



Backup ≠ Cyber Recovery



Matthias Hoi
Account Executive Österreich



Gianluca Poltera
Regional Director Alpine

IKT-Sicherheitskonferenz, Wien, 18.9.2024



**RANSOMWARE ATTACKS
WILL STRIKE EVERY 2 SECONDS
WITHIN THE NEXT 10 YEARS**



Cybersecurity Ventures, Ransomware Will Strike Every 2 Seconds by 2031 (September 2022).

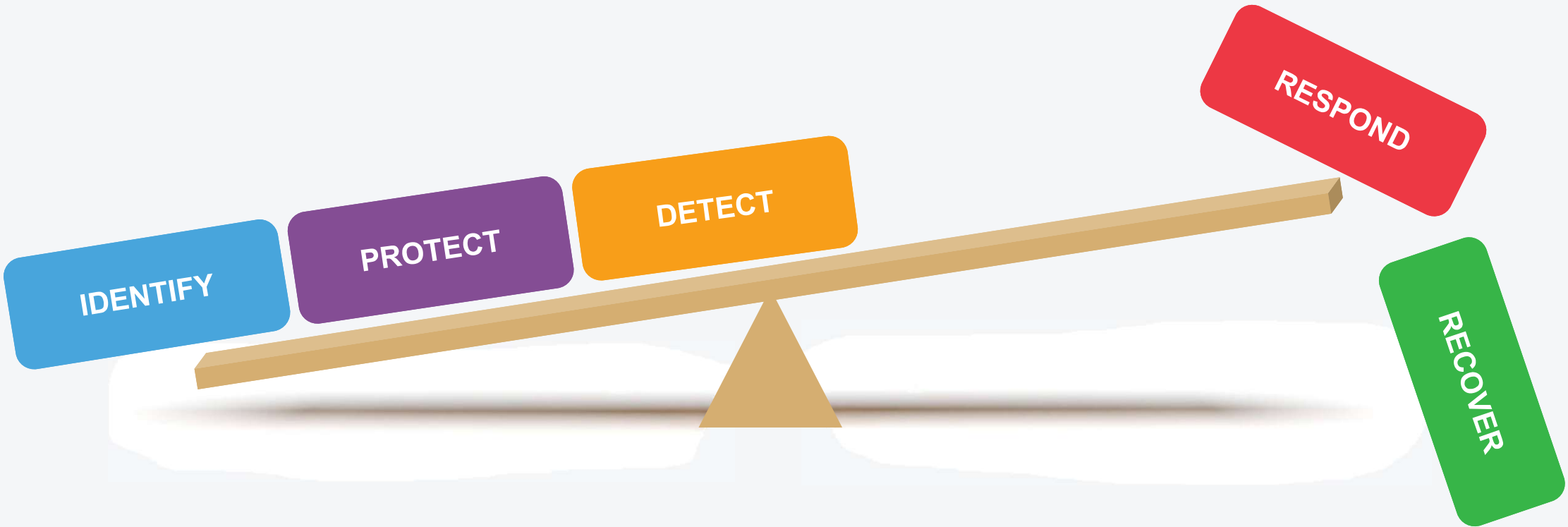
The big WHY...

