

# Top Reasons Veritas NetBackup Beats Rubrik Cloud Data Management

## Veritas NetBackup 9.1 vs. Rubrik CDM 5.3

### Summary

#### More Predictable TCO with Better ROI

Inclusive and mature disaster recovery (DR) orchestration enables customers to reuse existing array and database replication investment, offering better ROI, reduced downtime in case of a disaster and better automation during DR. Optimized cloud spends, lower OpEx and no software license charges for replicated backup copies translate to better consolidation return on investment (ROI) for Veritas customers.

#### Proven Recovery from Ransomware Attacks

Proven scale in multi-petabytes with 100 percent recovery from ransomware in the running for the past three years gives better reliability for ransomware recovery. Multi-layered security in Veritas NetBackup™ offers better protection of backups against ransomware and insider threats. With new instant rollback recovery, NetBackup makes recovery from ransomware or other mishaps faster than ever.

#### Better Cloud Companion for Hybrid-Cloud Journey

Optimized cloud spend with the ability to right-size the cloud deployment, multi-cloud deployment flexibility, the ability to abstract multi-cloud complexity with cloud intelligent policies and simpler and wider coverage of SaaS workloads make NetBackup a better companion in your hybrid-cloud journey.

#### Minimal-Risk Choice

Veritas is the choice of 15 of the 15 largest telecoms, 20 of the 20 largest healthcare and 10 of the 10 largest pharmaceutical companies. With its track record of 30+ years of experience along with the ability to provide core to edge and cloud data protection, NetBackup is the obvious choice with the least possible risk and the most flexible deployment options.

#### Hard-to-Match Innovation

Without losing any workload support, NetBackup 9 already added software-defined, scale-out capability implemented by the latest NetBackup Flex Scale hyperconverged scale-out Appliances, thereby eliminating complexity from deployment and capacity expansions. NetBackup 9.1 innovations including snapshot-free backups and continuous data protection, VMware instant rollback recovery and Kubernetes-native protection are simply hard to match.

## Top reasons Veritas Netbackup 9.1 beats Rubrik CDM 5.3



### Cost – Manage Virtualization Costs Better

When the time comes to spring forward and achieve monetary growth, you need resources freed up to avoid additional investment. Diversifying virtual costs into multiple flavors is one possible choice. But you still need all those flavors protected. With Veritas, customers can be assured to receive data protection on various tiers of virtualization including Kubernetes. With limited support for on-prem virtualization platforms and fragmented support for cloud VM protection, Rubrik™ customers are likely to face challenges managing their virtualization costs.



### Cost – Reduce Footprint, Consolidate More

NetBackup Flex 2.0.1 Appliances and NetBackup Flex Scale Appliances can consolidate backup infrastructure better than Rubrik, saving significant OpEx for floor space, power/cooling and network. With Rubrik, especially if you go after performance-driving configurations, you can say goodbye to consolidation initiatives completely, both in terms of footprint and costs. For Rubrik, it is critical to consider the sizing and footprint impact of the difference between the actual deduplication ratio vs. the estimated deduplication ratio, if the actual deduplication ratio is lower by just 10 percent. Given Rubrik only supports archiving backup data to S3 storage vs. primary backup storage, Veritas can help reduce cloud costs significantly compared to Rubrik



### Cost – Unmatched Integrated DR Orchestration

From NetBackup 8.3 onward, DR orchestration is available without additional licensing. With 17 sources and 8 destinations supported for complete DR orchestration, customers have the choice of not depending only on backup-based replication and can use mixed replication methods depending on their service-level objective and multiple RPO requirements. Given that customers can leverage their existing array and database replication with NetBackup, they can also get better ROI and a TCO that makes sense. Because Rubrik only supports VMware for orchestration, it will be challenging for customers to achieve the same results using Rubrik CDM and appflows, assuming appflows exists as an application and isn't just engineering-backed professional services custom modifications. Customizations certainly introduce challenge and risk due to the complexities of maintaining custom code from version to version.



### Ransomware Recovery – Proven in Multiple Environments

Due to the large Veritas customer base and the current climate for ransomware attacks, we could not claim that none of our customers were ever threatened with ransomware. However, the more important question to ask is how many of them were able to have their data restored without paying the ransom? If you know this answer, you will stop looking at any other vendor. Veritas has proven ransomware recovery in multiple environments in the running for the past three years— in addition to our proven recovery at scale in large enterprises, acknowledged by analysts.



