

# Unitrends Compared to Rubrik

Enterprises Choose Unitrends to Simplify Uptime, Confidence, and Efficiency

## Top 5 Ways Unitrends Beats Rubrik

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1. Enterprise Cloud Continuity
  2. Recovery Confidence
  3. IT Resilience
  4. Proven Customer Delight
  5. IT Efficiency
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### Rubrik

In 2014, Rubrik introduced its first backup appliance as a cloud data management solution. The company boasts simplicity, infinite scalability, predictive search, automation, analytics and compliance. Behind the marketing, what you get is an extremely expensive granular recovery solution. Rubrik's core focus is not data protection and continuity but data management. They can quickly find a VM backup – if you know the VM by name. Simplicity is its mantra, but understanding their backup capacity seems intentionally confusing – potentially to undersize you for a quick upsell down the road. Their automation is based on your manual effort – developing against their API, not built-in orchestration. They talk about cloud, yet offer few capabilities for cloud scalability and confidence. The company is growing fast on its marketing with less emphasis on their technology and a price point reaching over \$6,000 per “backup usable” TB.

### Unitrends

Unitrends increases uptime, productivity and confidence in a world in which IT professionals must do more with less. Enterprise IT has fewer people, and less money and time while facing more risks, work, and projects. Unitrends addresses this problem holistically, inclusive of your cloud services if desired, by reducing vendor complexity and future-proofing IT. Deep integration with over 250 operating systems, applications and hypervisors, as well as application-level analytics and automation, allows Unitrends to go beyond fast recovery and into full continuity and productivity that can be visually proven to the business.

### Enterprise Cloud Continuity

Public cloud options for offsite compliance and disaster recovery are great for some, but not for all. Not all clouds are built alike – and your needs may change in time, by workload, or by use case. Regardless of your choice, enterprise-level scalability and recovery should not be sacrificed.

Unitrends has complete failover, fallback and migration capabilities for AWS and Azure public clouds. You can also protect machines running in those clouds and replicate them to other clouds. You can even protect SaaS applications, like Office 365.

However, AWS and Azure can reach limitations with scalability, operating system support, and recovery SLAs. Purpose-built for recovery and long term data retention, the Unitrends Cloud fills those gaps with physical seeding for large environments, self-service access to data recovery with reverse WAN acceleration, and a contractual

## Unitrends Compared to Rubrik

### Data Sheet

1-hour failover SLA with automated testing, analytics and reporting. Unitrends Cloud also eliminates the complexity of dealing with multiple vendors vendors, adding an extra layer of simplicity and customer service.

Rubrik's cloud integration is highly focused on granular data access with public hyperscale clouds. They are unable to answer full cloud continuity and enterprise-level cloud objections and have no solution for Office 365 protection.

### Recovery Confidence

Proving recovery confidence is a grim challenge for enterprise IT. Defining an SLA policy is not enough. It only makes a best effort to meet your objectives. What about proof?

Unitrends can define, analyze, and report complete recovery confidence against your SLAs on-premises, in secondary locations, and in the Unitrends Cloud.

The analytics look across N-tiered applications, not just individual databases and machines. Complete recovery plans are automated, assessed and reported on a business level to help you comply with HIPAA and SOX compliance standards regarding DR testing. The effort involved in meeting these enterprise needs is drastically reduced due to built-in automation and orchestration.

Rubrik has no built-in automation. Rubrik will put the onus on the customer to write their own automation against their API, stealing valuable time you could spend helping your business. Additionally, Rubrik lacks basic instant recovery capabilities for physical machines to reduce RTOs and participate in recovery testing, automation and analytics, leaving major gaps in confidence for heterogeneous environments.

IT Resilience requires a proactive approach to uptime and recovery confidence. New threats attack IT constantly, but the basics still get in the way too – i.e. manual errors and configuration issues. Backup vendors can protect data, but shouldn't they be more proactive for you?

Unitrends employs recovery analytics that proactively test and alert you of issues that impact full recovery across many machines. Additionally, the predictive analytics engine within Unitrends can detect and alert you of ransomware conditions in your production environment. This proactive nature ensures you fight fewer fires with more efficiency – you are resilient.

Rubrik provides basic reporting. It lacks deep analytics to proactively uncover disaster recovery issues or ransomware threats.

### Proven Customer Delight

Success relies on customer service, especially when reducing vendor complexity across several important infrastructure functions. Unitrends has consistently delivered a 98% customer satisfaction rating for years, and is over 20,000 customers.

These results are driven not just by a great team, but also technology. Unitrends appliances use cloud-based analytics to open support cases and solve issues before customers are even aware. If a hard drive may fail 7 days in the future, it's important to know this before it impacts your continuity solution. No babysitting required.

Rubrik is very young in the market with no proven track record of support. Their support for physical servers is in its infancy and has already presented

quality issues in deals against Unitrends. They have no predictive analytics to fix hardware and software issues proactively. It's on the customer to do the work and be reactive

### IT Efficiency

For enterprise IT to be efficient, they need to purchase, deploy and manage solutions in ways that are effective for their budget, time, and other organizational stakeholders.

Unitrends makes sizing a hardware appliance very simple and cost-effective. Its global deduplication reduces storage requirements. Virtual appliances can scale-up to several hundred terabytes. Automated provisioning allows IT to turn backups into environments that DevOps and application development teams can use for business productivity – generating a huge ROI.

Rubrik plays games with terms like storage, usable capacity, and logical capacity. Erasure coding is made out to be alien-technology, when it hurts usable capacity in significant ways. Terms like logical backup capacity are used to make you believe they can protect more than reality. Be careful of capacity tricks.

The chart that follows describes how to truly compare a Rubrik "Brik" with a Recovery Series appliance. On an apples-to-apples basis, Rubrik costs as much as 80% more than Unitrends. Rubrik Edge virtual appliances can only scale to 5TB. No instant recovery for physical servers and no real automation proves a "Brik" is incapable of making applications available instantly for recovery or development and test scenarios.

## Model Comparison Chart

	Rubrik R334	Unitrends 8024S	Unitrends Advantage	Rubrik R344	Unitrends 8032S	Unitrends Advantage
<b>Usable Backup Capacity*</b>	24 TB	24 TB	Equal capacity	32 TB	32 TB	Equal capacity
<b>MSRP</b>	\$100 K	\$33 K		\$205 K	\$44 K	
<b>\$ per TB (Backup)*</b>	\$4.17 K	\$1.37 K	67% less cost	\$6.41 K	\$1.37K	80% less cost

  

	Rubrik R348	Unitrends 8060	Unitrends Advantage	Rubrik R528	Unitrends 8080S	Unitrends Advantage
<b>Usable Backup Capacity*</b>	48 TB	60 TB	More capacity	64 TB	80 TB	More capacity
<b>MSRP</b>	\$290 K	\$82.5 K		\$377K	\$110 K	
<b>\$ per TB (Backup)*</b>	\$4.53 K	\$1.37 K	70% less cost	\$5.89 K	\$1.37K	77% less cost

\* After RAID and Erasure Coding: Unitrends uses RAID-6 and Rubrik uses RAID-0 with 1.5X overhead from erasure coding, except for the R334, which has no drive failure resilience from either RAID nor erasure coding.