

NAS Cloud Direct for the Financial Services Industry

Maximize security and efficiency for unstructured data from banking accounts, trading systems, and beyond

The financial services industry runs on unstructured data, which it produces in prodigious amounts. From high frequency trades to check imaging, unstructured data in the financial field tends to be sensitive, proprietary, or both. Protecting that data and keeping it highly available is essential for profitable operations, compliance, and the maintenance of important customer relationships. 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 financial services industry was the second most targeted sector in 2022, with over 254 million records leaked in data breaches
- The number of cyberattacks is trending up in the financial world, with 1,829 incidents in 2022 vs. 721 in 2020
- Data breaches are more expensive to handle in the financial field—costing approximately \$5.9 million per breach, which is 28% higher than the average

Unstructured Data in Financial Services

- High and low frequency trading
- Ticker data
- Market analysis data
- Intellectual Property (IP) data
- FINRA and FDIC compliant data
- Banking data, including:
 - » Check images
 - » Payment processing transactions, i.e., billions of tiny files containing sensitive information
 - » Mobile deposits
 - » Customer statements

THE RUBRIK NAS CLOUD DIRECT SOLUTION

Rubrik NAS Cloud Direct protects petabyte-scale unstructured data efficiently, enables continuous monitoring and identification of cyber threats, and 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 financial data, including data encryption at rest, anomaly detection, credential isolation, and sensitive data monitoring. With NAS Cloud Direct, financial services firms 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 your financial services firm, with 10x performance over legacy NDMP—while gaining centralized data management and visibility into sensitive data.



CYBER-PROOF YOUR NAS DATA

Safeguard your NAS financial 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 billion of financial transactions, trading data, and more, orchestrating rapid petabyte-scale NAS recovery to on-prem, cloud, or alternate targets.

CUSTOMER SUCCESS STORY



Akuna Capital, a New York and Chicago-based hedge fund, ran a high frequency trading (HFT) system that stored 400 TBs of data comprising 2 billion files. Until they deployed Rubrik NCD, no backup solution could scan and protect the data quickly enough and without affecting performance, which is essential for HFT success. With Rubrik NCD integrated into Pure Flashblade, Akuna Capital can now scan 400,000 files per second, completing backups in under two hours per day—protecting it from cyber threats and securing their data to AWS for FINRA's six-year compliance requirement.

HOW RUBRIK NAS CLOUD DIRECT IS DIFFERENT

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 transaction data and other critical financial 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 financial 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 financial data that is sensitive or subject to regulations like FINRA and Gramm-Leach-Bliley. This process can reduce sensitive NAS data exposure.

Granular Recovery – NAS Cloud Direct enables IT managers to recover unstructured financial data on a granular basis, e.g., only customer contact data, 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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