



NEWS RELEASE

Rubrik Deepens Commitment to MSP-Operated Cyber Resilience with Program and Platform Innovations

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New MSP tiers, PayGo economics, and the Rubrik Verified™ designation reinforce scalable, enterprise-ready delivery of cyber resilience

PALO ALTO, Calif.--(BUSINESS WIRE)-- Rubrik (NYSE: RBRK), the Security and AI Operations Company, today announced new innovations across its Rubrik Security Cloud platform and partner program designed specifically for Managed Service Providers (MSPs). The innovations introduce MSP-specific benefit tiers, consumption-based licensing, incident reinforcement, an earned operational maturity designation, and purpose-built capabilities that enable partners to build, launch, and quickly scale profitable, managed data protection and cyber resiliency services.

The global MSP market for data protection and cyber recovery services is projected to reach **\$258 billion by 2027** as enterprises face escalating cyber threats, compliance requirements, and talent shortages. Organizations are increasingly turning to MSPs to deliver the specialized expertise, 24/7 operations, and resilient infrastructure they cannot build and manage internally. New innovations from Rubrik address this explosive growth opportunity by providing MSPs with the program, pricing flexibility, and platform capabilities required to capture market share profitably.

“Cyber resilience has shifted from a model of transactional participation to continuous execution. Enterprises face the challenges of talent scarcity, regulatory requirements, hybrid complexity, and increased accountability, which



puts MSPs front and center to meet growing demand," said Alok Agrawal, Chief Solutions Officer at Rubrik. "Rubrik leads the industry and provides MSPs with a robust foundation that speeds and scales their cyber resilience services."

New Program and Platform Innovations:

- **Improved Economics:** Rubrik MSP PayGo removes upfront barriers, enabling partners to start with zero minimums and transition to contractual scale as they grow.
- **Rapid Incident Response:** 24/7 expert support from the Rubrik Ransomware Response Team.
- **Modernized MSP Framework:** A new partner tiering structure for MSPs, reflecting different levels of commitment and performance standards.
- **Rubrik Verified:** An earned designation recognizing MSPs with verified operational maturity and reducing buyer friction in enterprise evaluations.

In addition, Rubrik will support hybrid tenancy models with unified control through the MSP Console, providing centralized oversight and governance across environments.

"As organizations continue to transition from capital-heavy deployments to consumption-based models, services allow organizations to scale protection instantly without managing physical capacity. Heads of I&O must adopt services to achieve centralized management, uniform data protection and to drive operational cost-efficiencies." (The Future of Backup and Data Protection Is Services; Gartner®, Inc., February 25, 2026. GARTNER is a trademark of Gartner, Inc. and/or its affiliates.)

New MSP program capabilities are live now. Rubrik Verified will be available in Summer 2026.

Industry Perspective

"Faced with a ransomware event, the ability to quickly execute on restoring from last known good restoration points is the difference between resilience and failure," said Alvaro Gonzalez, VP of Global Alliances at Assured Data Protection. "Our ability to deliver a hybrid tenant model, spanning devices that the customer has previously purchased from a VAR and as-a-service offerings from Assured gives customers the options to focus on their critical business outcomes instead of licensing models."

"Cyber resilience isn't proven by the tools you buy. It's proven by the outcomes you can deliver under pressure. Customers want recovery that is repeatable, isolated where needed, and runs 24/7 by a team that's done it before," said James Harris, CEO of Harbor Solutions.

"When a ransomware event unfolds, there is no margin for hesitation," said Mark Martinet, Technology Senior Vice

President of Strategic Alliance Partnerships at Rackspace. "The evolution of the Rubrik Transform Partner Program strengthens our ability to deliver operational cyber resilience at scale and ensures our joint offerings provide customers with industry leading recovery capabilities that sustain business continuity."

For more information on how Rubrik enables MSPs to build, operate, and scale cyber resilience services, visit [here](#).

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About Rubrik

Rubrik (NYSE: RBRK) is the Security and AI Operations Company. The company's data security platform secures and recovers data from cyber threats and operational disruptions. Rubrik has been recognized as a Leader in the Gartner® Magic Quadrant™ for Enterprise Backup and Recovery Software Solutions for two consecutive years and is trusted by over 6,600+ customers across the globe, including world-renowned enterprises and government organizations. For more information, visit www.rubrik.com and follow @rubrikInc on X (formerly Twitter).

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