Cloud

Playbook for Rubrik Partners

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Why Now: Current Market Conditions

The conversation around data protection has fundamentally changed. We no longer operate in a world where simple backup is sufficient. To position Rubrik effectively, it's critical to understand the market forces creating unprecedented urgency for a new approach.

Your new reality is a complex, multi-cloud enterprise. Businesses are innovating in the cloud, creating a distributed environment that spans AWS, Azure, Google Cloud, SaaS platforms, and on-premises systems. This hybrid model is the standard, with 90% of IT leaders managing such environments.

This new reality creates core challenges that every customer is facing:

Pervasive Complexity

What you see as innovation, threat actors see as a massive, porous attack surface. Your customer's data is scattered across different cloud providers, each with its own siloed backup tool, inconsistent policies, and required skill sets. This fragmentation makes it nearly impossible to enforce a consistent security posture, creating dangerous gaps and unprotected "shadow IT" workloads.

Escalating Cyberthreats

Attacks are inevitable, and they are moving faster than ever. The average time for an attacker to move laterally across a network—the "breakout time"—has fallen to just 48 minutes. Their goal is predictable: get in, exfiltrate sensitive data for extortion, and then encrypt or destroy the production environment to halt business operations

Paralyzing Recovery

When an attack happens, the critical question is no longer if you'll be breached, but "When our cloud is breached, how long will our business be down?" Native cloud snapshots are not designed for cyber recovery. They can't answer the critical questions: Was my backup infected with dormant malware? Where is the malware hiding? What sensitive data was stolen? And most importantly, which backup is safe to recover? This forces organizations into a weeks-long manual forensic process, leading to devastating downtime.

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Core Messaging | Solution Overview | Customer Challenges | Discovery Questions | Personas | Campaign Messaging | Training Resources

Core Messaging and Positioning

Pillar 1

Unify & Simplify Multi-Cloud Data Security

We conquer multi-cloud complexity. Rubrik provides a single SaaS platform to manage and protect data across AWS, Azure, Google Cloud, OCI, and on-premises systems. Our global, "create once, apply everywhere" policy engine eliminates operational silos and reduces the risk of misconfigurations, which are a leading cause of cloud breaches.

Pillar 2

Achieve Uncompromising Cyber Resilience with Massively Accelerated Recovery

This is our core differentiator. We were built with a Zero Trust architecture from day one, providing logically air-gapped, immutable backups that attackers cannot modify or delete. But our most revolutionary capability is the Rubrik Preemptive Recovery Engine. Before an attack even occurs, we proactively index and create pre-computed hashes of your backup data. This allows us to do what no other solution can: when an attack hits, we can scan tens of thousands of backups for malware and indicators of compromise in seconds, not weeks, to instantly identify the last known clean recovery point. This turns a slow, reactive forensic process into a fast, proactive recovery plan, enabling up to 100x faster recovery times.

Pillar 3

Optimize Cloud Economics and Efficiency

We deliver superior cyber resilience without the premium cost. Our cloud-native architecture is built to be efficient. Through intelligent storage tiering to low-cost object storage like S3 Glacier or Azure Blob Archive, global deduplication, and optimized snapshot management, we can significantly reduce cloud storage bills—often by 20-50% compared to native tools—and lower the total financial impact of both data protection and potential breaches.

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Solution Overview

Rubrik Security Cloud gives your customers the insight they need to reduce data exfiltration risk and confidently recover from any interruption for data in the cloud — operational, malicious, or otherwise.

Gain complete data visibility, which reduces data exfiltration risk and confidently recover from cyber incidents and operational disruptions. Simplify cloud data security with one SaaS platform that delivers complete cyber resilience across multi-cloud and hybrid-cloud environments. Reduce the costs of protecting cloud data.

Value Proposition

Simplicity & Recovery

Challenge:
Managing data protection and recovery across multiple clouds, accounts, and services is both time-consuming and operationally complex.

Solution:
Simplify control and automation across on-prem, saas and cloud. Achieve rapid response and recovery after cyberattacks.

Cyber Resilience

Challenge:
Cloud creates a bigger attack surface leading to poor visibility and protection of sensitive data. They don't have the tools to understand where sensitive data lives in the cloud.

Solution:
You can't protect what you can't see. Gain data visibility and control to proactively minimize the impact of cyber attacks. Gain account and data immutability.