Top 10 risks in Austria

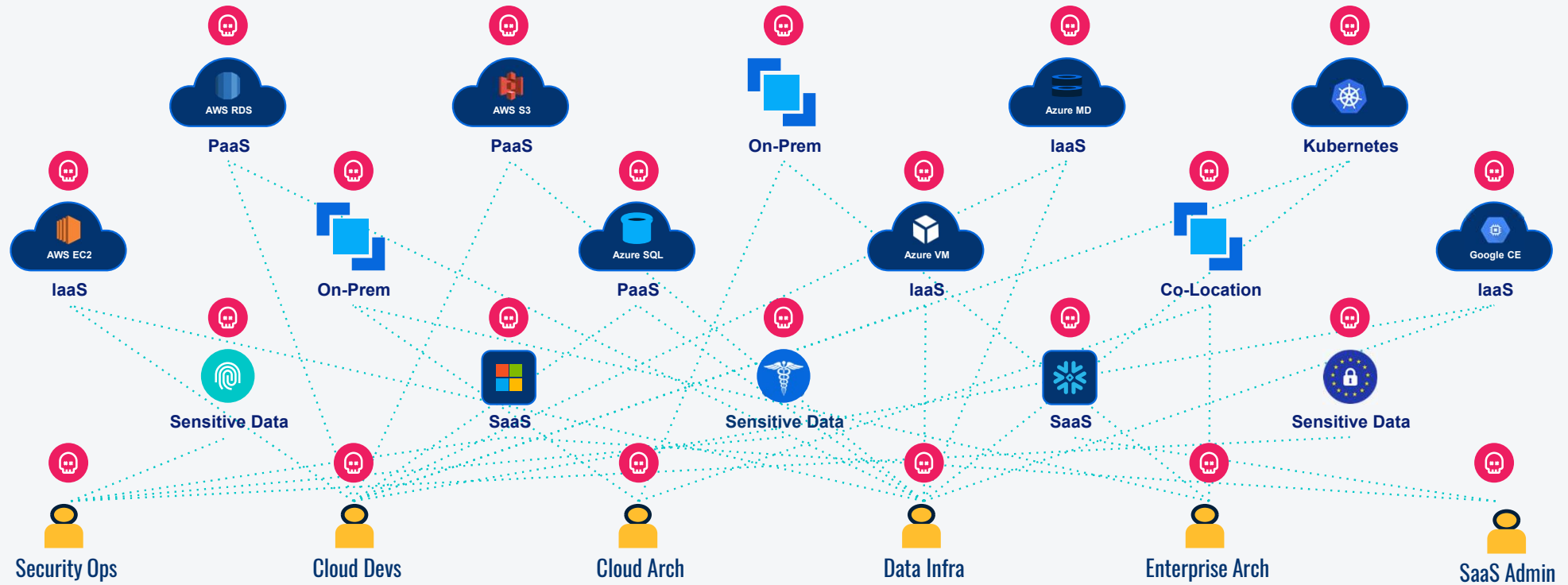
Source: Allianz Commercial. Figures represent how often a risk was selected as a percentage of all responses for that country. Respondents: 35. Figures don't add up to 100% as up to three risks could be selected

Rank		Percent	2023 rank	Trend
1	Cyber incidents (e.g., cyber crime, IT network and service disruptions, malware / ransomware, data breaches, fines, and penalties)	40%	1 (40%)	→
2	Macroeconomic developments (e.g., inflation, deflation, monetary policies, austerity programs)	37%	4 (24%)	↑
3	Business interruption (incl. supply chain disruption)	23%	3 (32%)	→
3	Changes in legislation and regulation (e.g., tariffs, economic sanctions, protectionism, Euro-zone disintegration)	23%	10 (14%)	↑
5	Climate change (e.g., physical, operational, and financial risks as a result of global warming)	20%	9 (16%)	↑
6	Natural catastrophes (e.g., storm, flood, earthquake, wildfire, extreme weather events)	17%	6 (22%)	→
6	Shortage of skilled workforce	17%	4 (24%)	↓
8	Energy crisis (e.g., supply shortage / outage, price fluctuations)	14%	2 (38%)	↓
8	Fire, explosion	14%	8 (20%)	→
8	Market developments (e.g., intensified competition / new entrants, M&A, market stagnation, market fluctuation)	14%	NEW	↑

NIST Framework - Equal Weighting?



Complexity of Data & Systems



CISO
Auditors



Board of
Directors



CIO



Customers



Partners

Can we recover from ransomware
and hold our Cyber RTO times for
our Minimum-viable-Company

How can we test,
report and prove it?

Are we monitoring data
risks and exposures
across environments?

