rubrik

Ruby, the Generative AI Companion for Rubrik Security Cloud

Ruby accelerates cyber investigation and recovery for all levels of cyber expertise.

As cyber incidents are becoming more frequent and attacks are evolving quickly, IT and Security teams often struggle with streamlining cyber recovery.

A study by Rubrik Zero Labs revealed that 99% of IT and Security leaders were made aware of at least one incident, on average of once per week, in 2022. To make matters worse, the mean time to respond to cyber incidents in production environments is over an hour for over 60% of organizations. There is no doubt that attacks will only increase in frequency and complexity in the future. Organizations' ability to respond quickly is the difference between maintaining business continuity and potentially bringing your organization down.

Ruby
Rubrik Security Cloud AI Companion

Accelerate recovery
Rubrik identifies threats and immediately provides recommendations for remediation and recovery

Strict data privacy
Customer data does not leave the environment, nor is it used for training

No cyber security expertise needed
Rubrik customers of all levels of cyber security expertise can use these AI capabilities out of the box

INTRODUCING RUBY

Say hello to Ruby, your Generative AI companion for Rubrik Security Cloud. Ruby is designed to simplify and automate cyber recovery for improved cyber resilience. It leverages generative AI and a machine learning-driven Data Threat Engine to help discover, investigate, remediate, and report on cyber incidents.

Ruby serves to augment human efforts with its generative AI capabilities to help organizations scale and resume business operations faster and minimize the impact of cyber incidents. It is designed to be updated periodically with new skills that will automate manual tasks in Rubrik Security Cloud. This helps organizations scale their security operations against cyber attacks without increasing staffing requirements.

For example, Ruby provides clear, step-by-step guidance on recovering data from security incidents. Ruby's guidance aims to be simple and clear enough to allow security experts to comfortably delegate the task to their IT counterparts without delays. This allows organizations to rapidly respond to incidents and safeguard their data.

AI-ASSISTED INVESTIGATION AND RECOVERY

Combines insights from Rubrik's Data Threat Analytics and Data Security Posture features to perform cyber recoveries

