

IMPACT

CATALIZZATORI DIGITALI DI EFFICIENZA,
EVOLUZIONE E CRESCITA

6 OTTOBRE 2023
GRAND HOTEL RIMINI

**RUBRIK:
BACKUP, IT'S NOT
CYBER RECOVERY**



ANDREA GUERRA
TECHNICAL EXPERT DATA
MANAGEMENT, VEM SISTEMI



ALBERTO LAZZARIN
CHANNEL SALES ENGINEER,
RUBRIK



Backup ≠ Cyber Recovery

Alberto Lazzarin
Channel Sales Engineer

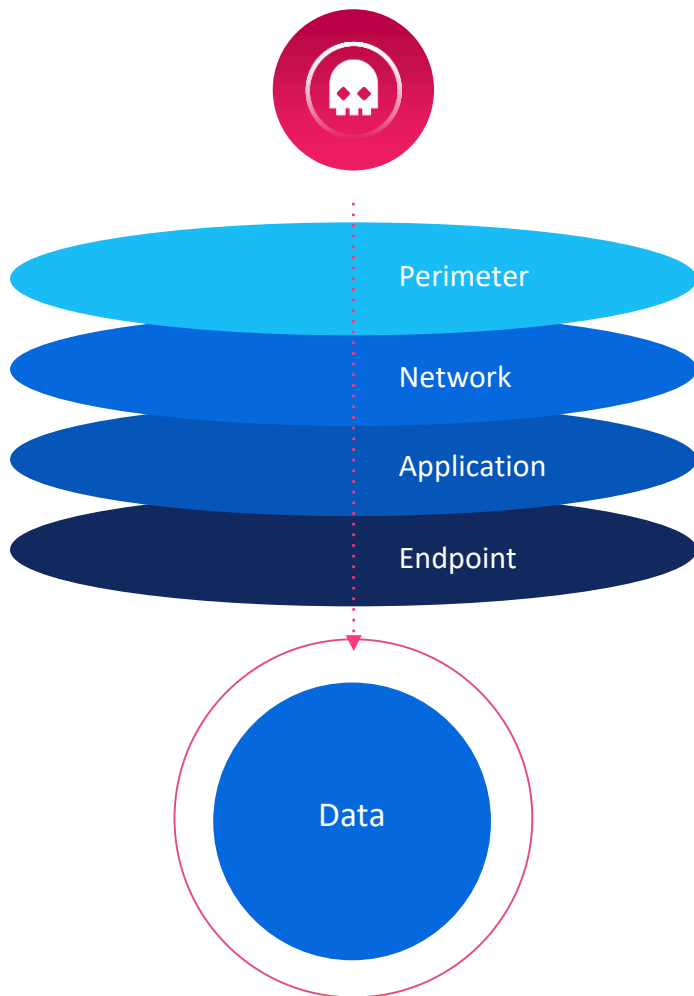
@ Rubrik 2023



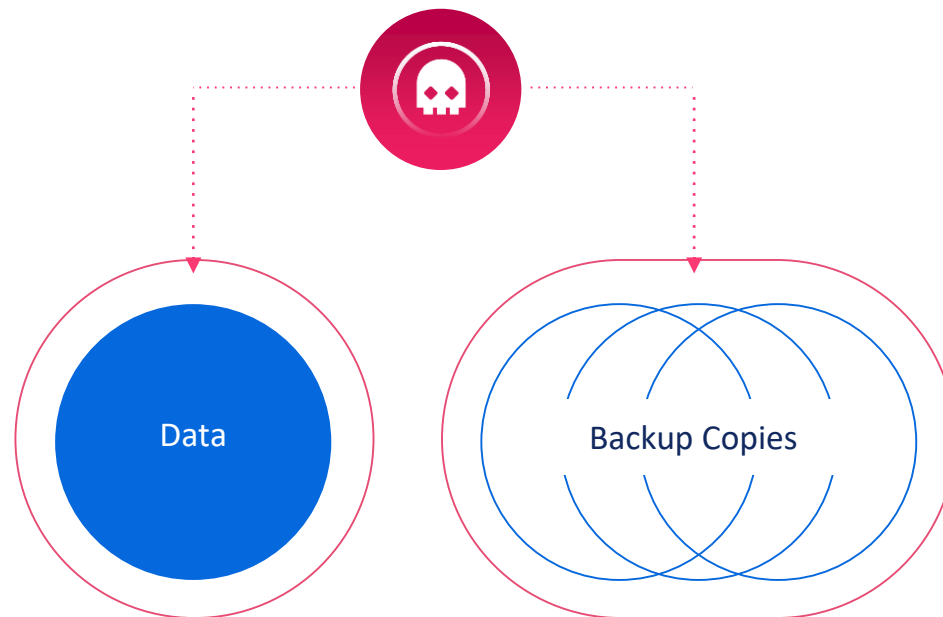


Businesses Are Under Attack