Can we maintain compliance
across systems? e.g. DORA,
NIS2

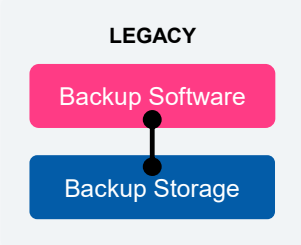
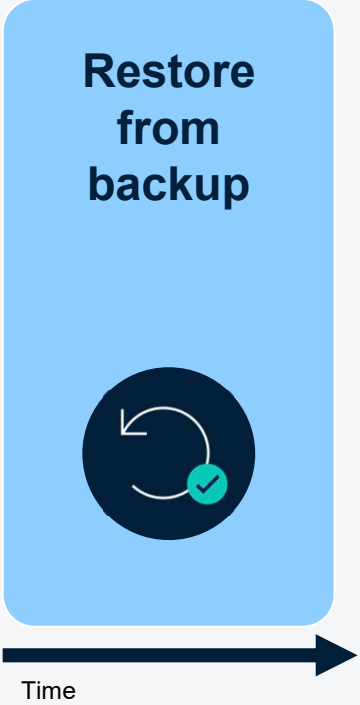
The background is a collage of various news clips from CNBC. Visible text includes: 'ROBINHOOD MARKETS (HOOD) 36.94', 'ROBINHOOD 7M CUSTOMERS', 'AT LEAST 30,000 ORGANIZATIONS NEWLY', 'RANSOMWARE RUNS RAMPANT', 'PAID THE HACKERS?', 'NATIONAL SECURITY ADVISER CUTS TRIP SHORT TO ADDRESS HACK', 'DATA BREACHES TOM BURT Microsoft Corporate VP for Customer Security & Trust', 'MICROSOFT IDENTIFIES NEW RUSSIAN HACKING ACTIVITY', 'EASTERLY: LOG4J MOST SERIOUS VULNERABILITY OF MY CAREER', and 'MICROSOFT SWEEPED UP IN SOLARWINDS HACK'.

Which apps are required for your
“Minimum Viable Company”

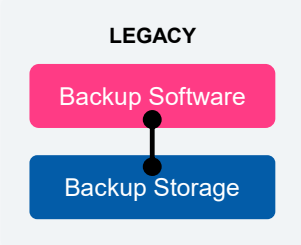
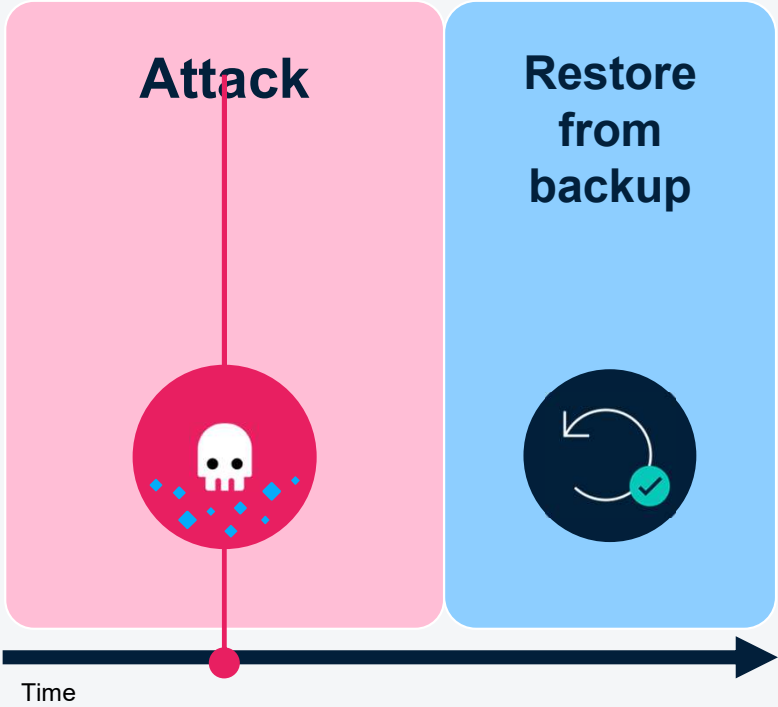
Are you ready for **Cyber Recovery**?

Do you have a **Cyber Recovery Time Objective**?

