# Rubrik NAS Cloud Direct

## Maximize the security and efficiency of your unstructured data

In the next few years, the data landscape is set to be dominated by unstructured data, with IDC estimating it will make up 90% of all data[1]. This poses a significant challenge for organizations, especially considering the average company deals with 24.8 million sensitive files[2]. Hackers are well aware of the value of this unstructured data, often targeting backups intentionally. Unfortunately, traditional backup methods like tape, snap-and-replicate, and NDMP are slow, expensive, complicated to manage, and lack the necessary cybersecurity measures. Additionally, in complex multi-vendor setups, gaining full visibility of data becomes increasingly difficult. With the rise of cyber threats, organizations need a secure, scalable, and efficient backup solution that can handle this data explosion while providing cyber resilience, full visibility into their unstructured data, and rapid recovery capabilities.

Rubrik NAS Cloud Direct is a software solution designed to address the complexities of managing and protecting large-scale unstructured files and objects, including on-premises S3-compatible object stores. NAS Cloud Direct delivers exceptional performance at scale, offering ten times the speed of NDMP. Customers can secure unstructured data with air-gapped, encrypted, and immutable backups, and have the ability to detect ransomware-impacted files and uncover sensitive data exposure. The solution also enables rapid, efficient recovery and archival with the ability to search through billions of files quickly and recover to on-premises, cloud or, alternate targets. With NAS Cloud Direct, organizations can overcome unstructured data growth challenges, combat ransomware threats, and ensure rapid NAS data recovery and archival.



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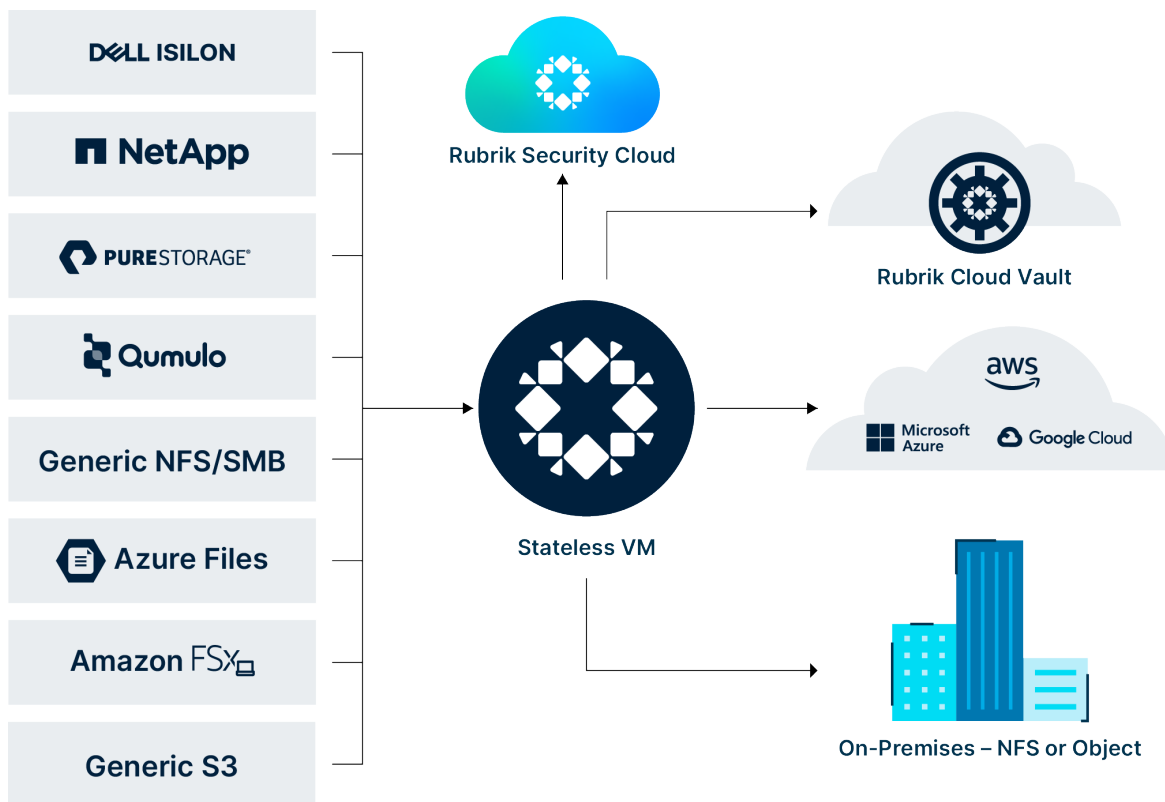
1   IDC, Meeting the New Unstructured Storage Requirements for Digitally Transforming Enterprises
2   Rubrik Zero Labs, The State of Data Security Report 2023

