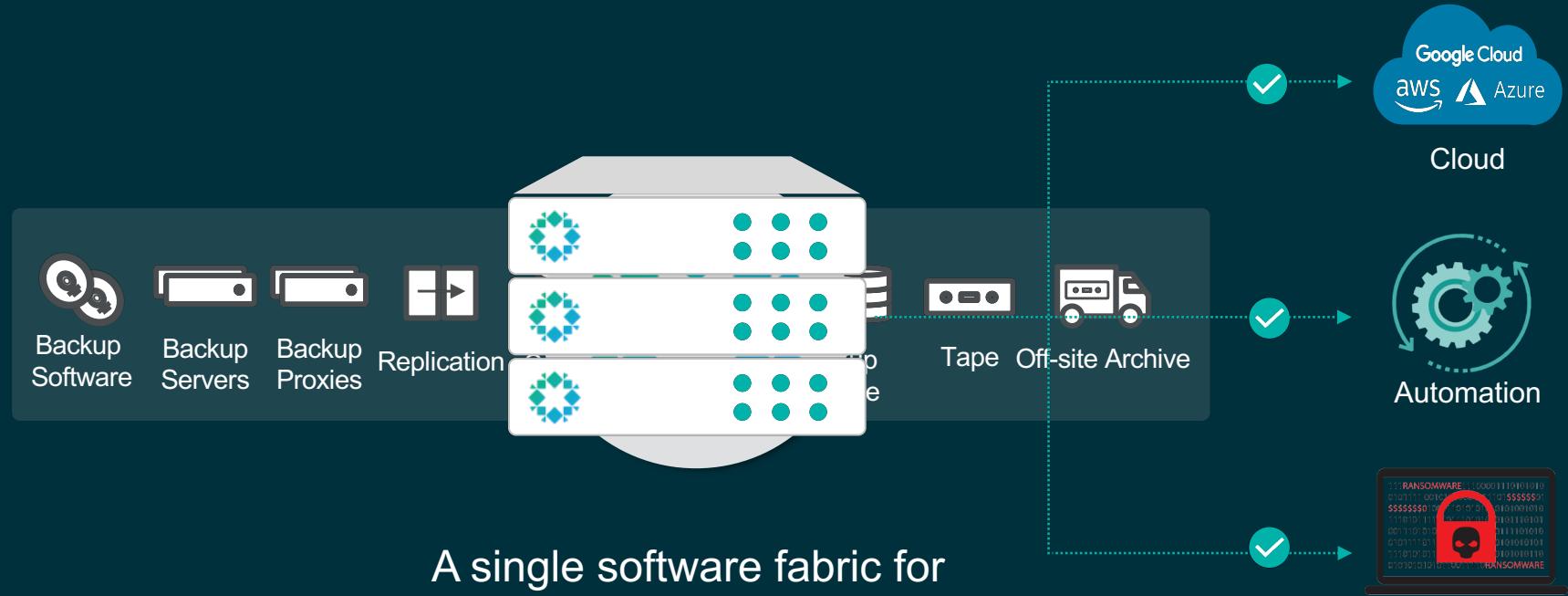


Context  
Aware Analytics



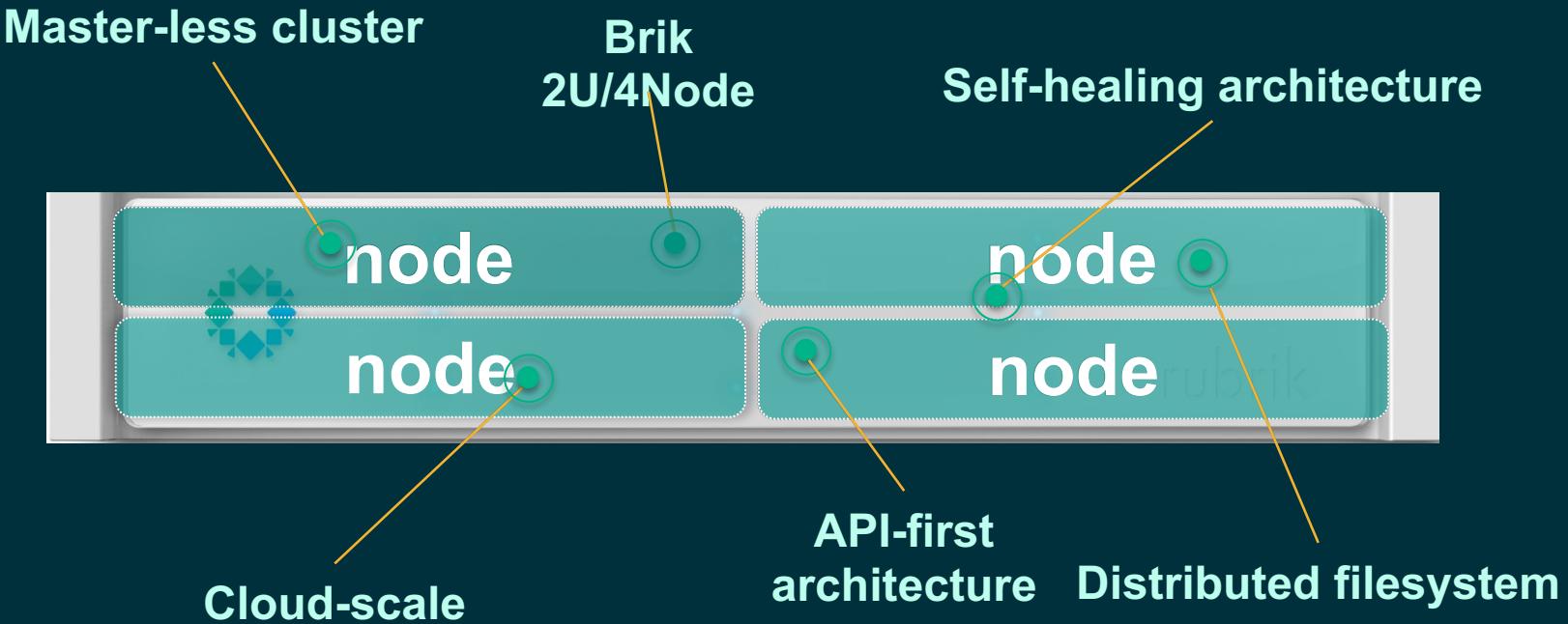
Cloud and  
Hybrid Support

# Rubrik Cloud Data Management



# It's not about the box...

