



PARTNER SALES TOOLKIT

CONTENTS

- 03** - Perfect Customer
- 04** - Call Structure: Key Proposition
- 05** - Call Structure: Introduction & Opening/Scoping Questions
- 06** - Buzzwords: Backup
- 07** - Buzzwords: Cloud
- 08** - Storage
- 09** - Buzzwords: Data Center
- 10** - Competitors
- 11** - Our Customers
- 12** –Where to Find Opportunities

PERFECT CUSTOMER

PERFECT CUSTOMER OVERVIEW

- 2TB+ Primary Data
- SMB, mid-market or enterprise
- Looking to operationalize or move to an opex model
- Looking for a more sophisticated backup & DR solution
- Moving away from legacy solutions and currently in refresh
- Interest in public/private/hybrid cloud adoption model
- Geographically distributed data
- Has a Rubrik but needs a second location
- Has an interest in data security/protection
- Limited IT staff
- Requiring a consumption model
- Reducing data center footprint
- Requiring a managed service
- Data center consolidation
- Medium/long data retention

END USER TARGET JOB TITLES

- Infrastructure Architect
- Solutions Architect
- Head of Infrastructure
- Cloud Architect
- Data Manager
- Security Officer
- IT Manager
- IT Director
- Head of IT
- Compliance Officer
- CIO
- CISO
- CTO
- Backup Architect
- Backup Manager
- Storage Manager
- Storage Architect

CALL STRUCTURE - KEY PROPOSITIONS

IMMUTABILITY

Rubrik's backup files cannot be altered in any way. An immutable backup should be unchangeable and able to deploy to production servers immediately in case of ransomware attacks or other data loss.

ACTIVE AND PASSIVE THREAT DETECTION

Pinpoint anomalies in both your production and backup environments before they become issues.

3 COPIES OF YOUR DATA

Local, replicated, archive.

OPERATIONAL EFFICIENCY

Simplified backup tasks, improved automation, better API integration.

CLOUD FIRST STRATEGY

Multi-cloud data control, designed for cloud optimization.

COST

Eliminate significant costs associated with legacy technology, leverage economy of scale.

PERFORMANCE

Faster backups, reduce RTOs to minutes instead of days.

SECURITY

Ransomware remediation, one-click restores, automated alerts.

AUTOMATION:

API is core – seamless integration with automation tools.

GEOGRAPHIC DISTRIBUTION

Remote sites.

FINANCIAL FLEXIBILITY

Capex/opex/hybrid.

RAPID INSTALL

Auto-discovery and automation of backups for effortless management.

AUTOMATED POLICY ENGINE FOR ALL WORKLOADS

Automates SLA domains for data protection. Allows you to allocate protection levels based upon company objectives and RPOs across on premise, public, and private cloud.

OBJECT LEVEL SEARCH

Search for a backup file on local Rubrik or in the cloud.

SECURE END TO END ENCRYPTION

Immutability to fight ransomware.

SCALABILITY

Start with 1 node on a 1U appliance and scale up to 10,000+ nodes; no need for forklift upgrades.

RAPID INGEST

Flash-optimized, parallel ingest accelerates snapshots and eliminates stun. Content-aware dedupe. One global namespace.

INSTANT RECOVERY

Live Mount VMs & SQL. Instant search and file restore. Bare Metal Recovery.

CALL STRUCTURE

INTRODUCTION

We are partnered with Assured Data Protection. With this alliance, we are now able to provide cloud-based data management and recovery services. By combining core competencies with our staff and Assured's global support infrastructure, we can enhance your company's IT capabilities and provide true cyber resiliency.

OPENING QUESTIONS

- How do you like to consume your technology? Opex or Capex or hybrid?
- Do you currently leverage managed services?
- What keeps you up at night? What gaps do you need to fill with your data protection solution?
- How do you plan to recover from a ransomware attack?
- If ransomware is within your backups, how do you know from which point you can recover?
- Are your backups immutable?
- Do you have a DR plan you can test?

SCOPING QUESTIONS

- Who do you use for your current data protection/backup?
- What is it that made you decide on your current backup solution? Likes and any struggles.
- What is your process for retrieving a piece of backup data?
- What are your RPO / RTO leads like? Are they hitting the SLA that you put into place?
- Are you only backing up virtualized environments or do you have some nonvirtualized estates? Having to run two separate backups in tandem to support this?
- Have you already adopted a cloud strategy? How are you backing this up?
- What does your DR strategy look like?
- What is your ransomware remediation plan?
- Do you have Microsoft 365?

BACKUP BUZZWORDS

BACKUP

The process of taking a snapshot in time of data which you wish to protect in the event of corruption or data loss. This is stored in a separate location to where the data is primarily stored.

BUSINESS CONTINUITY

The ability to maintain business functions or quickly resume them in the event of a major disruption, whether caused by a fire, flood or malicious attack by cybercriminals.

CYBER RESILIENCE

The ability of an organization to enable business acceleration (enterprise resiliency) by preparing a ransomware remediation plan.

IMMUTABILITY

Being immutable means that once data has been written, it cannot be read, modified, or deleted on your network.

RUBRIK LIVE MOUNT

The process of recovering a full VM from a backup – in a matter of seconds.

BACKUP WINDOW

Specific time period in which a backup system can carry out its relevant tasks to avoid running during key business hours and causing impact to user experience – e.g network slowness etc.

DATA MANAGEMENT

This is process of building out relevant policies or processes to ensure data continuity.