RTO = Recovery Time Objective

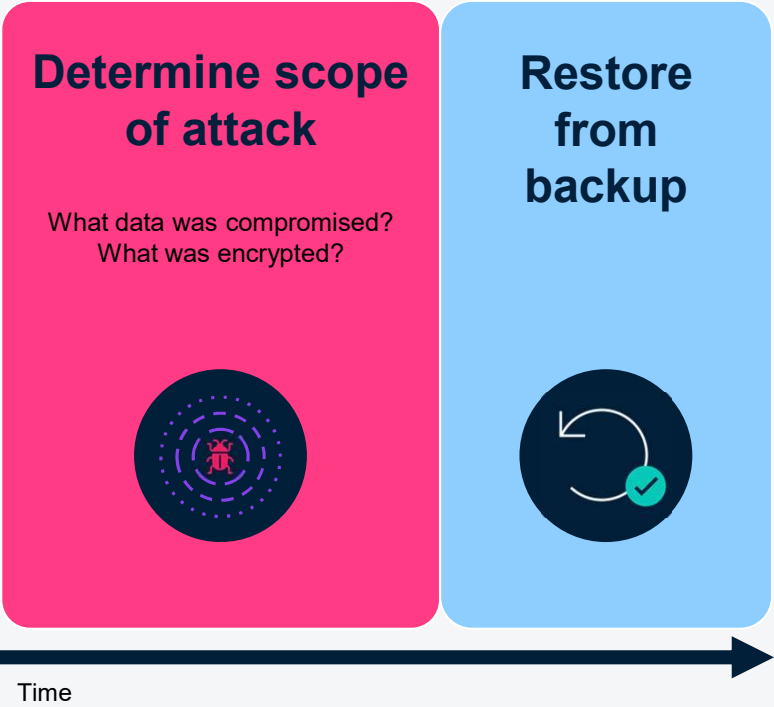
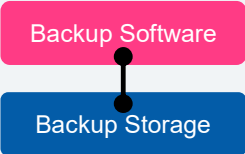


RTO ≠ Cyber RTO



RTO ≠ Cyber RTO

LEGACY



RTO ≠ Cyber RTO

LEGACY

Backup Software

Backup Storage

Determine scope of attack

What data was compromised?
What was encrypted?

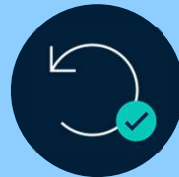


Determine point of infection

At what point was the server compromised? Can we quickly identify clean recovery points?



Restore from backup



Time

RTO ≠ Cyber RTO

LEGACY

Backup Software

Backup Storage

Determine scope of attack

What data was compromised?
What was encrypted?



Determine point of infection

At what point was the server compromised? Can we quickly identify clean recovery points?



Assess sensitive data impact

What sensitive data was on the network and likely exfiltrated?



Restore from backup



Time

Cyber RTO Extends RTO up to 100x

LEGACY

Backup Software

Backup Storage

Determine scope of attack

What data was compromised?
What was encrypted?



Determine point of infection

At what point was the server compromised? Can we quickly identify clean recovery points?



Assess sensitive data impact

What sensitive data was on the network and likely exfiltrated?



Find malware and quarantine

Can we find all locations of malware? Can we isolate malware to prevent re-infection?



Restore from backup

Did our backups survive?