“Assume Breach”

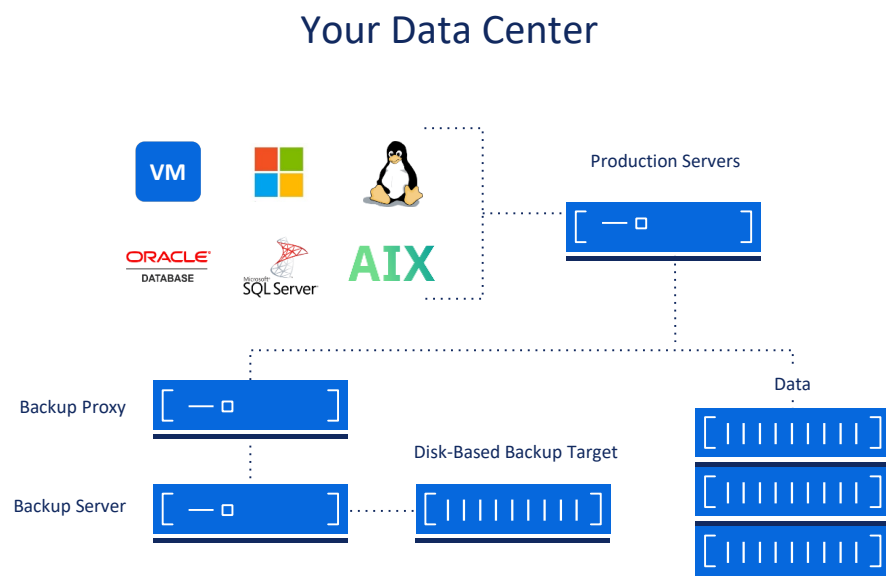


Data and Backups are the targets





Is Your Data an Easy Target?



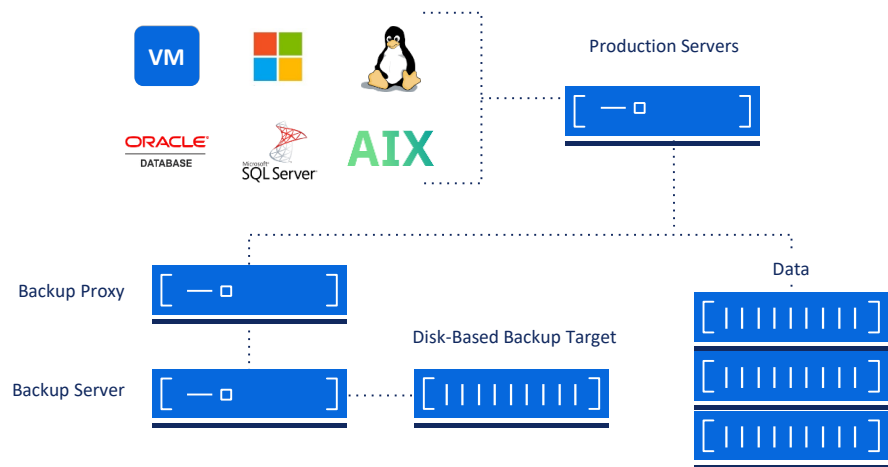
Not designed for adversary behind the firewall

- Are 100% of your backups immutable?
- Is your backup infrastructure physically isolated from the environment it's protecting?
- Does the backup infrastructure run in VMs?
- Is any part running Windows?
- Is MFA & retention lock enforced?

