



NEWS RELEASE

# Rubrik Advances Identity Resilience Through Strata Acquisition and Identity Roll Forward Innovation

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- Identity Continuity: Powered by Rubrik's acquisition of **Strata.io**, keeps authentication running automatically when the main IdP goes down
- Identity Roll Forward: An industry-first capability that recovers identity system to a clean, current state without weeks of manual re-provisioning

LAS VEGAS--(BUSINESS WIRE)-- Rubrik FORWARD — Rubrik (NYSE: RBRK) today introduced two new Identity Resilience capabilities to expand its product suite. The first, Identity Continuity is powered by the acquisition of **Strata.io**, which enables organizations to secure, modernize, and manage human and agent identities without disrupting existing infrastructure. The second is Identity Roll Forward, industry-first capabilities, fully developed in-house by the Rubrik team.

Rubrik Identity Resilience now allows you to roll forward legitimate changes such as employee onboarding and offboarding without reintroducing attacker persistence, reducing weeks of manual rebuild of your identity systems. With the acquisition of Strata, Rubrik automatically fails over to a secondary Identity Provider (IdP) to keep critical applications online throughout an incident and enables customers to fully restore identity systems. Recent data from **Rubrik Zero Labs** revealed that 90% of IT and security leaders cite identity-based threats as their top concern.

“When an IdP is compromised, organizations face an impossible choice: roll back to a past clean state and lose legitimate business progress or stay compromised and leave the attacker's backdoors intact,” said Anneka Gupta, Chief Product Officer at Rubrik. “Now, Rubrik eliminates this trade-off by not only recovering identity to a clean, current state to wipe out attacker persistence, but also keeping authentication running automatically if a primary

IdP goes down.”

Rubrik acquired Strata, a company specializing in Identity Orchestration. Its core mission is to unify fragmented Identity and Access Management (IAM) infrastructures across multi-cloud, hybrid, and on-premises environments without forcing enterprises to rewrite their application code. Strata CEO and Co-Founder, Eric Olden co-authored the SAML identity federation standard, the ubiquitous standard used for authorization and authentication by identity providers, which enables seamless navigation between secure websites without repeated logins. Notably, Strata CTO, Granville Schmidt has been the chair of JavaScript security working group.

“Rubrik has built the most comprehensive offering for identity resilience, and Strata closes the most critical gap: Identity Continuity,” said Mike Tornincasa, Chief Business Officer, Rubrik. “Strata’s work on agentic identity along with our new combined team and shared focus on innovation and customer impact will define how the world achieves complete Identity Resilience.”

Rubrik Identity Resilience enhanced by new solutions:

- **Identity Roll Forward:** Allows organizations to surgically reconstruct Active Directory. Identity Roll Forward uses Rubrik intelligence and third party signals to identify, isolate, and reverse unauthorized changes while keeping legitimate modifications completely intact.
- **Identity Continuity:** Keeps authentication running automatically when the primary Identity Provider goes down. With the acquisition of Strata.io, Rubrik Identity Resilience ensures that while recovery is underway, authentication never stops. Through automatic failover to a secondary Identity Provider, users retain access to critical applications keeping the business operational throughout a cyber incident.

Terms of Rubrik’s acquisition of **Strata.io** were not disclosed.

Rubrik Identity Roll Forward and Identity Continuity are in private preview.

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## About Rubrik

Rubrik (NYSE: RBRK), the Security and AI Operations Company, leads at the intersection of data protection, cyber resilience, and enterprise AI acceleration. Rubrik Security Cloud delivers complete cyber resilience by securing, monitoring, and recovering data, identities, and workloads across clouds. Rubrik Agent Cloud accelerates trusted AI agent deployments at scale by monitoring and auditing agentic actions, enforcing real-time guardrails, fine-tuning for accuracy and undoing agentic mistakes. For more information, please visit [www.rubrik.com](http://www.rubrik.com) and follow @rubrikInc on X (formerly Twitter) and Rubrik on LinkedIn.

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