Time

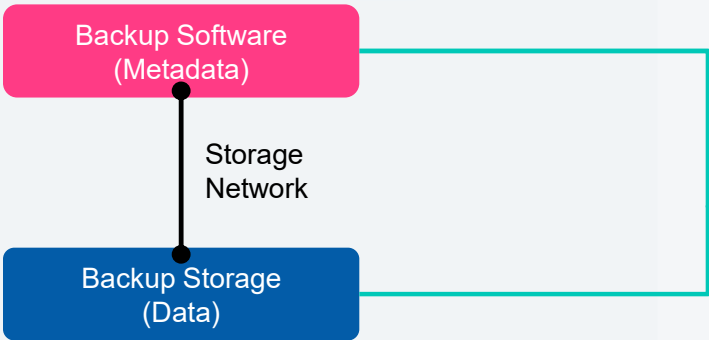
Introducing Rubrik Security Cloud



Rubrik Built a Radically Different Architecture

LEGACY BACKUP & RECOVERY

VERITAS COMMVAULT COHESITY VEEAM

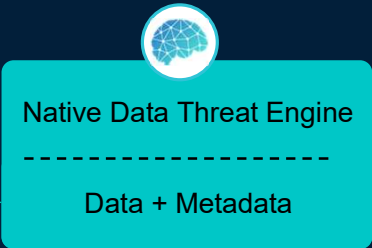


data domain NetApp COHESITY



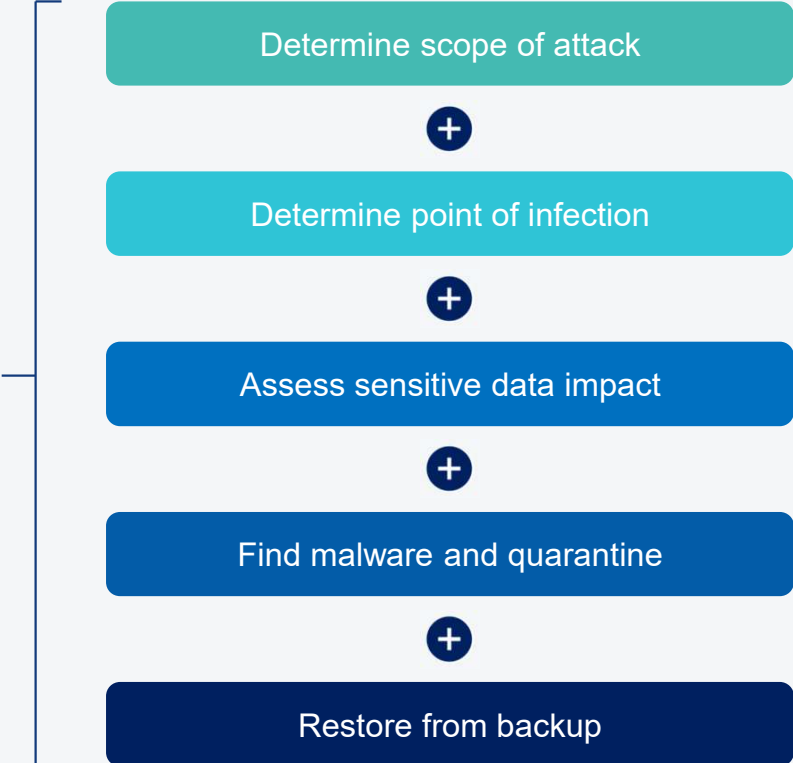
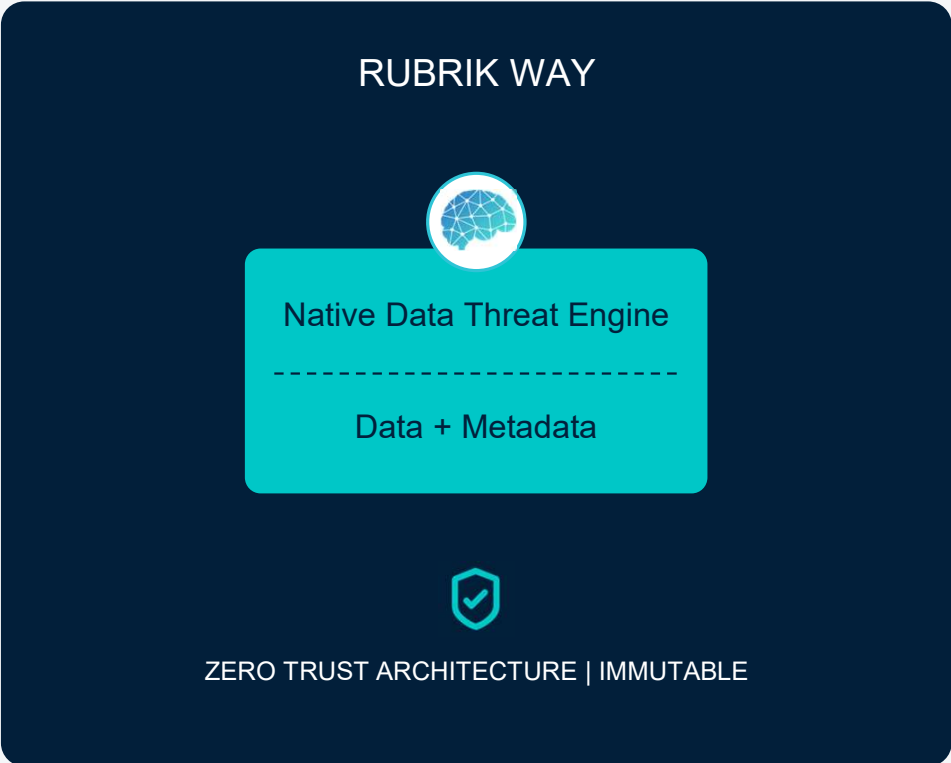
FULL TRUST ARCHITECTURE

