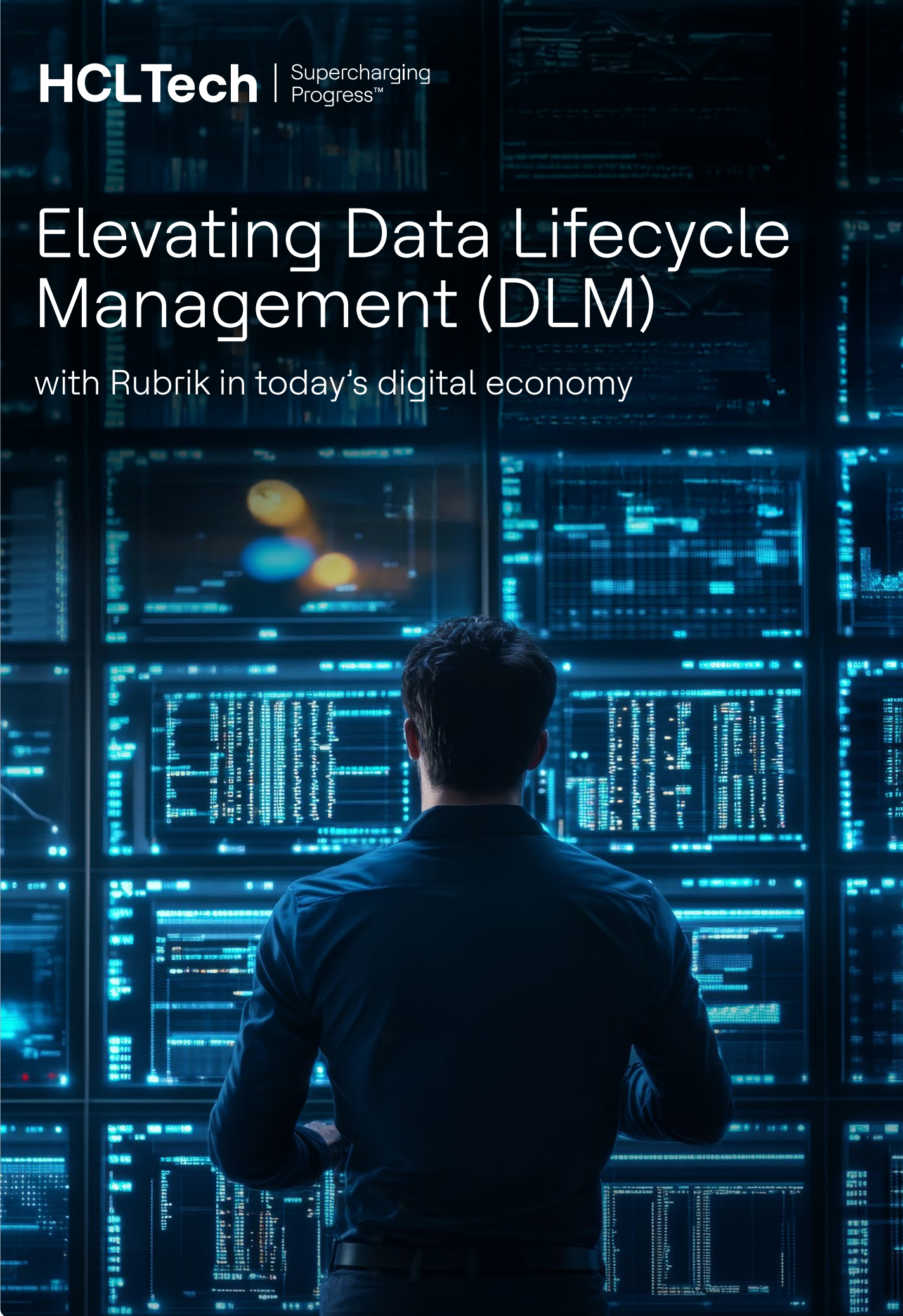


Elevating Data Lifecycle Management (DLM)