SECURITY INSIGHTS

Discover and investigate key security insights generated by Rubrik to close the knowledge gap between IT and Security teams
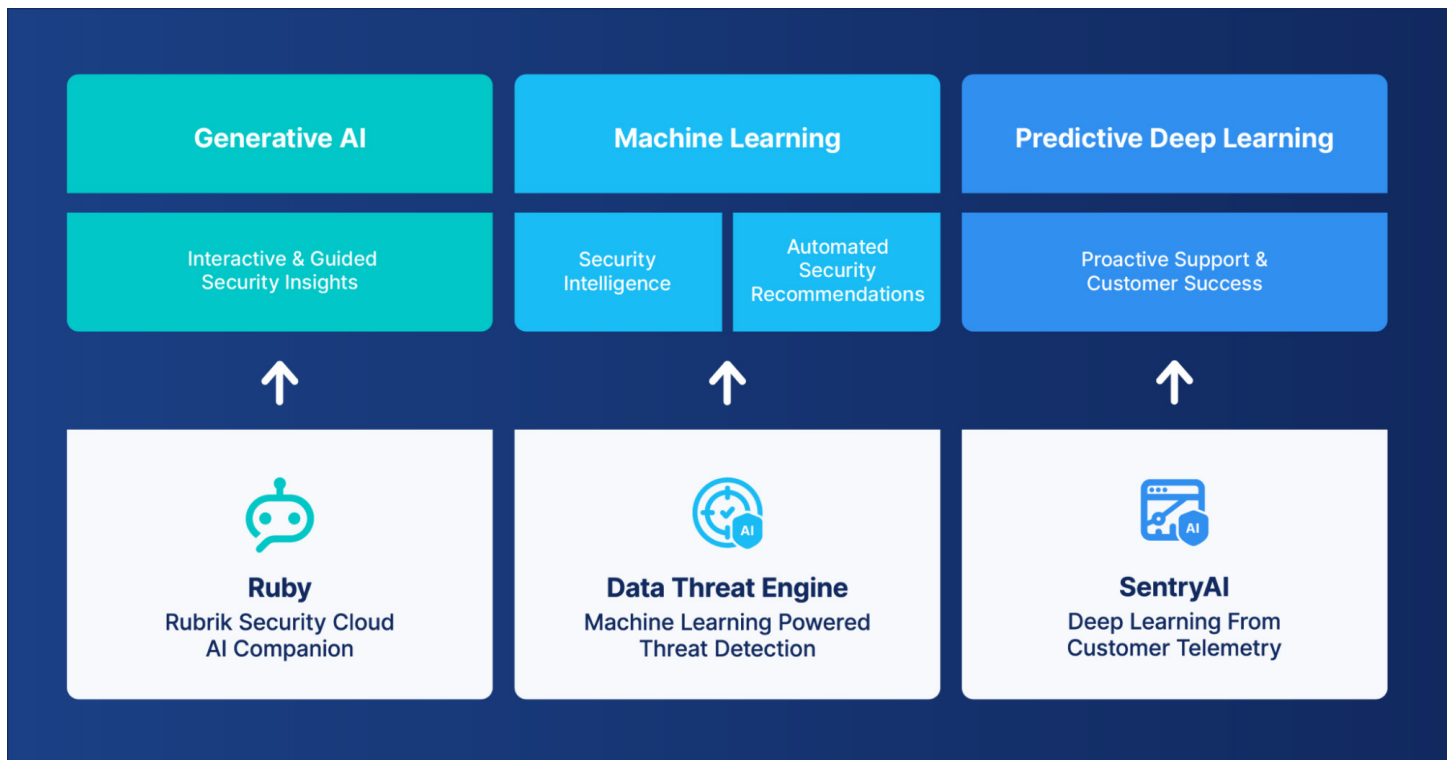
CONTENT-AWARE TROUBLESHOOTING

Glean insights from Rubrik created content, white papers, and knowledge base articles to assist with common tasks; automatically create support tickets

RUBY JOINS RUBRIK AI PORTFOLIO

While Ruby is a new addition to the Rubrik product portfolio, AI is integral to our products. We use machine learning in our Data Threat Engine to identify suspicious activity such as anomalous modification, encryption, or deletion of data. Our machine learning models continuously learn from signals to reduce false positives and false negatives. We also leverage deep learning through SentryAI which uses customer telemetry data to help our customer success and support teams provide proactive service and recommendations tailored to each customer along their journey.


Generative AI	Machine Learning		Predictive Deep Learning
Interactive & Guided Security Insights	Security Intelligence	Automated Security Recommendations	Proactive Support & Customer Success
↑	↑		↑
Ruby Rubrik Security Cloud AI Companion	**Data Threat Engine** Machine Learning Powered Threat Detection		**SentryAI** Deep Learning From Customer Telemetry

HOW RUBY WORKS

Ruby is designed to speed up cyber investigation and cyber recovery. As soon as Rubrik Threat Monitoring identifies an indicator of compromise (IOC) within your backups, Ruby kicks into action. Ruby notifies you of the threat and guides you step by step through an integrated and interactive chat interface. Ruby helps you learn more about the threat, allows you to launch actions—such as searching for additional related IOCs or searching for sensitive data in impacted objects—and provides recommendations for quarantining and recovering the infected data. You can also download reports to share with your teams that outline the threats found, the time of infection, and the impacted objects.

Ruby is designed for users of all expertise levels and provides detailed, prescriptive guidance to help you recover quickly from attacks. Built on Microsoft Azure OpenAI, Ruby comes with built-in cyber expertise based on Rubrik's experiences and best practices working with thousands of customers globally. We leverage threat intelligence feeds identified by our Rubrik Zero Labs teams. Interactive workflows are based on our customers' experiences working with our Ransomware Response Team during recovery from attacks. The delightful user experience was created by our Design Team who recently received the Red Dot Design Award for Rubrik Security Cloud.