### Ransomware Resiliency – Instant Rollback Recovery

NetBackup 9.1 is a release featuring multiple innovations. Until now, it was possible to have incremental backups using NetBackup Accelerator technology. With NetBackup 9.1, customers can trust Veritas to surgically restore only changed data direct onto VMs from backup to make the recovery from ransomware “an instant rollback.” Remember: Selective rollback of data is always more efficient than a complete overwrite of VMs using vMotion. Now you have a choice not to “go forward” anymore with Rubrik, but just “roll back and relax” with NetBackup 9.1



## Ransomware Resiliency - Secure BYO, Appliance, Cloud and SaaS Solutions

In our changing world, customers have made significant moves in the remote working environment and the cloud, almost in the blink of an eye. Many customers may have overlooked some important aspects, however, if they were not both trained and careful. For instance, in today's remote world, a Zero Trust policy for security is one of the safest. Zero Trust is a security concept centered on the belief that organizations should not automatically trust anything inside or outside their perimeters. NetBackup Flex 2.0.1 provides a solution aligned with the Zero Trust concept. It not only protects immutability at the storage and software level but also helps ensure that no external backdoors such as cluster resets and vulnerable clocks are left open in appliances. NetBackup 9.1 brings immutability in the cloud with support for S3 object locks to add to existing OST-based third-party immutable storage and tape support. Although Rubrik offers immutability in the cloud within its cloud cluster, the Rubrik cloud cluster can be deleted after disabling termination protection, which is one way to compromise the cloud backups that should have been truly immutable. In comparison, data within S3 with object lock set in compliance mode is more secure because the lock cannot be removed by any user, including the root account owner. This safeguard also falls in line with the 3-2-1 backup copy approach to address ransomware resiliency. NetBackup SaaS Protection offers immutable storage. Rubrik Polaris™, on the other hand, indicates a lack of WORM capability for SaaS backups stored in Azure storage accounts. Remember: Ransomware has no sympathy towards backdoors left open due to human errors.



## Cloud Champion - Hybrid Cloud in the DNA

When it comes to proliferation, NetBackup 9.1 along with its inclusive and comprehensive DR orchestration has yet to find its match. With multiple cloud sources including Amazon Web Services (AWS), Azure, Azure Stack as source and AWS, Azure including AWS GovCloud (US) and Azure Government as destinations, customers won't feel compelled to rely on one cloud or the other. When it comes to cloud tiering, NetBackup 9.1 covers different tiers of AWS and Azure, including Glacier and Azure Archive. Unlike Rubrik, Veritas customers can manage backups from the same product and UI (NetBackup) instead of going to separate Rubrik Polaris™ UIs for Azure VM and Google compute engine VM instance protection. Moreover, with cloud intelligent policies and Kubernetes-native data protection, NetBackup has hybrid-cloud in its DNA, helping eliminate hybrid-cloud complexities. As of the NetBackup 9.1 release, all Rubrik had is an announcement for Kubernetes support. For those customers still in the middle of their hybrid-cloud journey, NetBackup DR orchestration covers physical-to-virtual, virtual-to-cloud and physical-to-cloud built-in conversions, instead of just covering virtual-to-cloud.



## Cloud Champion - Better Optimization

With increasing amounts of business data categorized as redundant, obsolete or trivial (ROT), data visibility is key for cost containment, especially when moving to the cloud. Also, with the cloud configuration of infrastructure being less granular than on-premises infrastructure (VM CPU, memory, etc.), there is a clear need to look at right-sizing the environment before embarking on your cloud journey. Before you think about Rubrik as an alternative, the fundamental question is whether Rubrik has a comprehensive solution in this area that meets your company's cloud infrastructure sizing needs? You should also keep in mind that the Rubrik solution needs as many as three temporary cloud instances per VM during the conversion process in certain scenarios, which can increase cloud costs for migration. Unlike NetBackup DR orchestration, Rubrik does not offer separate instance sizing for rehearsals and actual DR, making rehearsals more complex and costlier. Even for a simple task such as expiring archived data, Rubrik needs to launch a temporary instance for AWS and Azure, further driving up public cloud costs.



### **Cloud Companionship – Comprehensive, Cost-Effective SaaS Workload Support**

Veritas has a solution that covers more SaaS workloads than Rubrik's solution. The Veritas solution includes Microsoft Teams, Google Drive, Box and Slack workloads. Rubrik SaaS workload support begins and ends with Microsoft 365. Within Microsoft 365, Rubrik only covers User Mailboxes and OneDrive data types. Veritas, in comparison, covers numerous data types, including User and shared Mailboxes, OneDrive files and folders, Contacts, Tasks, Calendars, Conversations, Channels (both wiki and Teams posts), Site collections, Sites, Lists and Document Libraries, Pages, subsites and permissions. Veritas integration for automatic role-based access control (RBAC) via deep Azure AD integration helps eliminate privacy, compliance and data sovereignty risks. This capability is rarely matched by any competitor, including Rubrik. Veritas has the proven petabyte-scale support for SaaS workloads much needed by enterprises today. If you compare Veritas scale limits for Microsoft 365 protection to Rubrik's, you will discover Rubrik has limits in the low thousands for mailboxes, OneDrives and SharePoint libraries for the number of objects and can't scale to even to half a petabyte when it comes to size. NetBackup SaaS Protection, on the other hand, is "unlimited" when it comes to scale. In fact, even today, NetBackup SaaS Protection is serving a large engineering firm customer scaling to 2.9 PB and a large financial services customer scaling to 2.3 PB. It is interesting that Rubrik has scale limits in TBs, given its claim that, "Rubrik was born in the cloud era."