If not, you most likely will have nothing to recover..



Backup ≠ Cyber Recovery

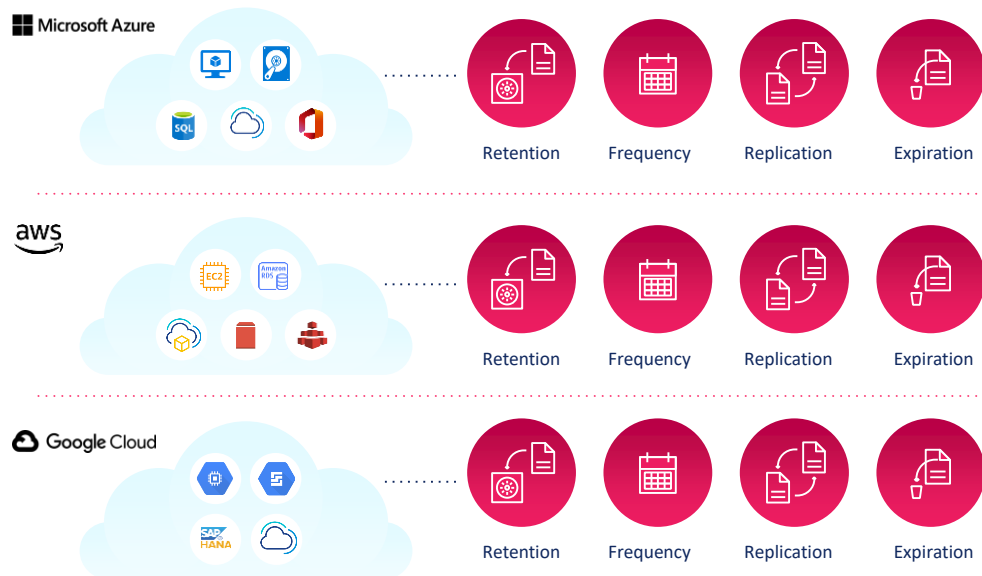


New Questions

- What exactly do I recover?
- Was sensitive data in scope?
- How do I ensure I don't restore the malware?

Now Board/C-Suite Priority

- Are we good?
- Can you prove it?
- How long will it take?



