



# NAS Cloud Direct for the Healthcare, Pharmaceutical, and Life Sciences Industries

Maximize security and efficiency for unstructured data from PACS, EHR systems, DNA sequencing, and more

Healthcare organizations and companies in the pharmaceutical and life sciences industries generate enormous amounts of unstructured data. These data sets range from patient records and X-rays to lab work, DNA sequencing, and intellectual property (IP), to name a few examples. Protecting that data and keeping it highly available is essential for effective operations, continued innovation, and patient care—as well as for compliance with regulations like HIPAA and consumer privacy laws. However, legacy solutions for backup and restore are not well suited to this task. They cannot keep up with the velocity of data creation and the volume of data they have to support. The variety of data, coupled with dependence on multiple data management systems, also make it difficult to restore data in the event of a cyberattack, which is an increasingly common and serious risk today:

- The cost of a healthcare data breach rose from \$9.23 million in 2021 to \$10.10 million in 2022<sup>1</sup>
- Two thirds of healthcare organizations reported a ransomware attack in 2021—34% more than in 2020<sup>2</sup>
- 92% of pharmaceutical companies surveyed in 2021 had at least one exposed database with potential data leakage<sup>3</sup>

## Unstructured Data in Healthcare, Pharmaceutical, and Life Sciences

- Picture archiving and communication system (PACS) data, e.g., ultrasounds, X-Rays, etc.
- Patient records
- Scientific data e.g., DNA sequencing
- Clinical trials data
- Data from electronic health records (EHR) applications like EPIC
- Telehealth data
- Data from clinical apps
- Remote patient monitoring data
- Wellness application data

## THE RUBRIK NAS CLOUD DIRECT SOLUTION

Rubrik NAS Cloud Direct protects petabyte-scale unstructured data efficiently, enables continuous ransomware monitoring, with integration with SIEM and SOAR solutions for SecOps playbooks. NAS Cloud Direct orchestrates rapid NAS data recovery, at scale, to on-premises or the cloud. With its modern approach to unstructured data protection, NAS Cloud Direct provides cyber defense for healthcare and pharmaceutical data, including data encryption at rest, anomaly detection, credential isolation, and sensitive data monitoring. With NAS Cloud Direct, healthcare, pharma and life sciences organizations can orchestrate fast NAS data recovery and archiving. This includes rapid petabyte-scale recovery to on-premises infrastructure, the cloud, or alternate targets.



### MODERNIZE DATA PROTECTION FOR YOUR PETABYTE-SCALE NAS DATA

Streamline petabyte-scale NAS data protection for healthcare and pharma organizations, with 10x performance over legacy NDMP—while gaining centralized data management and visibility into sensitive data.



### CYBER-PROOF YOUR NAS DATA

Safeguard NAS healthcare and pharma data and keep compliant with encrypted, immutable backups and credential isolation, while simultaneously detecting malicious activity and uncovering sensitive data exposure.



### ORCHESTRATE FASTER NAS DATA RECOVERY AND ARCHIVAL

Quickly search across billions of healthcare records, DNA sequences, and other files, orchestrating rapid petabyte-scale NAS recovery to on-prem, cloud, or alternate targets.

1 [IBM](#) 2 [TechTarget](#) 3 [Pharmaceutical Technology](#)

## WHAT OUR CUSTOMERS ARE SAYING



**“We have 2.5PB of data and millions of patient records in our environment we have to secure every day. Cyber resilience to St. Luke’s is absolutely crucial to ensure that we have the right security foundation. Moving to a system like Rubrik that was much more dynamic and integrated with our environment was essential for us.”**

David Finkelstein  
CISO, St. Luke’s University Health Network



**“The DataDiscover capability within NAS Cloud Direct lets us see how the data is changing, how fast it is changing, where the changes are, and if we need to do a recovery. We use the tool to do searches across the backed-up data to find what we need.”**

Michael Pawlowski  
Core Technologies, Jefferson Health

## HOW RUBRIK NAS CLOUD DIRECT IS DIFFERENT

**SaaS Deployment** – No hardware is required. Enjoy unlimited scalability and flexibility with this cloud-hosted solution.

**Performance at Scale** – Easily protect petabytes of data and billions of files.

**Zero Trust Design** – NAS Cloud Direct functions according to Zero Trust (ZT) principles. With features like credential isolation, attackers cannot discover NAS backups. No user is trusted until verified.

**Immutable Backups** – NAS Cloud Direct encrypts unstructured patient data and other critical data assets at rest, using proprietary technology to make backups immutable. Attackers are thus unable to modify, delete, or encrypt backed up data, e.g., through a ransomware attack.

**Anomaly Detection** – Recover from outages and cyberattacks by using machine learning to monitor unstructured healthcare data and generate alerts for suspicious activity, e.g., rapidly identifying which NAS files and objects were affected by an attack and selectively restoring them.

**Sensitive Data Monitoring** – Easily and quickly identify unstructured healthcare data that is sensitive or subject to regulations like HIPAA, GDPR, and PCI-DSS. This process can reduce sensitive NAS data exposure.

**Granular Recovery** – NAS Cloud Direct enables IT managers to recover unstructured healthcare data on a granular basis, e.g., only MRI scans for a single hospital, versus snapshots of entire data volumes.



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Rubrik is on a mission to secure the world's data. With Zero Trust Data Security™, we help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, secures data across enterprise, cloud, and SaaS applications. We help organizations uphold data integrity, deliver data availability that withstands adverse conditions, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked.

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