RUBRIK WAY

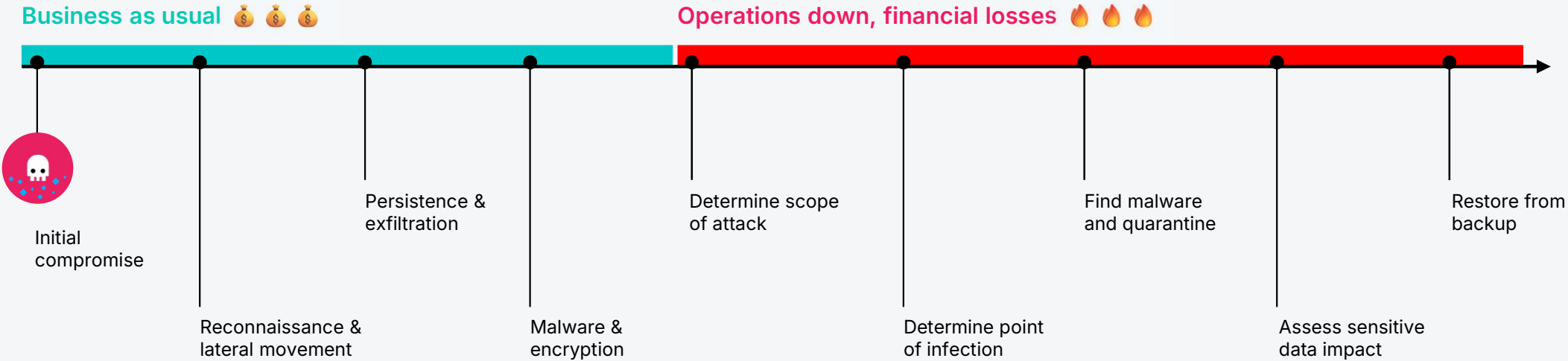


ZERO TRUST ARCHITECTURE | IMMUTABLE

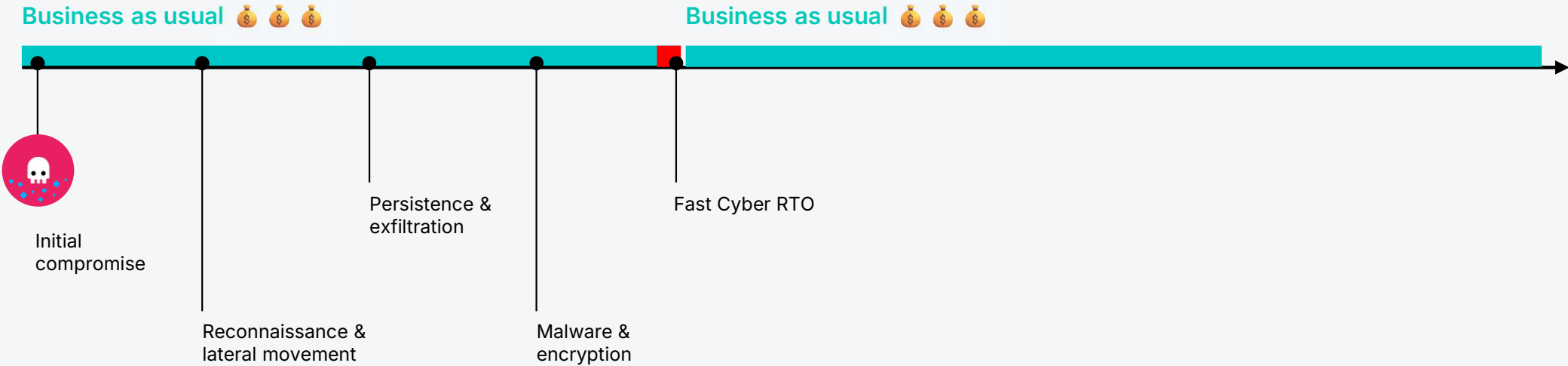
Rubrik Delivers 100x Faster Cyber Recovery