with Rubrik in today's digital economy



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Abstract

In the digital economy, data is a vital resource driving innovation and competitive advantage. However, the rapid coupled data expansion, cybersecurity threats, and regulatory pressures present with cybersecurity threats and regulatory pressures present challenges for organizations. This whitepaper explores the

significance of DLM as a strategic framework for addressing these challenges. It also highlights how HCLTech Infonomics portfolio and its collaboration with Rubrik provide businesses the capability to enhance data security, compliance and operational efficiency, ensuring the full data value is realized.

Introduction: Data as the new currency

Data has become the foundation of business operations in today's interconnected digital landscape. Organizations utilize data to drive strategic decisions, foster innovation, and enhance customer experiences, positioning it as a vital asset in maintaining competitive advantage. However, the exponential growth of data volumes has introduced significant complexities, from secure storage and efficient usage to compliance with stringent regulatory frameworks.

The advent of multicloud environments, the rise of AI, and the proliferation of IoT devices have further amplified the need for robust data management solutions. Coupled with increasing cybersecurity threats ransomware, organizations face mounting pressure to adopt strategies that ensure data protection, accessibility, and governance. Addressing these challenges, DLM offers a structured and comprehensive approach to managing data from its creation to disposal, empowering businesses to maximize the value of their data assets while mitigating risks.

Understanding Data Lifecycle Management (DLM)

Data Lifecycle Management (DLM) refers to organizations' comprehensive approach to manage their data throughout its lifecycle—from creation and storage to usage, archiving, and ultimately disposal. DLM ensures that data is accessible, protected, and compliant with legal requirements at each stage while also optimizing costs and storage resources.

A structured DLM strategy provides businesses with a clear framework to handle their data efficiently and effectively, ensuring that:

- Data is available when needed, reducing downtime and inefficiencies.
- Regulatory requirements for data storage and retention are met.
- Sensitive data is protected from unauthorized access and potential threats.
- Data-related costs are minimized through automation and intelligent archiving.



In today's digital-first world, businesses rely heavily on data to drive innovation, improve customer experiences, and maintain operational efficiency. DLM is critical because it helps businesses maximize the value of their data while addressing several key challenges:

Data growth management



As organizations generate and store more data, traditional methods of managing data can no longer keep up with the volume and complexity. DLM ensures that data is categorized, indexed, and stored in the most efficient way to keep storage costs manageable while making it easily accessible when needed.

Regulatory compliance



Data privacy laws and regulations, such as DORA, GDPR and HIPAA, require businesses to follow stringent guidelines for data storage, access, and deletion. Without a well-implemented DLM strategy, businesses risk non-compliance and the potential for costly fines.

Cybersecurity



With the growing risk of data breaches, ransomware and other Sophisticated cyber threats, it is crucial to have strong data protection measures in place. DLM integrates with security protocols, ensuring that sensitive data is protected, monitored, and recoverable in the event of a breach.

Data quality and usability



DLM helps organizations ensure that data remains relevant, accurate and consistent throughout its lifecycle. This leads to better decision-making, more effective business strategies, and enhanced customer experiences.

HCLTech's comprehensive approach to DLM with Infonomics

HCLTech has solidified its position as a leader in DLM, offering businesses a structured approach to effectively manage, protect, and extract maximum value from their data. In an era where data is increasingly viewed as a strategic asset, HCLTech Infonomics framework plays a pivotal role in helping organizations safeguard their data and unlock its full economic potential across its entire lifecycle.

Infonomics provides an integrated, end-to-end solution for data management, focusing on visibility, protection, compliance, and operational efficiency. Through its carefully designed offerings, Infonomics enables organizations to tackle the challenges of modern data management while ensuring data remains accessible, secure and compliant.

