



NEWS RELEASE

# New Rubrik Identity Resilience Designed to Mitigate the Most Targeted Point of Cyber Attacks

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- **Disrupt Identity-Based Attacks:** Counter fastest-growing threat vector with advanced resilience for complex identity environments
- **Unified Protection on One Platform:** Designed for data and identity security to eliminate vulnerabilities from disparate point solutions
- **Complete Resilience Coverage:** Protect across on-premises, cloud, and SaaS with visibility into data and identity interactions to accelerate detection and recovery

PALO ALTO, Calif.--(BUSINESS WIRE)-- In a world of nonstop cyberattacks, Rubrik (NYSE: RBRK) today announced its upcoming solution, Identity Resilience, designed to secure the entire identity landscape alongside data. Identity Resilience aims to protect the most common entry points for attackers – human and non-human identities (NHIs) – to help organizations maintain operations with minimal downtime.

Identity Resilience aims to address a blindspot in enterprise security. A critical piece of infrastructure **utilized by a vast majority of organizations**, identity remains a consistent target for hackers. When compromised, these identity systems grant attackers access to critical data and credentials, and their disruption can prevent cyber recovery. Rubrik's solution is designed to secure this vulnerable authentication infrastructure that powers virtually every major enterprise.

"Identity systems are not only complex and hard to manage, but they have also become the primary gateway for attackers aiming to access an organization's valuable data," said Mike Tornincasa, Chief Business Officer at Rubrik. "Today, we signal our commitment to identity protection, to address our customers' needs by detecting threats that

target identities and proactively reduce identity risks, just as we have successfully done with data security.”

## Why this matters: Identity is how hackers get inside

Rubrik's identity business safeguards millions of identities globally. It's easy to see why: A recent CISA report found that 90% of cyber attacks on critical infrastructure begin with an identity compromise, often leading to privilege escalations and lateral movement into valuable corporate data. These threats usually unfold gradually, making it essential to understand not just the “who” and “what” but also the “when” - how privilege or access patterns shift over time. By leveraging time-series data, Rubrik's solution is designed to provide continuous visibility into identity changes, enabling earlier detection of suspicious activity.

Similar to how Rubrik monitors and sustains data, the company's anticipated capabilities are designed to identify, monitor, and safeguard critical, sensitive, and active identities, including non-human identities (NHIs) such as machines using service accounts and access tokens.

NHIs, which outnumber their human counterparts, are complex to manage and introduce vulnerabilities that are increasingly targeted by attackers who compromise and escalate privileges. Current identity security approaches fail to provide enterprises the capability to assess NHI risk, view data access, and track suspicious activity over time.

## A holistic approach drives cyber resiliency

Too often, identity management, identity protection, and data security are siloed as different products run by different teams in an organization. In contrast, Rubrik uniquely aims to combine these capabilities to provide new capabilities, and a holistic view of identity and data.

## Identity Recovery & Identity Resilience - Accelerating Recovery. Advancing Resilience

Rubrik offers extensive coverage for identities across hybrid environments. New capabilities aim to empower organizations to thwart attacks earlier and restore systems more quickly to ensure cyber resilience:

- **Hybrid Protection for Active Directory (AD) and Entra ID:** With automated and orchestrated recovery workflows, organizations can restore complex hybrid identity environments - like Active Directory forests and full Entra ID tenants - faster and with greater confidence than before. Active Directory recovery can involve up to 22 manual steps. Rubrik reduces that with an easy-to-use wizard, dramatically cutting complexity and time to recovery. As a result, these capabilities are among the fastest-growing in Rubrik's history, safeguarding millions of identities and the sensitive data they access.
- **Comprehensive Risk Analysis for Human and Non-Human Identities:** With a unified view across identity

providers showing human and non-human identities who have access to sensitive data, organizations can identify dormant or orphaned accounts, detect risky privilege escalations, and expose problematic combinations of access that traditional tools often miss. Beyond visibility, organizations can track the risk associated with identities and target remediation by revoking identity access, data access, or both. This approach enforces the least privilege, shrinks their attack surface, and proactively shuts down potential identity-based threats.

- **Complete Identity and Data Context:** Instead of working with limited context from identity providers, organizations can tie identity-based information with sensitive data (e.g., healthcare, financial) context, privilege, and activity. This critical context can reduce remediation work while strengthening risk posture before a cyber attack, thereby speeding up threat hunting and remediation during and after an attack.

Get a briefing on Rubrik's Identity Recovery and Identity Resilience at the 2025 RSA Conference April 28-May 1, 2025, in San Francisco. **Register here.**

## About Rubrik

Rubrik (NYSE: RBRK) is on a mission to secure the world's data. With Zero Trust Data Security™, we help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, secures data and identity across enterprise, cloud, and SaaS applications. We help organizations uphold data integrity, deliver data availability that withstands adverse conditions, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked.

For more information, please visit [www.rubrik.com](http://www.rubrik.com) and follow [@rubrikInc](https://twitter.com/rubrikInc) on X (formerly Twitter) and **Rubrik** on LinkedIn.

## SAFE HARBOR STATEMENT:

This press release contains express and implied "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding Identity Resilience and its anticipated benefits for our customers. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements, including those described under the caption "Risk Factors" and elsewhere in our most recent filings with the Securities and Exchange Commission, including our annual report on Form 10-K for the fiscal year ended January 31, 2025. Forward-looking statements speak only as of the date the statements are made and are based on information available to us at the time those statements are made and/or management's good faith belief as of that time with respect to future events. We

assume no obligation to update forward-looking statements to reflect events or circumstances after the date they were made, except as required by law.

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