TCO

Challenge:
Escalating costs associated with cloud storage. An urgency to reduce costs. The native backup tools make it easy to deploy backup, but not optimized for cloud costs.

Solution:
Reduce your cloud bill. Gain significant savings against cloud native tools.

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Customer Challenges

Operational Chaos in a Multi-Cloud World

Pain Point
"My teams are drowning in complexity. We have one team for AWS Backup, another for Azure Backup, and more for our on-prem gear. We have no centralized visibility, we don't know if we're consistently protected, and I'm certain we have workloads I don't even know about."

Rubrik Solution
We deliver a single pane of glass. Rubrik Security Cloud provides one platform and one policy engine to automate protection across a customer's entire estate, from the data center to AWS, Azure, GCP, and OCI. This eliminates tool sprawl and operational silos.

The Inability to Recover Quickly from a Cyberattack

Pain Point
"We have cloud snapshots, but in a ransomware attack, we have no idea if the malware is hiding in our backups. Our security team told me it would take them weeks of manual work to mount and scan backups to find a safe recovery point. We can't afford to be down for weeks."

Rubrik Solution
We deliver recovery with speed and confidence. Because we proactively scan backups for threats and can rapidly identify malware-free recovery points, we reduce a weeks-long manual process to a few clicks. We give you the confidence that you are restoring a clean copy and not just re-infecting your environment.

Runaway Cloud Costs and the Financial Risk of an Attack

Pain Point
"Our cloud storage bill keeps climbing from snapshots we're afraid to delete, and the cost of downtime from a breach would be catastrophic. A public cloud breach costs over $5 million on average—we need to control both our operational spending and our financial risk."

Rubrik Solution
We reduce the total cost of both data protection and data breaches. Our intelligent lifecycle management and deduplication reduce daily cloud storage costs. More importantly, by enabling massively accelerated recovery, we drastically minimize the financial losses from business disruption, which is the largest cost component of any major cyberattack.

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Discovery Questions

How do you protect your cloud data today? What services in the cloud do you use that have persistent data?

Do you have production apps running in the cloud? What is the impact if these apps go down?

What technology do you use to protect and recover cloud data today?

Who is responsible for recovering the cloud data in a cyber attack? Can you walk me through that recovery process?

Are you being asked to reduce cloud costs? What initiatives are you taking for cloud cost optimization?

How do you maintain visibility across your accounts & services?

Who owns security and recovery?

Who has access to what data? Why do they need access and for how long?

How many layers of protection do you have?

Do you have visibility of all your cloud data?

Personas

	Practitioners	**Business Decision Makers (IT & CIO)**	**Security Leadership (CISO & Deputies)**
Example Titles	• Infrastructure Architects • Cyber Security Analysts • Security Architects • Infrastructure Engineers • IT Systems Engineers • Cloud Security Engineers • Backup Administrator • Systems Administrators	• VP of IT • Senior Director IT • Manager+IT • Manager+Cloud Services • Manager+Cloud Engineering • Manager+Cloud Operations • Manager+Cloud Center of Excellence • Manager+Cloud Infrastructure • Manager+Cloud FinOps	• Director+Security Operations • Director+Information Security • Director+SOC • Director+Threat Intelligence • Director+Cyber Security/Resilience • Director+Data/Cloud Security
Responsibilities	Day-to-day practitioners who are responsible for the availability and security of their systems. This includes implementing and managing backup policies. Their success is often measured against their ability to achieve RPO and RTO targets.	Key decision makers who often own the budget. Typically responsible for setting business priorities that determine the resulting initiatives. Major focus is reducing the risk of downtime, ensuring a clear path to getting the business back up and running quickly if something happens.	Key decision maker who owns the cybersecurity budget. Typically responsible for setting the strategic direction for the organization's security posture, aligning it with business priorities. Major focus is proactive risk mitigation across all data and systems, ensuring the business is safeguarded from cyber threats and can quickly recover from any security incident.

Example Messages	• Single pane of glass
	  - Consistent, automated protection
	  - Automated Protection
	• Faster Recovery
	• Intelligent storage
		• Unify data protection
		  - Single platform
		• Achieve business resilience against cyberattacks, malicious insiders, and operational disruptions
			• Achieve unified cyber posture
			• Master rapid cyber recovery
			• Fortify security, optimize budget

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Campaign Messaging

Campaign

Complete cyber resilience for all cloud workloads through single pane of glass with automated backup, rapid identification of clean recovery data, and optimized cloud costs.