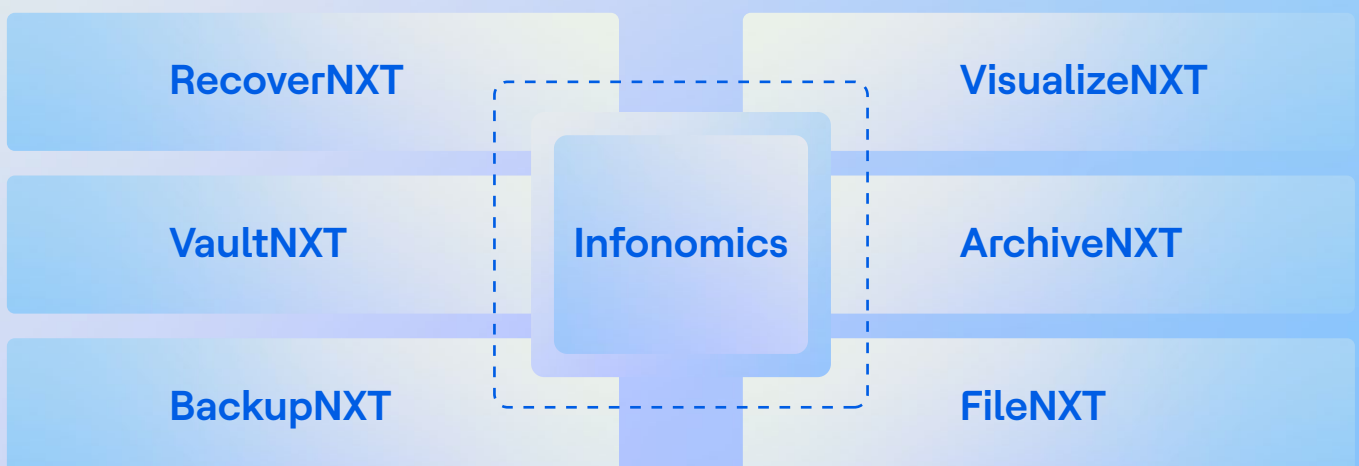


Fig: Six offerings under Infonomics

Key benefits of Infonomics for DLM

Enhanced data visibility and intelligence



One of the core principles of Infonomics is enabling organizations to visualize and understand their data. With VisualizeNXT, businesses gain comprehensive insights into their data landscape, including both structured and unstructured data. This offering provides organizations with the ability to identify, classify,

and manage data more effectively, ensuring that valuable assets are readily accessible. In contrast, obsolete or redundant data is flagged for archiving or deletion. Organizations can make data-driven decisions and optimize their data governance processes by having a clear view of data across platforms.

Optimized data archiving and retention



ArchiveNXT is a key offering that ensures organizations can meet their long-term data retention requirements. It provides intelligent archiving solutions that automate the process of storing critical data for compliance and regulatory needs, significantly reducing storage costs. ArchiveNXT uses automated workflows to

classify data based on retention policies, ensuring that valuable data is kept for the required period while eliminating unnecessary data. This capability helps organizations optimize their storage infrastructure and avoid the risks associated with data loss or non-compliance due to inefficient archiving practices.

Comprehensive data protection



The BackupNXT and VaultNXT offerings are integral to Infonomics' data protection capabilities, ensuring that organizations are well-equipped to safeguard their data against an ever-evolving landscape of cyber threats, such as ransomware, malware, and data breaches. BackupNXT automates the backup process, protecting business-critical data across multiple platforms and ensuring that it is always recoverable during a disaster. The solution

supports diverse data environments, including on-prem and cloud infrastructures, and integrates seamlessly with existing IT setups. On the other hand, VaultNXT provides highly secure storage options for sensitive data, applying encryption and other protective measures to prevent unauthorized access while ensuring that data can be quickly restored during data loss or corruption.