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# Enterprise backup redefined



Production Environment



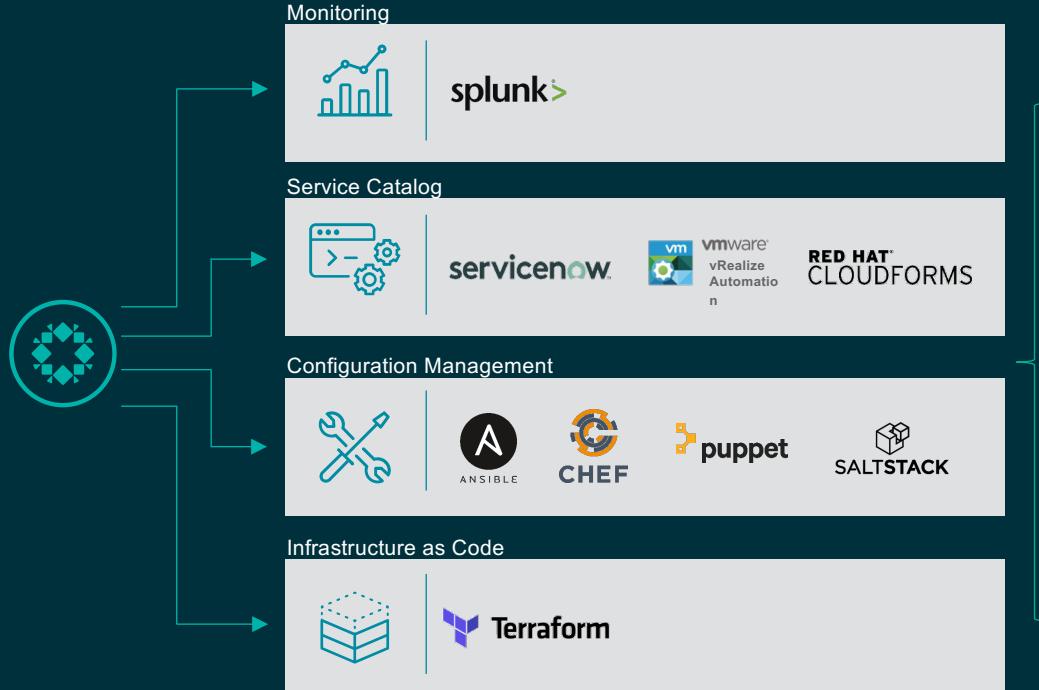
**Quick Start:** Rack and go. Auto-discovery.