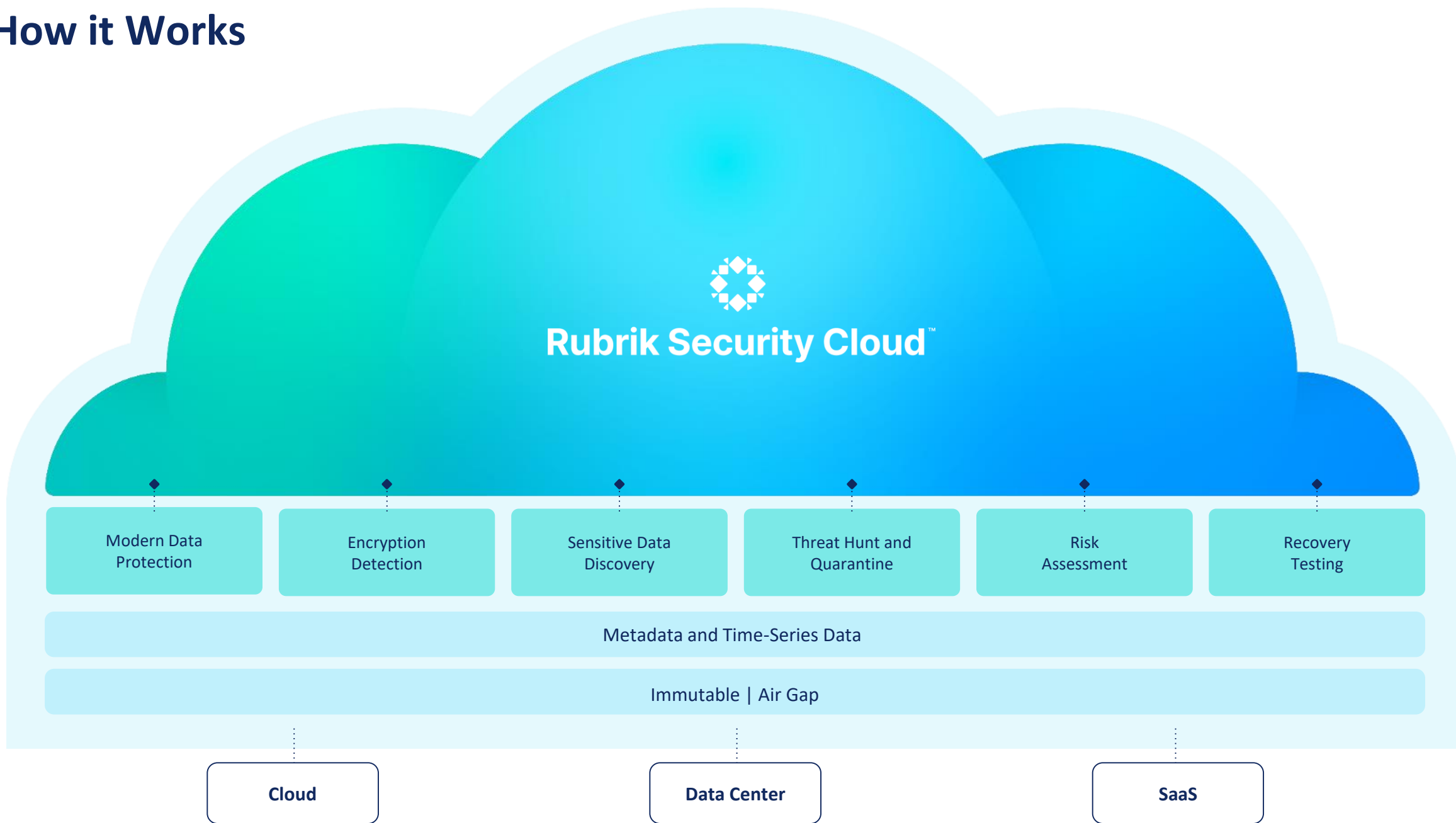


Introducing Rubrik Security Cloud





How it Works





**Zero Trust
Architecture**



**Ransomware
Response Team**



Rubrik Zero Labs

LA CONVERGENZA TRA GESTIONE DEL DATO E SOSTENIBILITÀ: UN APPROCCIO CHIAVE PER UN FUTURO SOSTENIBILE

Andrea Guerra – Technical Expert Data Management,
VEM Sistemi – guerra@vem.com

Le sfide tecniche dell'IT



Crescita esponenziale del dato



Adozione di soluzioni ibride e multcloud



Maggiore varietà di tipologia di dati (sensibili, personali, ecc)



Incapacità di automatizzare processi di governance, compliance e cyber resilienza