Rapid recovery and business continuity



RecoverNXT complements the protection and backup solutions by offering advanced disaster recovery capabilities. In the event of an attack, data loss, or system failure, RecoverNXT enables businesses to restore operations with minimal downtime. The solution is designed for

resilience, ensuring organizations can maintain business continuity even under the most challenging circumstances. With its automated recovery processes, RecoverNXT minimizes the impact of disruptions, ensuring that critical data is restored promptly and with accuracy.

Efficient file storage management



FileNXT enhances the management of files and documents by providing intelligent storage solutions across multiple platforms. This offering integrates data storage from various systems, allowing businesses to access and manage files efficiently. FileNXT optimizes cloud storage, reducing costs by eliminating the need for

redundant data storage while ensuring that critical files are stored securely and remain easily accessible to authorized users. Organizations can streamline operations, reduce complexity, and improve access to critical business data by unifying file storage.

A unified and scalable DLM strategy

By integrating these offerings, Infonomics provides a comprehensive DLM strategy that addresses the full spectrum of data management needs — from data creation and storage to protection, retention, and eventual disposal. This unified approach enables businesses to:

Enhance operational efficiency



The automation provided by Infonomics' solutions reduces manual intervention, eliminating inefficiencies and the potential for human error. Organizations can focus more on strategic initiatives, knowing their data management processes are streamlined and optimized.

Reduce risks and costs



With automated backup, archiving and recovery processes, businesses reduce the risk of data loss, non-compliance and costly recovery efforts. The ability to store data securely and efficiently also helps reduce operational costs related to storage infrastructure.

Achieve compliance



Infonomics ensures that organizations meet regulatory requirements by integrating compliance checks and automated auditing features into its solutions. By adhering to retention policies and protecting sensitive data, businesses can avoid penalties and legal risks.

Unlock the full value of data



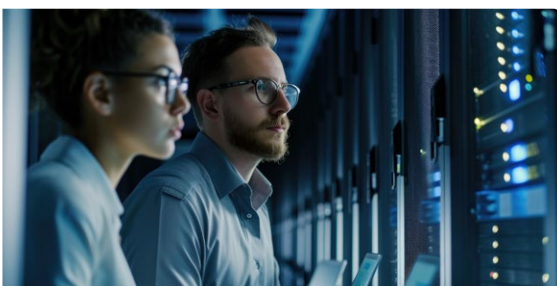
With enhanced visibility, secure storage, and intelligent archiving, Infonomics enables organizations to manage their data more effectively, unlocking its economic value and ensuring it can drive innovation, support decision-making, and create competitive advantages.

Adopt a holistic approach



Through Infonomics, HCLTech enables businesses to adopt a holistic approach to Data Lifecycle Management, transforming data from a challenge into a strategic asset that can be managed securely, efficiently and aligned with organizational goals.

Strengthening data protection and resiliency: The HCLTech and Rubrik partnership



In today's rapidly evolving threat landscape, organizations increasingly seek robust and scalable solutions to protect their data against cyber risks, ensure compliance, and maintain business continuity. The partnership between HCLTech and Rubrik combines HCLTech's expertise in Data Lifecycle Management (DLM) with Rubrik's cutting-edge cloud data security and management capabilities, offering businesses a comprehensive strategy to safeguard their most valuable asset data against cyber attacks.

Through BackupNXT and VaultNXT, powered by Rubrik's advanced data security features, businesses benefit from continuous protection and visibility into their data, ensuring operational efficiency and resilience in the face of evolving cyber threats. This collaboration addresses the critical need for data protection and enables businesses to meet compliance standards and recover swiftly from data threats. The partnership leverages innovative features such as continuous threat monitoring, sensitive data discovery and advanced cyber recovery, all designed to enhance data privacy and security in today's digital economy.



Rubrik Security Cloud provides zero trust data security, which is made up of data resilience, data observability and data remediation.

HCLTech VaultNXT powered by Rubrik joint service offering lays a solid foundation for data security because the next frontier in cybersecurity is data security. This joint service offering by HCLTech and Rubrik promises to provide a framework for building a cyber-resilient data protection environment by providing security at the point of data.