**Automate:** Intelligent SLA policy engine for effortless management.

**Rapid Ingest:** Incremental forever, parallel ingest accelerates snapshots and eliminates stun.

**Instant RTOs/RPOs:** Google-like filesearch. Live Mount VMs, SQL & Oracle databases. Natively integrated CDP for VMware.

# Automate Everything with API-First Platform



Automate VM provisioning, test/dev, self-service file recoveries, customized reporting, and more

# Policy-Driven Data Management



SLA Policy Engine



Log Management



## SLA Domains Focus on Applications Needs

- Backup frequency to meet RPOs
- Local short-term retention for short RTOs
- Longer-term retention for compliance/regulations
- Replication for DR

Create SLA Domain

Remote Storage Configuration

Retention On Brik

0 31 days 3 years

Archival  Azure:gaia-emea1  Enable Instant Archive ⓘ

Archival starts after 31 days and is retained on the archival location for 2 years 334 days.

Replication  emea2-rbk01

0 14 days 3 years

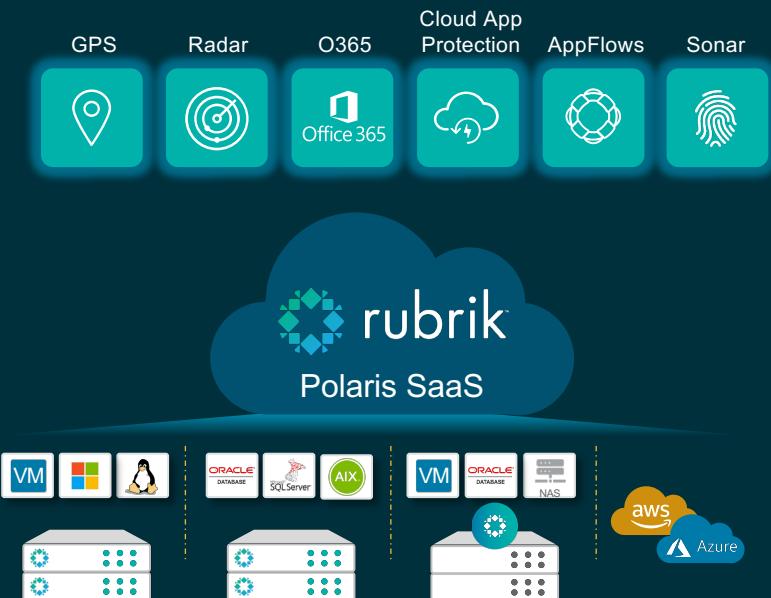
Replication starts immediately, and is retained for 14 days.