La soluzione al problema: Rubrik Sensitive Data Discovery

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Rubrik Security
Cloud



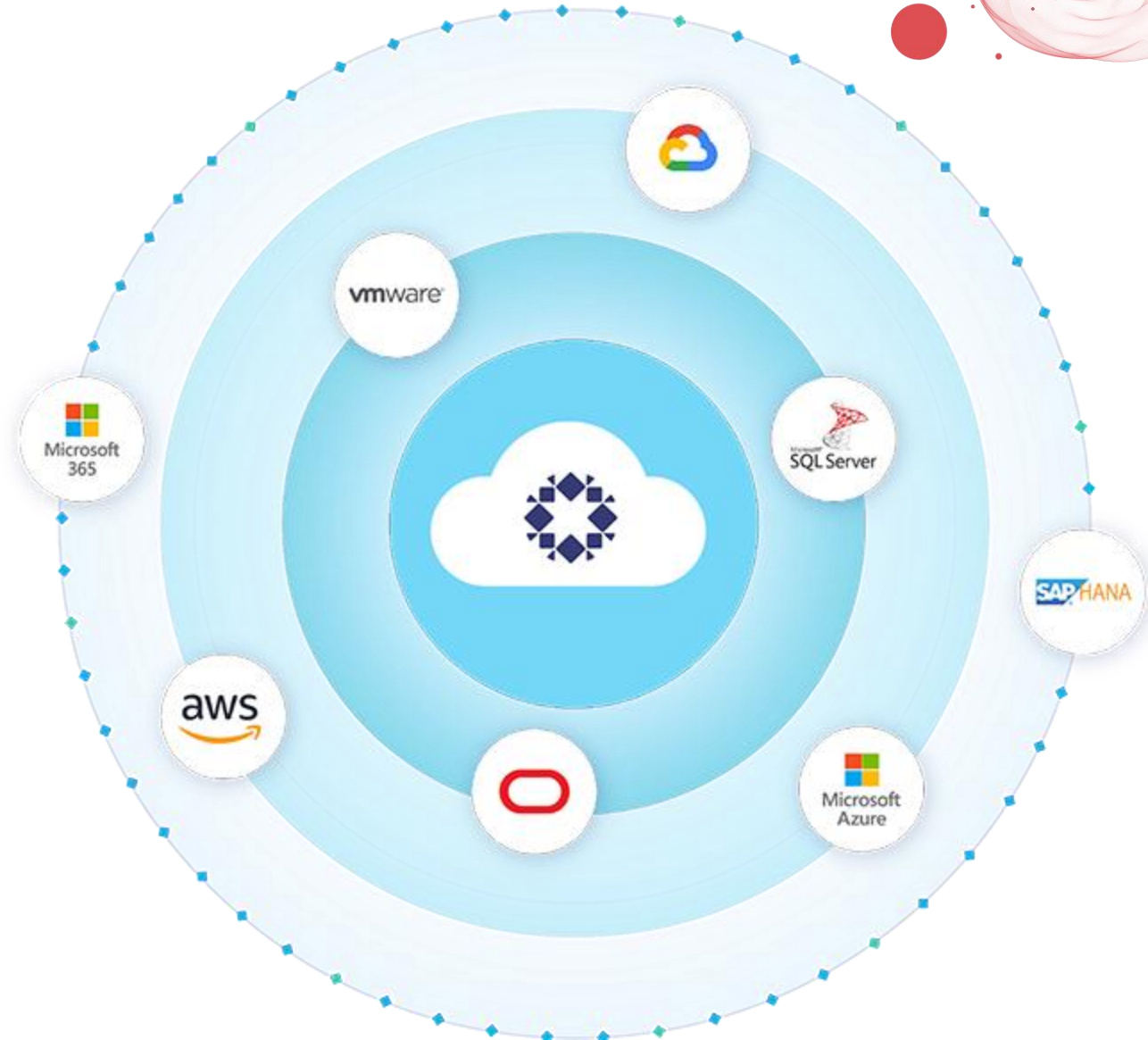
Data Protection



Cyber Recovery



Sensitive Data
Discovery



Processo di gestione del dato



Credit card number



IP Address



Encryption key

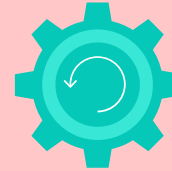


Creazione policy

Analyzer custom o predefiniti



Scansione delle copie di sicurezza dei dati



Classificazione del dato (matching dato/policy)

Violazioni di sicurezza?