Perception

Cloud native provider solutions are enough to secure an organization's data.

Reality

Cloud Native Providers' shared responsibility model and the evolution of data sprawl, data complexity and threat actors requires a purpose-built cloud data security solution that can get you back to business faster.

Value prop

Rubrik keeps your data readily available in the face of operational failures and cyberattacks. Confidently protect and manage all of your enterprise data - no matter where it lives - within a single platform.

Key Messages and Rally Cries

Unify & Simplify Multi-Cloud Data Security (Reduced Complexity) One tool to manage and protect data in the cloud

- Single SaaS control plane
- Automated workload discovery (AWS, Azure, GCP, OCI)
- Global policy engine
- Unified backup and recovery workflows
- IaC integration (Terraform, CloudFormation)
- Comprehensive API for automation.

Achieve Uncompromising Cyber Resilience with Massively Accelerated Recovery Recover up to 100x faster in the cloud Proactively scan 75,000 backups in 60 seconds

- Immutable and logically air-gapped backups
- End-to-end encryption
- Multi-factor authentication and role-based access controls
- AI-powered anomaly detection
- Threat monitoring for malware and IoCs
- Rapid scanning of backup snapshots using precomputed hashes to find safe recovery points
- Sensitive data discovery and classification
- Clean room recovery options

Optimize Cloud Economics & Efficiency Realize up to 30% savings in the cloud

- Intelligent storage tiering (direct-to-object archival to S3 Glacier, Azure Blob Archive, OCI Archive Storage, etc.)
- Global deduplication and compression
- Optimized snapshot retention technologies
- Efficient incremental-forever backups
- Automated data lifecycle management

Training Resources

The following content is available on rubrik.com and the Rubrik partner portal to help you learn about Rubrik's solution:

For Customers

- Rubrik Cloud Customer Story ↗
- 2025 Gartner® Magic Quadrant™ for Backup and Data Protection Platforms ↗
- Product Demo: Rubrik Security Cloud ↗
- On Demand Webinar: Cloud Ransomware Tabletop: Unpacking an Attack from Detection to Recovery ↗

For Partners

- Partner Technical Accreditation: Rubrik Cloud Data Protection ↗
- Partner Sales Accreditation: Rubrik Cloud Data Protection ↗
- Battlecard: Rubrik Cloud Native Protection ↗
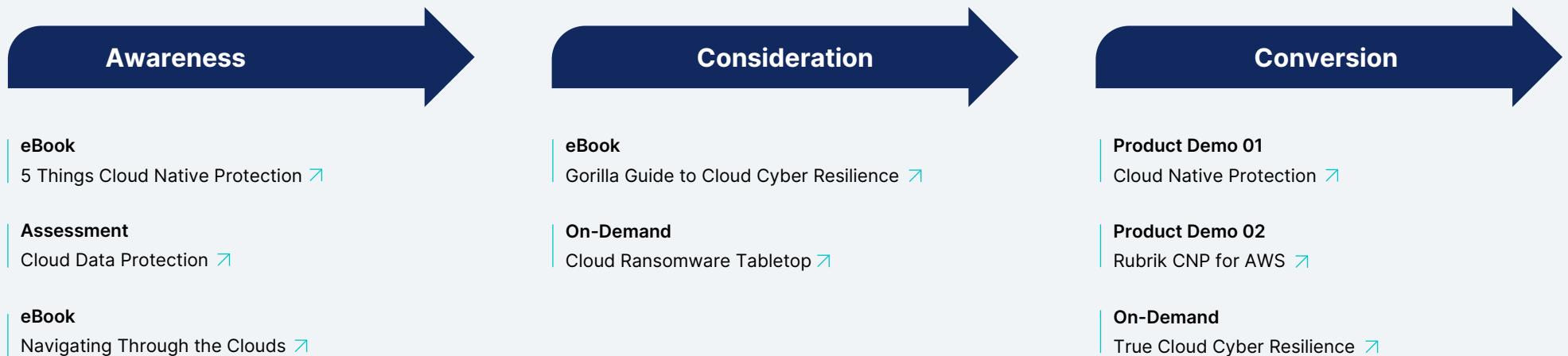- Cloud Partner Email Templates ↗
- Rubrik Partner FAQ ↗