HCLTech VaultNXT powered by 'Rubrik Security Cloud' which is a next-generation platform that protects and secures data across the Enterprise data center, cloud, and SaaS with these key capabilities:

Data resiliency

Secure your data from insider threats or ransomware with air-gapped, immutable, access-controlled backups.

Data observability

Continuously monitor your data for ransomware, remediate sensitive data exposure, and find indicators of compromise.

Data recovery

Surgically and rapidly recover your apps, files, or users, while avoiding malware reinfection.

This offering provides a built-in Data Resiliency as the first step to protect the backups as part of the backup platform which is immutable by design courtesy of Rubrik's proprietary append-only file system that doesn't allow changes/modifications on the backup data, Encryption everywhere - so they can't access it, Logical Air Gap - so they can't find it because the backup data is undiscoverable with

SMB/NFS protocols, Access control at every level with Granular RBAC and mandatory, natively enforced MFA and TOTP, and Retention lock and Intelligent data lock which requires two or more person approval to change the retention policies and intelligent recycle-bin holds all data for 7+ days beyond last admin action.

Anomaly Detection

By strengthening the layers of defense in data security, anomaly detection is a critical enhancement in the joint HCLTech and Rubrik solution. This capability continuously scans the backup data to identify deviations or unusual changes in data patterns. By leveraging intuitive visualizations, anomaly detection allows organizations to quickly determine which applications, virtual machines (VMs), or files have been impacted during a cyberattack. This granular visibility extends to assessing what has been added, deleted, or modified, minimizing the time required to pinpoint data loss and ensuring rapid recovery to clean state.

The solution simplifies incident response with Rubrik's global management interface. Once anomalies are flagged, administrators can seamlessly review the impacted data, select the clean versions, and specify restoration parameters. Automating recovery tasks further accelerates the process, enabling users to restore operations with just a few clicks. Additionally, with immutable backups integrated into the system, malicious actors are effectively prevented from encrypting or deleting backups, ensuring that critical business assets remain uncompromised.

Continuous Threat Monitoring and Threat Hunt

The ability to swiftly detect and respond to cyber threats is crucial in safeguarding data in today's evolving threat landscape. Through the joint capabilities of HCLTech and Rubrik, continuous threat monitoring and advanced threat hunting ensure that organizations remain one step ahead of potential cyberattacks. This involves scanning Indicators of Compromise (IOCs) within time-series backup data, leveraging intelligence from Rubrik Zero Labs, and integrating with third-party threat intelligence providers.

The solution proactively identifies and validates IOCs by scanning for malware hashes, specific file patterns, extensions, and even custom YARA rules. This multi-layered approach prevents active threats and verifies the integrity of backups, ensuring they remain uncompromised. By combining real-time monitoring with robust hunting capabilities, businesses can mitigate risks effectively, ensuring that their data remains secure and recoverable despite sophisticated cyberattacks.

Sensitive Data Discovery

With the growing importance of data privacy regulations and compliance requirements, organizations need to ensure sensitive data is properly identified, classified, and protected. The sensitive data discovery feature offered through the HCLTech and Rubrik partnership is designed to automate the identification and classification of sensitive data across backup environments.

This feature allows businesses to use pre-built or custom-defined analyzers and policies to scan their

data for sensitive information. Organizations can ensure compliance with data privacy regulations such as GDPR, HIPAA, and CCPA by identifying sensitive data exposure. The Sensitive Data Discovery functionality in BackupNXT and VaultNXT helps businesses reduce the risk of sensitive data exposure by automatically finding and classifying sensitive data across on-prem, cloud, and SaaS environments, so organizations can put security controls in place and reduce the risk of data theft.



