



NEWS RELEASE

# Rubrik Chosen by Carhartt to Drive Complete Cyber Resilience

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Workwear brand migrates more than 600 workloads from multiple legacy backup vendors to Rubrik Security Cloud

Enhances security and protection of highly-sensitive customer and partner data

PALO ALTO, Calif., January 9, 2024 – **Rubrik**, the Zero Trust Data Security™ company, today announced that America's premium workwear brand **Carhartt** has consolidated multiple legacy backup tools with **Rubrik Security Cloud** to achieve cyber resilience. After moving to Rubrik, Carhartt realized more than 50 percent in monthly cost savings, while significantly improving its data security capabilities.

"Data resilience is key to the continued security and success of our business. We work hard to ward off intruders but we have to operate on the assumption that they will find a way in," said Michael Karasienski, cloud platforms manager at Carhartt. "Rubrik Security Cloud restores data fast and without fail for both our cloud and on-premises environments. Rubrik plays a key role in building trust in our system with secure protocols and access controls; it isn't just a data security solution, it's peace of mind for our brand."

Established in 1889, Carhartt has a rich heritage of developing rugged products for workers on and off the job. The company honors hard work, approaching its business with the same honesty, dependability, and trust that its consumers display day-in and day-out.

Prior to Rubrik, Carhartt used a variety of different backup solutions across its operations. After an upgrade of a critical application failed, Carhartt's administrators discovered that that application data hadn't been backed up,

forcing the team to reconstruct more than two-weeks' worth of data manually. Furthermore, the Carhartt team discovered malware in backups from its legacy tools, resulting in weeks of searching data sets to manually complete the investigation.

With Rubrik Security Cloud, Carhartt's IT team can now devote more time to other priorities — like business requests, incidents, and reducing technical debt — while saving more than 50 percent in operational costs each month. The company's IT and Security teams are also collaborating to reduce risk to the organization, zeroing in on malware and tying investigations into its security operations center.

"A highly interconnected business like Carhartt is responsible for mountains of sensitive data. Protecting that data is paramount to maintain customer trust and minimize business disruption," said Anneka Gupta, Chief Product Officer at Rubrik. "Outdated legacy technology was never built with security in mind, so organizations must turn to modernized platforms and zero-trust methodologies to defend their data. With a holistic solution like Rubrik Security Cloud, organizations like Carhartt know their business will be resilient in the face of any cyber threat."

Carhartt utilizes numerous Rubrik products, including **Anomaly Detection**, **Sensitive Data Monitoring**, **Threat Hunting**, as well as its integration with **Microsoft Sentinel**.

Read the Carhartt case study on Rubrik's website to learn more: <https://www.rubrik.com/customers/carhartt>

#### About Rubrik

Rubrik 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 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 <https://www.rubrik.com> and follow **@rubrikInc** on X (formerly Twitter) and **Rubrik** on LinkedIn.

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