### **Lower Risk – One of the Most Trusted Solutions**

Although data center consolidation is important, to receive the benefits of consolidation customers need a trustworthy solution. In the era of 5G, Veritas is the choice for the 15 largest telecoms. Veritas also is the choice of the 20 largest healthcare and the 10 largest pharmaceutical companies. It's almost certain that the same companies you rely on to for your integral products and services also rely on Veritas. Given this record, the smart and safe choice is Veritas over Rubrik.



### **Lower Risk – Better Compliance in Solutions**

Compliance and regulatory risks are very real and no longer confined to large corporations. Rubrik offers only 7 built-in classification policies and 24 built-in sensitive data patterns covering just the U.S. and the U.K., which is extremely limited compared to Veritas. The Veritas Digital Compliance portfolio covers 150+ built-in regulation-centric policies, including COVID-19 policies for International Classification of Diseases, with 950 built-in sensitive data patterns covering 40+ countries. Veritas also has a compliance assessment by Cohasset for SEC 17a-4(f), FINRA 4511(c) and CFTC 1.31(c)-(d).



### **Lower Risk – Authority to Operate in the Public Sector**

It is a well-known fact that the public sector faces stringent compliance and regulation requirements. The dedicated Veritas Public Sector Product Compliance Program provides a way for these agencies to work seamlessly, confidently and quickly with Veritas. Veritas has always been and remains highly focused on the public sector space. Veritas covers procurement requirements including FAR/DFARS awareness, Section 508 VPAT, Foreign Ownership, Control, or Influence compliance and the Trade Agreements Act and meets operational requirements and/or certification programs for DISA STIG, AWS GovCloud, AWS C2S, Azure Government Cloud, NIST SP 800- 53, NIST SP800-37, RMF, ICD 503, NIST 800-171, FIPS 140-2, IPv6/USGv6, Verified U.S. Support, Common Criteria and DSCA Agreement. With many third-party dependencies in the Rubrik solution, public sector customers will need additional verification these third-party vendors also meet regulatory requirements, which creates additional compliance challenges for Rubrik.



### **Lower Risk – Solution Consistency at the Core and the Edge**

Today, your solutions must match the world, and their consistency must be global. With organizations putting more focus on staying afloat, consolidation has become an even higher priority. Being consistent is a key aspect of consolidation. The Veritas solution offers consistency at the core and the edge in terms of security and proactive monitoring. Remote locations need the same level of security, if not higher. Because Rubrik's Edge is a virtual-only deployment on VMware, Hyper-V or Nutanix, there are certain inconsistencies compared to its core solution, creating an additional operational challenge.



### **Options for Scaling – Not a One-Trick Pony**

NetBackup 9 enabled software-defined, scale-out deployment without compromising on workload support. With NetBackup 9, Veritas offered its customers a choice to scale according to their environment. Many customers want to diversify between long-standing workloads, which need to better address scalability with scale-up solutions, and dynamic workloads such as virtualization, which need scale-as-you-grow, scale-out solutions. For this need, Veritas offers NetBackup Flex and NetBackup Flex Scale Appliances, with the option to deploy one or both as needed. With NetBackup Flex Scale, customers can deploy containerized, highly resilient, hyperconverged NetBackup software, thereby eliminating any complexities in deployments, capacity expansions and upgrades. With 2X faster low latency network protocol, NetBackup Flex Scale can offer better efficiency and performance than Rubrik CDM, at a much lower OpEx.

If you use Rubrik CDM 5.3 to store backups of database workloads such as Teradata, DB2 using scripts instead of native integrations, then it is just glorified backup storage, not a true data protection solution. In a nutshell, there are multiple compelling reasons to choose NetBackup over Rubrik.



## Comparison Table

Feature	Veritas	Rubrik
Zero licensing overhead for multiple backup copies	✓	X
OpEx-friendly Appliances with granular scaling	✓	X
Immutable storage support in BYO, Appliances, public cloud and SaaS	✓	X
Protected from clock vulnerabilities and cluster resets	✓	X
Unified on-prem and cloud VM protection	✓	X
Fast and resource-efficient rollback VM recovery	✓	X
Leverage array and database replication for DR	✓	X
Fiber Channel support for faster data movement	✓	X
Kubernetes native data protection	✓	X
Negligible impact and Snapshot-free continuous data protection	✓	X
Time and resource-efficient checkpoint restarts for NAS	✓	X
2X faster scale-out low latency network protocol	✓	X
Purpose-Built Backup Appliance Market leader	✓	X

### About Veritas

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 87 percent of the Fortune Global 500—rely on us to abstract IT complexity and simplify data management. The Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas Enterprise Data Services Platform supports more than 800 different data sources, over 100 different operating systems, more than 1,400 storage targets, and more than 60 different cloud platforms. Learn more at [www.veritas.com](http://www.veritas.com). Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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