User Access Analysis

Remote work, overprivileged access, and human error can expose data to the wrong users, increasing the risk of data exfiltration. Rubrik User Access provides organizations visibility into sensitive data access so organizations can reduce exposure risk. By utilizing advanced analytics, organizations can achieve faster incident response times without the need for agents. Rubrik's approach to data security aims to protect sensitive data from unauthorized access.

GenAI assistant – Ruby

The introduction of Ruby, Rubrik's GenAI Assistant, further elevates organization's data cyber resilience capabilities. Ruby leverages artificial intelligence to assist businesses in automating data protection processes, offering insights into data protection statuses and providing recommendations for improving security practices.

Ruby is designed to speed up cyber detection, cyber recovery, and cyber resilience. As soon as Rubrik's Continuous Threat Monitoring identifies an indicator of compromise such as a specific piece of malware in

a snapshot, 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 indicators of compromise, searching for sensitive data in impacted objects and provides recommendations for quarantining and recovering the infected data. You can also download reports to send to your teams that outline the threats found, the time of infection and the impacted objects.

Cyber Recovery

With cyber threats such as ransomware attacks becoming more prevalent, businesses need to ensure that they can recover quickly and effectively from such incidents. Rubrik allows businesses to create singular or bulk cyber recovery playbooks, enabling rapid data recovery even from compromised environments. These playbooks are customized based on the business's needs, ensuring an effective recovery process. Integrating a virtual air-gapped environment ensures that backups remain secure, even during a cyberattack, preventing the spread of malicious software to backup systems.

The Isolated recovery feature ensures data is restored from a secure environment, isolated from potential threats. By monitoring recovery progress and conducting forensic investigations on infected snapshots, businesses can trace the attack's origins, learn from the incident, and refine their security measures for the future. Rubrik's cyber recovery tools help reduce response times and maximize productivity, giving businesses the confidence to manage compliance requirements while recovering from a cyberattack.

HCLTech VaultNXT powered by Rubrik also offers a data security command center that will assess whether your data is safe and ready to recover from a cyber-attack by identifying security gaps, categorizing data risks, and providing actionable guidance:

- **Easily assess data risk: Powerful score driven by all known data heuristics and monitors**
- **Improve data security with detailed recommendations**
- **Benchmark your data security against industry peers**

The offering also has a Cloud Vault option powered by Rubrik which will help customers secure and archive their most valuable data with a cloud data vault with the next level of immutability.

Rubrik Cloud Vault (RCV) – Rubrik Zero Trust Security for isolated, cloud archival of your data:

- Logically air-gapped archive so you can always recover from cyber attacks
- Fully-managed service reduces data risk and operational complexity
- A predictable cost that includes all charges to stay within budget

Customers also get covered by a Ransomware Response Team (RRT) which is a support overlay and process-driven global 24x7x365 virtual team composed of highly experienced cybersecurity experts. The core team consists of incident managers, senior support staff, and executive leadership. RRT's primary objective is to collaborate with and

complement the customer's recovery plans and priorities, including partnering with cybersecurity and/or other technology vendors as needed. RRT delivers the highest levels of urgency, continuity, communications, and confidentiality and remains engaged until the customer is recovered.

Conclusion

As organizations continue to face growing data challenges, the importance of effective Data Lifecycle Management cannot be overstated. The ever-increasing volume, complexity, and regulatory demands surrounding data require businesses to adopt advanced, integrated solutions that safeguard their assets and unlock the strategic value hidden

within. With evolving technologies and a deeper focus on security, the future of data management lies in the ability to stay adaptive, resilient, and proactive. HCLTech and Rubrik are poised to lead the charge in this transformation, helping businesses navigate the complexities of the digital age with confidence and foresight.



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Diksha is a part of the product management team within HCLTech's hybrid cloud practice. She is responsible for implementing strategic marketing and research initiatives in the data lifecycle domain. She has pursued her post-graduation from IIM Sirmaur and comes with hands-on experience in Marketing and Product Management from various industry verticals like Fintech, EdTech and Digital transformation.



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