



NEWS RELEASE

Rubrik Is Named a Leader in the 2025 Gartner® Magic Quadrant™ for Backup and Data Protection Platforms

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Six years running: Cybersecurity company positioned furthest in Vision in this year's report

PALO ALTO, Calif.--(BUSINESS WIRE)-- **Rubrik** (NYSE: RBRK), the cybersecurity company, has been recognized by Gartner Inc. as a Leader and positioned furthest in Vision in the 2025 Magic Quadrant for Backup and Data Protection Platforms. Today's announcement comes on the heels of **Rubrik entering an agreement to acquire Predibase** to accelerate agentic AI adoption.

"Cyber resilience is the future of cybersecurity. Between increasingly sophisticated cyberattacks and data sprawl across hybrid environments, the stakes are only getting higher," said Bipul Sinha, CEO, Chairman, and Co-founder of Rubrik. "Organizations today require more than legacy backup - they need **preemptive recovery** capabilities and **identity resilience** to stay ahead of cyber threats. We believe our position as a Leader in the Gartner Magic Quadrant validates our comprehensive approach to cyber resilience across cloud, SaaS, and on-premises data. We feel this recognition underscores our commitment to protecting our customers' data, enabling **secure GenAI innovation**, and safeguarding more than 6,000 organizations worldwide."

As we found in the report, backup and data protection platforms vendors are continually enhancing their backup offerings to improve enterprise data protection across multicloud, SaaS and data center environments. These are all critical components to meet evolving customer needs.

Strategic planning assumptions by Gartner in the report include¹:

- “By 2029, 75% of enterprises will use a common solution for backup and recovery of data residing on-premises and in cloud infrastructure, compared with 25% in 2025.”
- “By 2029, 80% of enterprises will prioritize backup of SaaS applications as a critical requirement, compared with 20% in 2025.”
- “By 2029, 95% of backup and data protection platforms products will include embedded technology to detect and identify cyberthreats, compared with 55% in 2025.”
- “By 2029, 90% of backup and data protection platforms products will integrate generative AI (GenAI) to improve management and support operations, compared with fewer than 25% in 2025.”
- “By 2029, 35% of enterprises will implement agentic AI capabilities to perform autonomous backup operations, up from less than 2% in 2025.”

View a complimentary copy of the Magic Quadrant report to learn more about Rubrik's Strengths and Cautions, among other recognized providers/vendors, [here](#).

Additional resources

- Blog: **Six Years Running: Why We Believe Gartner's Evolution from "Backup" to "Data Protection Platforms" Validates Our Cyber Resilience Vision**
- Case Studies:
 - Sunset Grown: <https://www.rubrik.com/customers/sunset-grown>
 - Simpson Strong-Tie: <https://www.rubrik.com/customers/simpson-strong-tie>
 - Northumbria Healthcare: <https://www.rubrik.com/customers/nhs-northumbria>

¹Source: Gartner, Magic Quadrant for Backup and Data Protection Platforms, Michael Hoeck, Jason Donham, Rene Rodriguez, Rizvan Hussain, Sankalp Rastogi, 24 June 2025

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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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