PURESTORAGE®

rubrik

Modernized Data Protection with Rubrik

Use FlashArray SafeMode snapshots to secure your data.

Data is the most critial asset for today's organizations. But the rise of ransomware attacks can damage your business beyond downtime and financial costs. Your organization's reputation is at stake, even if an attack on your business doesn't make the news. How enterprises move, store, and protect data is vitally important. Not only do traditional backup methods affect backup windows and challenge recovery objectives, they expose your business to the crippling effects of ransomware.

A Modern Approach to Secure Data from Ransomware Attacks

Pure Storage® and Rubrik offer an architecturally-complimentary solution that delivers modern data protection with efficient, highly-performant all-flash storage that is easy to deploy and simple to manage. Using Pure FlashArray™ SafeMode™ snapshots, you can ensure Rubrik data is secure and protected across multiple locations.

FlashArray with SafeMode snapshots secures the critical data you need to recover from a cyberattack so that you can restart business services quickly without succumbing to attacker demands.

Integration with Rubrik takes place at the front end with an API for FlashArray that provides snapshot integration with Rubrik Briks. Rubrik backup snapshots are stored on FlashArray and activating SafeMode secures Rubrik snapshots from eradication by attackers. Attackers can't encrypt or corrupt SafeMode snapshots, but they may attempt to fully destroy them to prevent you from recovering data they've encrypted.

To guard against this, FlashArray offers an eradication timer that locks down data for a fixed period so that it can't be destroyed. The timer disables eradication for everyone, including those with admin privileges. By default, the eradication timer is set to 24 hours, but with SafeMode enabled, you can increase it up to 30 days. This customizable timer gives you ample time to roll back your systems using the immutable snapshots securely stored on your FlashArray, whether local or remote.

Immutable to All

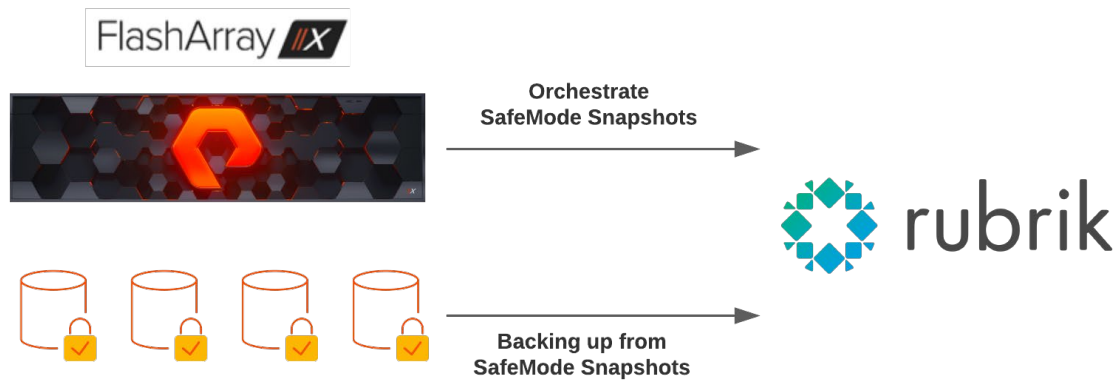Snapshots can't be modified or encrypted, even with admin access privileges.

Secure, Managed Snapshots

FlashArray integration with Rubrik API effortlessly secures and protects your snapshots.

Investment Protection

SafeMode snapshots are included with Purity//FA at no additional charge.

Figure 1. Securing FlashArray snapshots on Rubrik.

The Power of Partnership

Combining Pure and Rubrik lets you focus on improving your business processes rather than struggling to keep proprietary data available and rapidly recoverable should disaster, ransomware, or accident strike. Pure and Rubrik provides just what the IT industry has been asking for: consolidation, protection, and ease of management for exponentially increasing datasets into denser footprints, with access to deeper data analytics for the new stack.

Additional Resources

- Learn about Pure FlashArray SafeMode snapshots.

- Discover data protection solutions from Pure and Rubrik.

- Find out how FlashArray//C provides unparalleled data protection at a lower TCO than hybrid storage.