SLA Domain Creation

Cancel Create

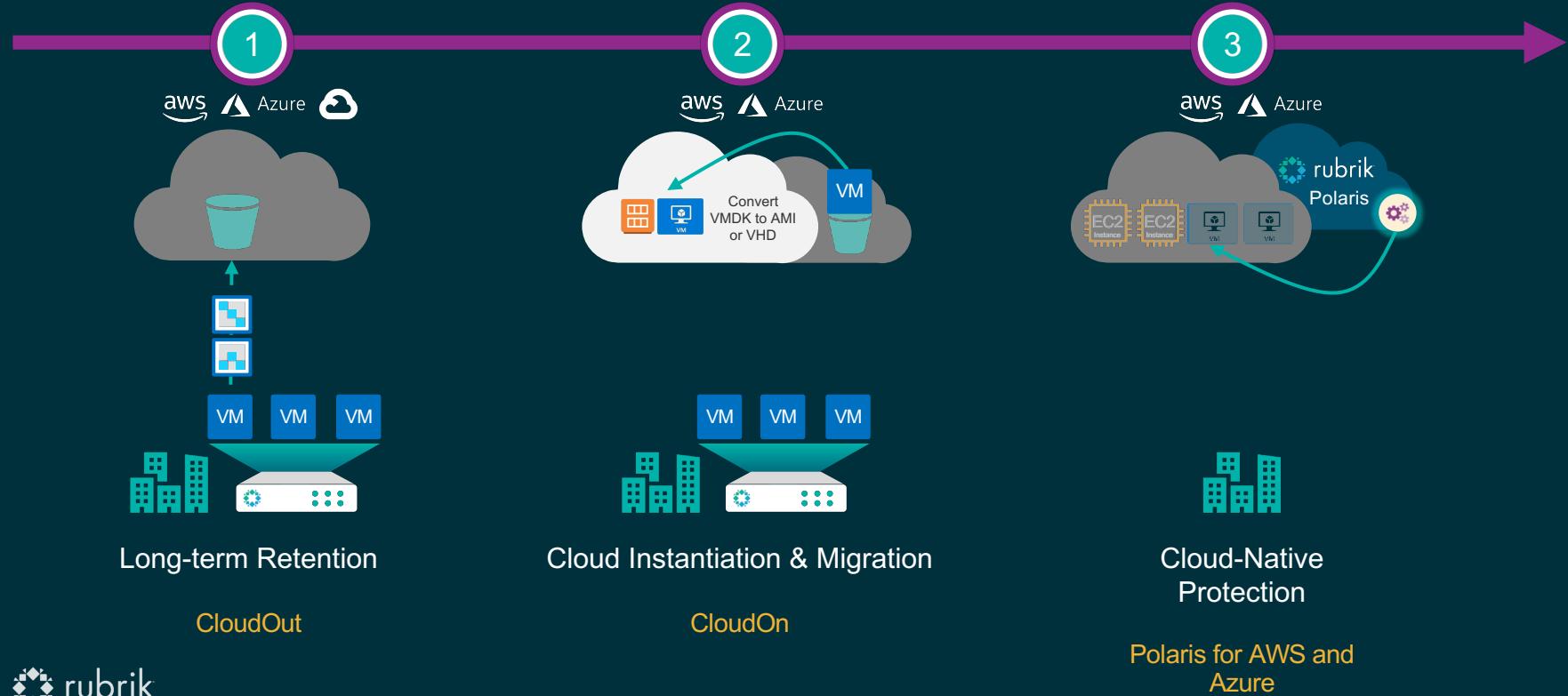
The screenshot shows the 'Create SLA Domain' dialog box. It includes sections for 'Remote Storage Configuration', 'Retention On Brik' (with a slider from 0 to 3 years), 'Archival' (set to Azure:gaia-emea1, with an option to enable instant archive), and 'Replication' (set to emea2-rbk01, with a slider from 0 to 3 years). Below these are descriptive messages about the start and end retention periods. At the bottom are 'Cancel' and 'Create' buttons.

# Data Protection Does More



The screenshot shows the Rubrik Policy Management interface. It features a navigation bar with links to Classification, Dashboard, Discovery, Policy Management, Events, and Reports. The main area displays three policy categories: U.S. PII (Out of Compliance, 3 total hits), U.S. Gramm-Leach-Bliley Act (GLBA) (In Compliance, 0 total hits), and a Custom Policy (Discovery, 1,024 total hits). A modal window titled "Configure" is open, showing a "Select policies" step where users can choose predefined policies like HIPAA or U.S. Financials, or create their own. The "Create new policy" section is also visible. Below the interface, a callout box highlights "Polaris Sonar" with the text: "Data Classification to Comply with Data Privacy Regulations Zero Additional Infrastructure – Get Started Immediately".

# Your Cloud Journey



# Rubrik benefits



Save 30-50%  
on Costs



Simplify Daily  
Management



Turbocharge Backup  
and Recovery



Defend Against  
Ransomware

Don't Backup. Go Forward.

