Backup is Legacy: Data Management is the Future for the Cloud Era
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1. Legacy Backup: Issues & Challenges

» The Modern Data Landscape

More data has been created in the past two years than in the entire previous history of human race, according to Forbes*. Not only are we producing more data than we used to but organisations are storing more data than ever before, as they have recognised that data is an extremely valuable asset. Harnessing data can help companies identify underlying trends and insights, leading to new opportunities, smarter business moves and more efficient operations.

With data proliferating at such a fast pace, storing, backing-up, archiving, recovering, analysing and managing data have become increasingly difficult. Businesses run on data, yet the stagnant data management market has failed to keep up and many enterprises are still struggling with legacy technology.

The traditional backup approach of using multiple point solutions results in brittle infrastructure with challenges such as long deployment cycles, inability to meet SLAs, lack of scalability and searchability, architectural complexity and difficult decentralised management.

2. Challenges That Legacy Backup Users Encounter

» **Complexity**
   Traditional storage methods are notorious for their levels of complexity, consisting of multiple components including backup software components (servers & proxies) that reside on servers, backup media agents, replication components, tape catalog databases, and off-site storage.

» **Long deployment cycles**
   Deployment can take weeks or even months as IT needs to separately configure each of the components.

» **Difficulty to scale out**
   The lack of scalability with the traditional backup methods presents challenges in managing and growing the backup infrastructure and introduces additional costs as your data grows.
2. Challenges (continued)

» **Inability to meet SLAs**
The amount of data has increased dramatically while backup windows have shrunk. Data accessibility is hindered by the amount of time required to restore data from backup storage to production.

» **Security**
Traditional backup media and solutions are prone to damage, loss, theft and corruption. Additionally, these traditional approaches introduce the risk of backups being encrypted with the same malware as the original data.

56% of organisations use four or more different data management solutions to manage their data*

*QuinStreet Research, “Data Management in the Cloud Era”, 2014
3. Data Management for the Cloud Era

The cloud has become the new norm for enterprises with the majority of organisations storing some of their data and/or having at least one application running in the cloud, IDG reports*. This shift towards a cloud-first and multi-cloud strategy has also transformed the data management landscape.

As enterprises leverage cloud technologies, the need for a cloud-scale data management platform becomes paramount in order to protect and manage data. Rubrik is a complete data management platform, purpose-built for the cloud, delivering automated backup, instant recovery, archival replication, compliance, analytics and copy data management capabilities in a single unified solution built for the cloud era. With a software-defined approach, it delivers the agility and performance of web-scale platforms and cloud providers while automating workflow management to provide greater resiliency and agility.

4. How Rubrik is Changing the Face of the Data Management Industry

» **Deployment**
The solution has a plug-and-play concept, making it easy to deploy: any IT admin can set up the system. The solution can be deployed in 10-15 minutes, as opposed to weeks or even months with traditional backup solutions.

» **Linear scalability**
Rubrik scales out linearly and can expand as your data grows by simply adding supplementary briks to clusters, eliminating forklift upgrades.

» **Automated orchestration & SLA policies**
It eliminates daily operational management with a single policy engine orchestrating service level agreements (SLAs) across the entire data lifecycle. The programmatic interface automates how data services are created, consumed, and retired across clouds.
» **Searchability**
The solution globally indexes everything it backs up, allowing you to search for and pull back individual files through a Google-like predictive search engine that delivers suggested search results as you type.

» **Disaster recovery**
Rubrik provides asynchronous, deduplicated, WAN-efficient replication for physical and virtualised environments which allows you to achieve near-zero recovery time objective (RTO) and elastic recovery point objective (RPO). Rubrik delivers On-Premise to Cloud, Cloud to on-premise, and Cloud-to-Cloud.

» **Stable backups**
It protects your data and ensures all backups are stable, unaffected from potential malware attack.

» **Instant recovery**
Rubrik provides an instant recovery in 20 to 30 seconds, regardless of the size of files as the recovery time is only dependant on your network speed.

» **Total cost of ownership (TCO)**
It can dramatically improve your bottom line by eliminating the need for backup software or globally deduplicated storage. Customers can achieve immediate cost savings of up to 50% by shrinking data centre footprint and reducing daily management.

Already convinced? Get in touch ☝️
5. Flash Backups: Rubrik & Pure Storage Integration

Pure Storage provides all-flash storage solutions which are efficient, effortless and evergreen. Eradicating the complexity of traditional storage, eliminating downtime and forklift upgrades, reducing data storage footprints and transmission loads.

Rubrik is a cloud data management solution which presents a single software fabric that manages all data on-premise, at the edge or in the cloud, enabling enterprises to recover, manage, and secure all data, regardless of location.

See the integration in action

Watch the video 🎥
How Pure Storage & Rubrik Work Together

Unlike traditional backup-vendor integrations with block-storage arrays, Rubrik directly integrates with FlashArray using FlashRecover, FlashArray’s native snapshot technology, to improve the performance of data protection in virtualised environments. Rubrik auto-discovers your entire virtual and physical infrastructure, using flash to quickly extract data and minimise performance impact to production environments.

See the Pure Storage & Rubrik joint solution brief
6. Case study: TotalJobs embraces backup simplicity with Rubrik

» The problem:

Total Jobs, UK’s largest and fastest-growing online recruitment company, was struggling with various legacy backup solutions implemented across multiple groups within the company. Their methods included dealing with failed backups and very poor customer service when any data needed to be recovered. In addition, having tape as an archive method meant recovery was extra slow and painful. TotalJobs wanted to move to a solution that was modern, able to scale with the business, and that took up less time to manage.
6. Case study: TotalJobs

» The solution:

Rubrik offered a truly converged data management solution, modernising their backup, DR and archival. TotalJobs no longer have to allocate resources for changing tapes, be scared of patching servers whilst a backup job is running, and worry about over-running or missing jobs which could have fatal impact on the business in case of a disaster. The key differentiators from other solutions are the simplicity, instant recovery, cloud archival, global search, and support that Rubrik offers.

This is not the only success story where customers have deployed the Rubrik solution. See more client success stories here.

‘The overall support & feature set, together with a clearly defined roadmap made the decision easy for us.’

Holger Sell, Corporate IT Services Manager, TotalJobs
Solar Communications

Solar Communications is an IT solutions provider, established in 1988. Solar is a leading provider of cloud communications, SD-WAN, all-flash storage and data security solutions.

Solar has been recognised by the Sunday Times Tech Track 100, Deloitte’s Technology Fast 500, the London Stock Exchange’s ‘1000 Companies to Inspire Britain’ for two years running, and was listed as a Best Companies’ ‘one to watch’ in 2016.

For more information, visit www.solar.co.uk or call 0330 3333 999.