Nessuna violazione da gestire

✓ NO



Analisi violazione via report o RSC

✗ YES



IBAN/SWIFT code

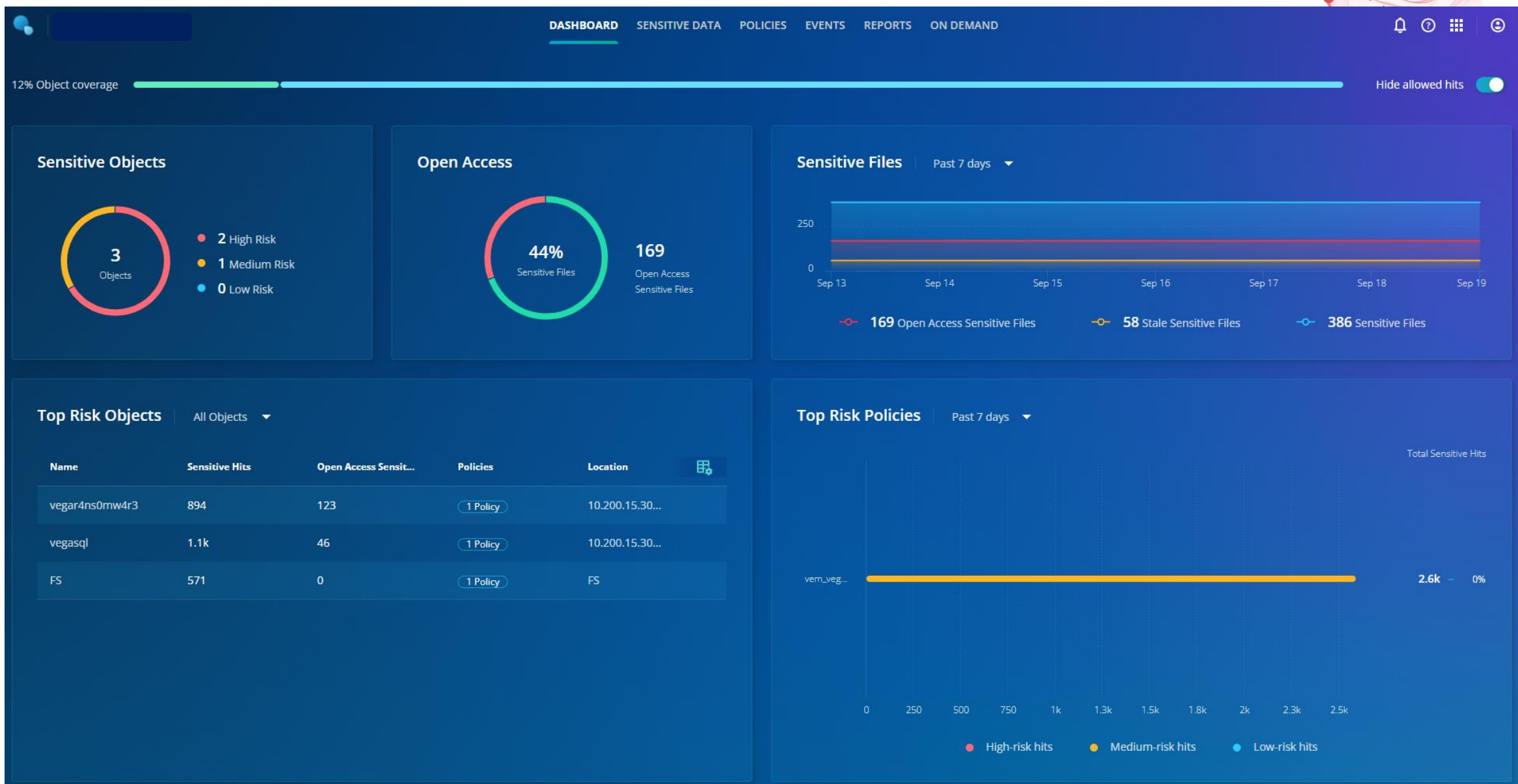


Plain Text password



Email & Phone number

Rubrik Security Cloud – gestione totale e consolidata del dato



Gestione del dato e sostenibilità

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Gestione e classificazione del dato totalmente agentless e incrementale

Gestione copie di sicurezza, integrità del dato e governance tramite RSC

Nessun impatto sull'infrastruttura

Report dinamici e facilmente consultabili online

Iperconvergenza

Quadro completo delle iniziative aziendali orientate alla sostenibilità



THANK YOU!