DATA CONTINUITY

This is the methodology of ensuring that data is always kept available, secure and in accordance with all relevant data storage guidelines.

RECOVERY

This is the process of returning data or a service back to good condition using a backup “snapshot”.

REPLICATION

This is the process of having a realtime duplicate copy of data or an object, normally in a separate system and possibly different geographical location.

RPO

Recovery Point Objective - measurement of the maximum scale of outage that can be experienced without incurring serious damage to data or systems.

RTO

Recovery Time Objective – a time metric used to measure how long (minutes, hours or days) is needed to recover an element of IT infrastructure.

SLA

Service Level Agreement – a set of automated instructions made for granular retention policies.

CLOUD BUZZWORDS

RUBRIK CLOUD

Multi-tenant instance utilizing Equinix.

HYBRID CLOUD

This is a mixture of different cloud types that are connected to bring a business different benefits such as scalability, cost savings and disaster recovery.

INSTANCES

An instance is a widely used term that could relate to a unique object or web portal. Mostly used in public cloud discussions to measure data levels eg. Number of instances running in Azure.

ON PREMISE

A quantity of devices across compute, storage, networking and security that provide the business various key services, all of which are hosted within a customer's premises in a specific area catered to support this.

PRIVATE CLOUD

A quantity of devices across compute, storage, networking and security that reside within a data center facility or a facility outside of the business's primary offices. This service provided by a wide variety of data centers is known as co-location where a quantity of rack space and power can be rented.

PUBLIC CLOUD (HYPERSCALE CLOUD)

A prebuilt platform on which services are provided to store data or host virtual machines / services – e.g AWS, Azure, Google Cloud.

STORAGE BUZZWORDS

ARCHIVE

The process of moving data from primary storage to a lower cost compressed storage area. Files considered for archive are not accessed on a regular basis but need to be kept for regulatory or historical audit purposes.

NAS

Network Attached Storage is dedicated storage, usually accessed by network. This can provide file / data sharing capabilities or can even be used for backup purposes.

PRIMARY STORAGE

Storage space that is actively used to support servers or services. Stereotypically, this is normally fast or flash based.

SAN

A Storage Area Network is a dedicated network for storage providing deeper integration /capabilities between a storage device and compute.

AIR-GAPPED STORAGE

A copy of your organization's data that's offline and inaccessible.

OBJECT STORAGE

A strategy that manages and manipulates data storage as distinct units, called objects. These objects are kept in a single storehouse and are not ingrained in files inside other folders.

S3 STORAGE

Amazon S3 is cloud object storage.

BLOB STORAGE

Blob storage is a feature in Microsoft Azure that lets developers store unstructured data in Microsoft's cloud platform.

DATA CENTER BUZZWORDS

APPLICATIONS

A program or software package that provides a specific task or function. Microsoft Office is a suite of applications – e.g Word, Excel, Outlook.

COMPLIANCE

Different regulatory bodies have different requirements on how data should be stored or accessed. ISO, PCI, GDPR.

COMPUTE

The brain of the data center. Physical server equipment designed to host a service or potentially provide virtual compute capabilities.

DATA

Information that you store. This could be anything from a document through to a media clip or image.

VIRTUAL MACHINE (VM)

Hosted applications which sit on the hypervisor.

HYPERVISOR

Virtualization layer means that multiple applications can run on 1 server rather than having dedicated servers for 1 application. It looks to pull resource from the server & storage to run the VMs.

LEGACY INFRASTRUCTURE

This is aged infrastructure that is potentially towards end of life or out of support. This could also be modern infrastructure that is being replaced by a superior eco-system. For example, replacing 3 tier infrastructure with hyper-converged.

THREE TIERED

This is the well-known, widely used or “traditional” approach to data center which comprises of Computer, Storage and Networking. These platforms provide resilience to applications and services hosted.

COMPETITORS



Extremely complex, costly to scale, unpredictable RTO/RPO, poor tech support, high renewal costs, sloppy cloud integration.



"A storage product with an identity crisis". Not focused on security from day one, sell beta features, no immutability or Radar-like feature.



Platform obesity, Poor RTO, High TCO over time, extremely complex to manage, poor cloud integration, built around legacy solutions.



Large data center footprint, high overhead costs, poor economy of scale, susceptible to ransomware, RTO/RPO dependent on hardware performance.



Worst support of all backups, must run compute to backup cloud, second most complex solution outside IBM, licensing maintenance headaches.



Likelihood of errors, security gaps, costly, consumes immense man hours, large data center footprint, vulnerable to ransomware.

CUSTOMERS & CASE STUDIES



Select a client below to a link to their case study



Sunrise

mvba
Going Further...

BARTLETT COCKE
GENERAL CONTRACTORS

WHERE TO FIND OPPORTUNITIES

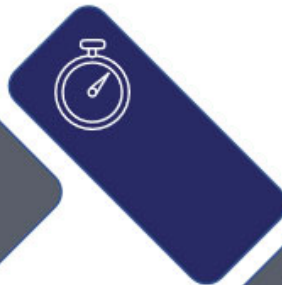
Constrained

The IT staff is resource constrained



Urgency

The customer has tight deployment timelines



Reach

Pain associated with managing remote locations



Cloud First

Customer always looks to cloud



Data Center

Current data center needs upgrading or is outdated



Complexity

Application knowledge gaps



OPEX

You customer prefers OPEX financial models





Jordan Regallo
Channel Development Manager

Tel: (408) 858-8290
Email: jordan.regallo@assured-dp.com

13873 Park Center Road
Suite 545N
Herndon
VA 20171