



NEWS RELEASE

Rubrik Delivers Industry's First-of-its-Kind DSPM Everywhere Securing Data Wherever it Lives

3/12/2024

- Rubrik Enterprise Proactive Edition (EPE) supporting Data Security Posture Management (DSPM) for cloud, SaaS, and on-premises now generally available.
- DSPM is critical for organizations to achieve cyber resilience against a multitude of evolving cyber threats including double extortion ransomware.
- Rubrik Laminar is designed to give organizations full visibility into their most sensitive data to assess who is doing what with it.

PALO ALTO, Calif.--(BUSINESS WIRE)-- Artificial intelligence (AI), digital transformation, and the Internet of Things have caused a data explosion, leading organizations to grapple with a surging amount of fragmented data where it lives.

Rubrik, the Zero Trust Data Security™ Company, announced today the general availability of its Rubrik Enterprise Proactive Edition (EPE), the industry's only Data Security Product Suite of its kind that combines DSPM with recovery designed for complete cyber resilience, wherever data lives. Rubrik EPE allows organizations to secure mission-critical data for comprehensive protection, recovery, and resilience against tomorrow's cyberattacks, whether in a cloud, SaaS, or on-premises environment.

According to Gartner®, "By 2026, more than 20% of organizations will deploy DSPM technology, due to the urgent requirements to identify and locate previously unknown data repositories and to mitigate associated security and privacy risks."¹ This need is exacerbated by data sprawl, with 61% of organizations surveyed in the most recent Rubrik Zero Labs **State of Data Security report** stating they store sensitive data in multiple locations across cloud,

on-premises, and SaaS environments.

"One of the biggest challenges IT and security leaders face today is having full visibility into our organization's most sensitive data. Because Rubrik combines data protection and data governance capabilities, we now have full visibility into who is accessing our data and what they are doing with it," said Ryan Funk, IT Infrastructure Director, Blue Diamond Growers. "Rubrik EPE is a consolidated data security solution that will help reduce operating expenses while outpacing other cloud-only and on-premises DSPM contenders."

Bridging Cyber Posture with Cyber Recovery to Drive Cyber Resilience

Rubrik EPE comes on the heels of the company's **acquisition** of Laminar, the leading DSPM company focused on Cloud. Together, Rubrik and Laminar are creating the industry's first and only complete cyber resilience offering of its kind to bring together cyber recovery and posture across enterprise, cloud, and SaaS.

Rubrik EPE's DSPM capabilities are critical to combating modern cyberattacks that may use trusted credentials to encrypt, destroy, or steal data. Core capabilities include:

- Providing comprehensive visibility across a hybrid environment, from cloud and SaaS to data centers
- Monitoring data assets to identify sensitive data, protection levels, and user access policies
- Delivering insight into activities taken on those data sets
- Discovering misconfigurations for IT and security teams to correct, and thereby reduce inadvertent data exposure

"Cyber threats have outpaced most companies' ability to prevent them. Traditional security measures are obsolete; bad actors have more hacks, credential compromises and even AI at their disposal. Organizations are left to pick up the pieces wondering, 'What will they think of next?'" said Mike Tornincasa, Chief Business Officer of Rubrik.. "With Rubrik EPE, businesses are now equipped to eliminate the fallout from an attack, whether bad actors are trying to destroy or publicly expose their critical data. I believe Rubrik will be the first and only solution of its kind, bridging cyber posture and recovery wherever data lives, for more complete cyber resilience."

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

GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved

¹ Gartner, Innovation Insight: Data Security Posture Management, Brian Lowans, Joerg Fritsch, Andrew Bales, 28 March 2023.

Meghan Fintland

Global Head of PR, Rubrik

925.785.9192

meghan.fintland@rubrik.com

Source: Rubrik