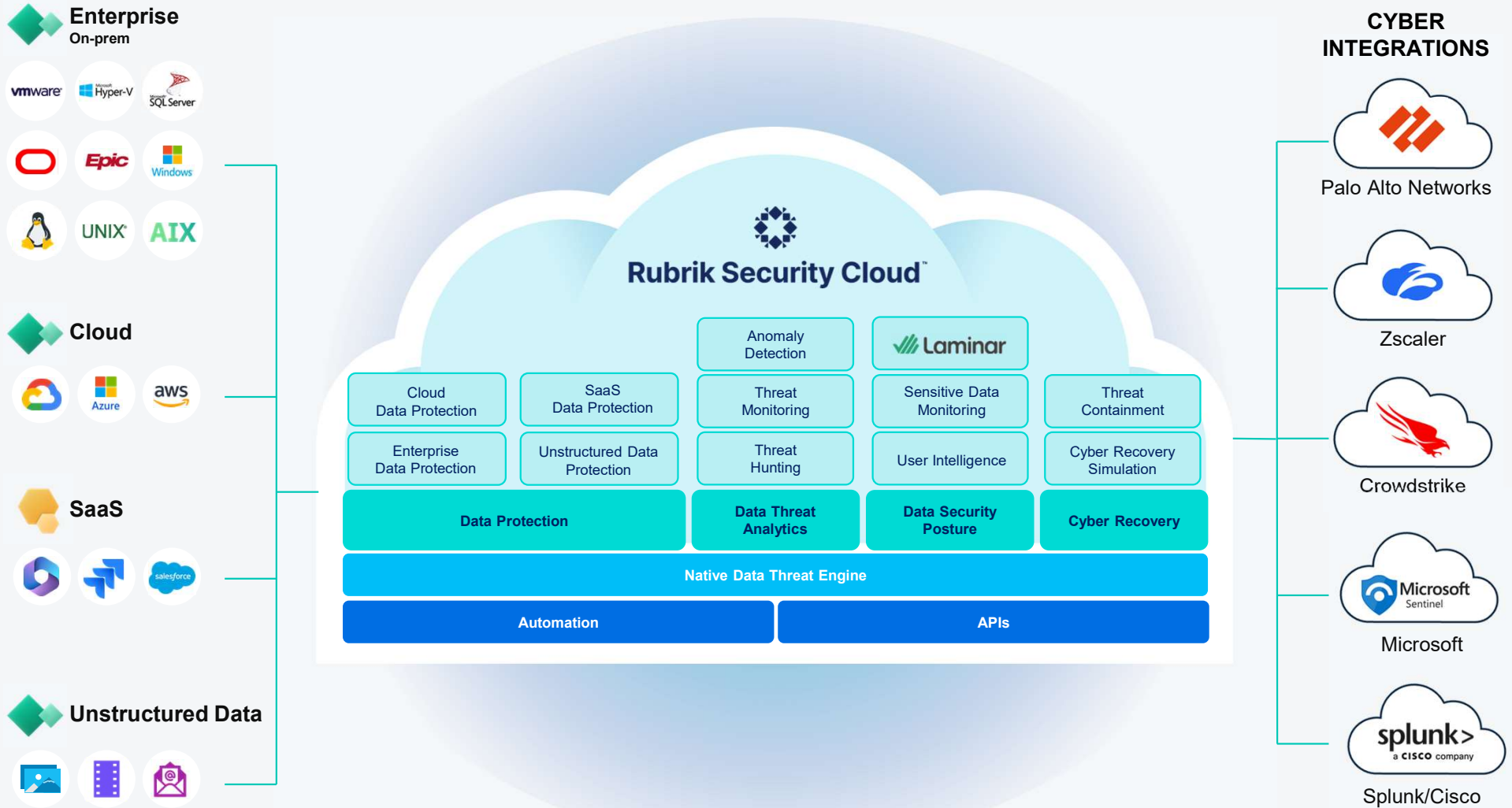
Before Rubrik



With Rubrik



Rubrik Platform = DSPM + Cyber Recovery



The leader in zero trust data-protection and Cyber Recovery

Pioneer and leader

Market leader

5th Consecutive Time MQ leader

Technology innovator

250 Patents issued or pending

Highly rated

>84 Net Promoter Score
(Avg SaaS NPS is 30)

2024 1st going Public company
in the Security Sector since 4 years

IDC MarketScape (2023) Worldwide Cyber Recovery Assessment




Cyber Resilience you can trust


Customer-proven

6000+ Customers globally

Microsoft Partnership

 Investor and Technology Gold
Partner of the year

Mandiant Partnership

 Accelerated Incident Response
Recovery Integration and
Collaboration

Ransomware Response Team

24/7 support and care when
our customers are
attacked.

Our mission is to secure the world's data

World Leading Enterprises Secured by Rubrik

Financial Services



Retail, Trade, & Transportation



SEPHORA



Energy & Industrials



Healthcare & Life Sciences



Cybersecurity



Technology, Media, & Communications





 rubrik Security Cloud™

Thank you!



Matthias Hoi

Account Executive Österreich

matthias.hoi@rubrik.com

+43 664 1289201