



NEWS RELEASE

Rubrik Data Security Posture Management Unblocks AI Adoption with Single Platform

2024-12-10

- Rubrik Security Cloud (RSC) now combines Data Security Posture Management (DSPM) and Cyber Recovery capabilities within a single, trusted Cyber Resilience platform
- Simplified DSPM deployment for current customers provides near real-time views into data proliferation to reduce sensitive data exposure risk
- Utilizes Microsoft MIP labeling to classify data and identify risks across cloud, SaaS, and on-premises environments

PALO ALTO, Calif.--(BUSINESS WIRE)-- Sensitive data exposure is a **top concern** given the volume and types of data consumed by generative AI (Gen AI). Inadequate sensitive data controls and resulting data leakage can halt the use of innovative AI tools. DSPM helps accelerate AI adoption by quickly and easily identifying data risks, which is why **Rubrik, Inc.** (NYSE: RBRK) is announcing **Rubrik DSPM** in RSC. Available in early 2025, organizations can rapidly enable DSPM for increased data visibility and sensitive data control across cloud, SaaS, and on-premises environments from their existing Rubrik Security Cloud instance, without disruptive new data scans.

[Editor's Note: Today's announcement comes on the heels of the recently launched **Rubrik DSPM for Microsoft 365 Copilot**, providing greater visibility and control of sensitive data, reducing the risk of exposure, and empowering organizations to quickly and securely adopt Copilot.]

"Gen AI can unlock innovation for organizations of all sizes and industries, but it doesn't come without challenges. While many are eager to deploy these tools, ensuring the right data is being inputted can be a time-consuming task, ultimately slowing down implementation," said Mike Tornincasa, Chief Business Officer at Rubrik. "Additionally,

organizations struggle to contain the risk of sensitive or critical data getting leaked through Gen AI, especially as that data grows rapidly across fragmented environments. Having Rubrik DSPM within Rubrik's comprehensive Cyber Resilience platform reduces that complexity to help accelerate AI adoption, and secure data wherever it lives.”

Unlike standalone DSPM solutions that require a lengthy, months-long deployment process, Rubrik DSPM allows existing Rubrik customers to simply activate DSPM capabilities within their current Rubrik environment. This activation empowers organizations to proactively reduce data risks across fragmented cloud, SaaS, and on-premises environments, to accelerate secure AI adoption and ensure their sensitive data remains protected.

Key Benefits of DSPM in Rubrik Security Cloud:

- **Gain control and visibility of data** : Automatically find and classify sensitive data across cloud, SaaS, and on-premises environments, and put security controls in place to reduce the risk of sensitive data exposure.
- **Safely and confidently enable Gen AI use cases**: Identify and remediate excessive permissions to reduce risk of sensitive data exposure through Gen AI tools to unauthorized users.
- **Identify and correct data classification** : Identify and remediate missing or inaccurate data sensitivity labels to help prevent unauthorized user access to sensitive data.
- **Drive immediate value**: Leverage existing and trusted Rubrik Security Cloud infrastructure for DSPM to reduce deployment time, creation of multiple snapshots of your data for disconnected tools, disruptive scans on live systems, and the need for additional security audits from a separate tool.

Rubrik DSPM in Rubrik Security Cloud will be generally available in early 2025. For more information, register for the **Cloud Resilience Summit** taking place virtually on Wednesday, December 11, 2024.

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 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 and follow @rubrikInc on X (formerly Twitter) and Rubrik on LinkedIn.

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Source: Rubrik