Drive Demand With Your Customers

Utilize the content below to promote Rubrik's solution to your customers:

Awareness ➤

Consideration ➤

Conversion ➤

eBook
5 Things Cloud Native Protection ↗

Assessment
Cloud Data Protection ↗

eBook
Navigating Through the Clouds ↗

eBook
Gorilla Guide to Cloud Cyber Resilience ↗

On-Demand
Cloud Ransomware Tabletop ↗

Product Demo 01
Cloud Native Protection ↗

Product Demo 02
Rubrik CNP for AWS ↗
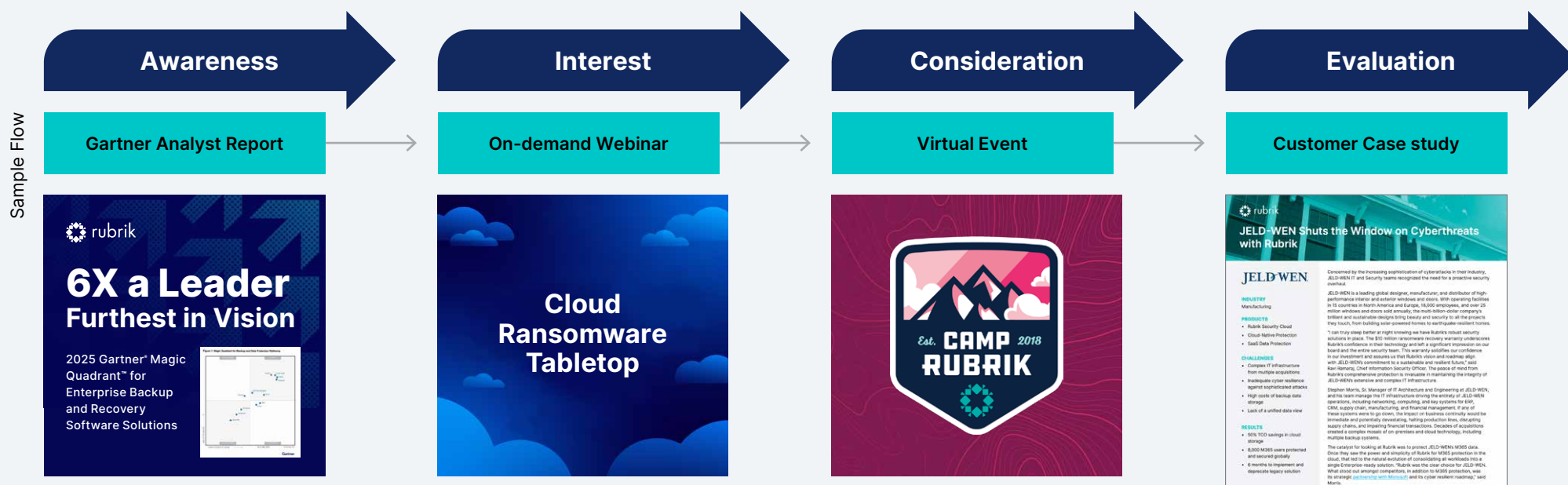
On-Demand
True Cloud Cyber Resilience ↗

Tip: The most current and relevant content can be found in the Partner Portal.

Build an Integrated Marketing Campaign

Need ideas for how to structure your campaign?
The following blueprint can be used to help you develop a multi-touch marketing program that moves prospects through the buyer's journey.

Sample Flow

Awareness	Interest	Consideration	Evaluation
Gartner Analyst Report	On-demand Webinar	Virtual Event	Customer Case study

6X a Leader Furthest in Vision
2025 Gartner® Magic Quadrant™ for Enterprise Backup and Recovery Software Solutions

Cloud Ransomware Tabletop

CAMP RUBRIK Est. 2018

JELD-WEN Shuts the Window on Cyberthreats with Rubrik

Reach out to your CDM or Marketing Representative to customize an integrated campaign to deliver the best results with your accounts.

Pipeline Generation Programs

Want to generate more demand for your campaign? Strengthen your sales strategy with the following Rubrik marketing Programs.