## HOW WE ARE DIFFERENT

### High Performance and Efficiency at Petabyte-scale

Protect billions of files across all NAS technologies with highly efficient scanning, indexing, and data movement. Engineered for exabyte-size environments, NAS Cloud Direct employs parallel data streams to optimize network throughput and ensures minimal user disruption through dynamic throttling.

### Zero Trust Design

Secure NAS data with encrypted at-rest, immutable backups including credential isolation for increased cyber resilience. Prevent attackers from discovering your NAS backups and ensure data cannot be modified, deleted, or encrypted.

### Anomaly Detection and Sensitive Data Monitoring

In the event of a cyber attack, quickly identify which NAS files and objects were impacted and where they are located. After completing the analysis, simply select all impacted applications and files, specify the desired location, and restore the most recent clean versions to an on-premise or cloud target in just a few clicks. Reduce sensitive NAS data exposure by discovering what types of sensitive data you have and where it lives.

### Unified NAS Data Management and Visibility

The NAS CD Data Discover interface enables deep and broad visibility into the entire unstructured data portfolio. With easily customizable age settings and the ability to drill down through file system trees to locate active and stale datasets, Data Discover provides complete visibility in environments that would overwhelm legacy data-management tools. Organizations can also archive old data sets directly to their preferred cloud storage platform and lower-cost tier.

### Robust Support of On-premise Object Storage Platforms

With support for on-premise object storage platforms, Rubrik allows for the integration and backup of S3-compatible object stores and has been designed to provide seamless protection for on premises S3-compatible object storage platforms. Rubrik has internally validated the protection of Dell ECS, NetApp StorageGrid, and Pure Flashblade. Rubrik can be leveraged for additional platforms, such as Cloudian, Min.io, RedHat CEPH and IBM Cloud Object Storage, with possible supplementary validations to be included in forthcoming releases.

### Cloud and API Integration

NAS Cloud Direct delivers universal interoperability with an array of NAS platforms and public-cloud providers, eliminating the need for vendor-specific disk-to-disk (D2D) data protection solutions, capacity and licensing costs, and the resulting vendor lock-in. Directly archive NAS data to your preferred cloud platform, including AWS, Azure, and GCP, as well as various storage tiers. With API-level integration on four major NAS platforms, data visibility, data protection, and security are streamlined on Dell EMC Isilon, NetApp FAS, Pure FlashBlade, and Qumulo.

## HOW IT WORKS

NAS Cloud Direct is a SaaS based offering, deployed as a virtual machine in the customer's environment. It is engineered for high-speed data transfers to optimize network bandwidth during backup, archive, and replication tasks, all without impacting production file services. NAS Cloud Direct uses a simplified policy-based model to determine the backup frequency, data retention, and optional replication target (either local or cloud-based) of a data source.

Underlying the NAS Cloud Direct data-management services is a set of engines specifically designed to overcome traditional data-management tools' typical performance and scale limits, including:

- A scanning engine capable of discovering and indexing hundreds of thousands of files per second.
- A highly-scalable index engine engineered and optimized specifically for metadata-based tracking of billions of new and changed files.
- A data mover that uses parallel data streams to maximize available network bandwidth.

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