It is important to note that customer data never leaves your environment, nor is it used for training.

Ruby will be updated with new skills over time to help customers maximize their cyber resilience.
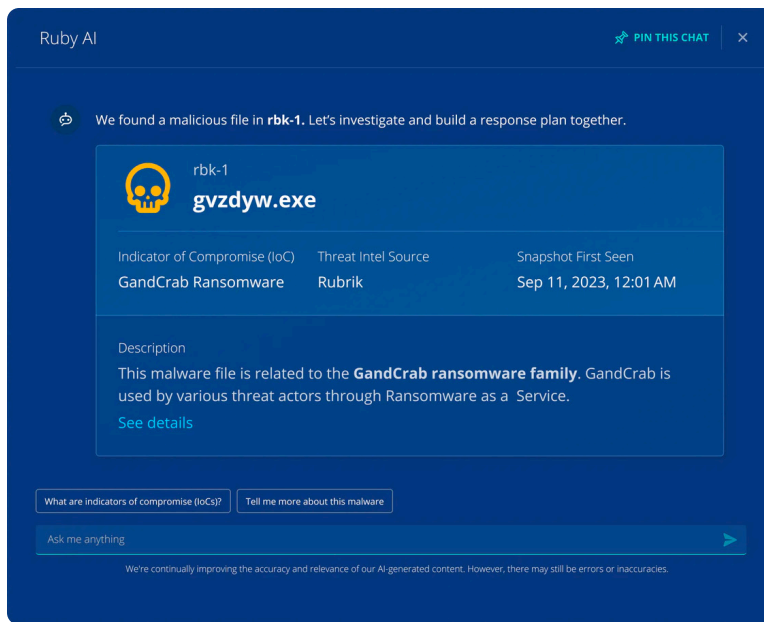
Ruby has identified a threat and gathered additional information. Contextual suggestions can be used to request more information.
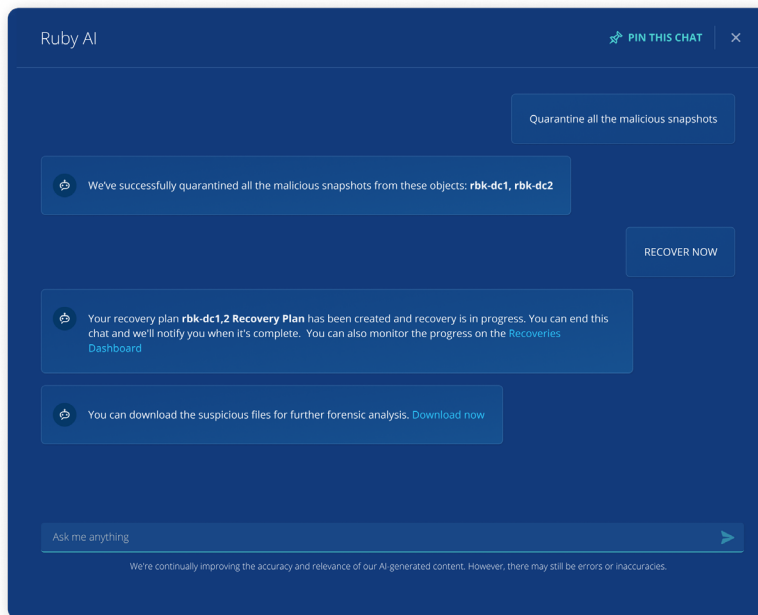
Ruby can perform tasks such as quarantining malicious snapshots, executing recovery workflows, and making suspicious files available to download for further forensic analysis.

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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.

For more information please visit www.rubrik.com and follow @rubrikInc on X (formerly Twitter) and Rubrik on LinkedIn.

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