Channel Marketing Programs

Contact your Rubrik Marketing Manager or Channel Development Manager to learn more about opportunities to engage with your customers in the field, including:

Camp Rubrik:
Allow your prospects and customers to get hands-on with Rubrik Cloud Native Protection to experience firsthand key capabilities.

Zero Hour: Cloud Cyber Recovery Tabletop
Experience a full-scale cyberattack simulation in the cloud without any of the real-world risk. Learn to make the pivotal decisions that lead to recovery.

Cloud Bounties:
Get rewarded for driving incremental cloud growth within existing accounts. It's a simple way to accelerate customer adoption and partner success.

Rubrik for Cloud Native Protection

Rubrik Cloud Native Protection (CNP) delivers comprehensive cyber resilience for all cloud data through a unified, cost-optimized data security platform. It confronts the escalating challenges of multi-cloud complexity, relentless and costly cyberattacks targeting cloud assets—where breaches involving public cloud averaged $5.17M in 2024 (IBM, 2024)—and the need for efficient cloud data management.

By providing automated, air-gapped, immutable, and access-controlled backups with built-in cyber resilience features, Rubrik Cloud Native Protection ensures data integrity and rapid availability for workloads across AWS, Microsoft Azure, Google Cloud Platform (GCP), and Oracle Cloud Infrastructure (OCI).

Key Differentiators vs Native Cloud Tools

True Multi-Cloud & Hybrid Unification
Single platform and policy engine for consistent data security across AWS, Azure, GCP, OCI, and on-premises.

Superior Cyber Resilience & Recovery Speed
Immutable, logically air-gapped backups with advanced anomaly detection, and the groundbreaking capability to rapidly scan backup snapshots to find clean recovery points.

Enterprise-Grade Functionality
Granular, file-level recovery without complex scripting, robust sensitive data discovery to understand data risk (addressing issues like "shadow data" which increases breach costs, IBM, 2024), comprehensive compliance reporting.

Significant TCO Reduction
Intelligent storage tiering and deduplication drive down cloud storage costs, often by 20-50%+, offering better long-term economics against the backdrop of rising cloud breach costs.

Key Differentiators vs Traditional Backup Vendors

Cloud-Native Architecture & Speed
Purpose-built for the cloud, ensuring optimal performance, scalability, and integration, including unmatched speed in identifying safe recovery points across vast backup estates.

Zero Trust Security Model
Designed from the ground up with security as a core principle, offering more robust cyber resilience than traditional approaches.

Simplicity & Automation
Modern, intuitive SaaS platform that automates complex tasks, reducing operational burden.

Focus on Data Security & Rapid Recovery
Broader approach encompassing data discovery, threat detection, industry-leading speed in finding viable recovery points, and cyber resilience.

Sell

Get the most out of your newly generated leads.
The resources below are designed to help you convert more opportunities and close new business.

Elevator Pitch

The threat landscape is rapidly expanding and the cloud has become the preferred target. Cybercriminals are specifically targeting one of the most critical assets of any organization—its data. The proliferation of cloud storage has compounded the issue. Organizations often use multiple cloud accounts across various regions and providers, significantly widening the potential for attacks. This expanded attack surface requires more defensive resources and expertise. This responsibility comes amid growing pressures to manage and reduce cloud storage costs. Organizations can achieve complete cyber resilience for all their cloud data, plus there are 3 main benefits of using Rubrik:

Simplify control and automation:
One platform that automatically discovers workloads and applies a single protection policy across multiple cloud environments (AWS, Azure, GCP.

Reduce your cloud bill:
With Rubrik,organizations can send backup data directly to lower-cost cloud object storage, bypassing the need to store snapshot copies in more expensive storage tiers. Plus, they will Identify redundant data for exclusion from backup operations to save on costs.

Secure your most sensitive data:
Gain complete sensitive data visibility in the cloud, which reduces data exfiltration risk and confidently recovers from cyber incidents and operational disruptions.

Quick Sell Guides

Rubrik Partner FAQ
Cloud Navive Protection

Battlecard
Rubrik Cloud Native Protection

Pitch Deck
Rubrik Cloud Protection

Email Templates
Rubrik Cloud Native Protection

Rubrik Sales Incentives

Get rewarded for partnering and closing new business with Rubrik.

Check out the Incentives page on the partner portal for details on the incentive programs available in your region.