rubrik | **ON** OBSERVE NOW

PRESENT

CXO LEADER'S ROUNDTABLE

Don't Let Identity be the Weak Link in Cyber Recovery

Case Study

ON OBSERVE NOW

About Rubrik

Rubrik is a global leader in Zero Trust Data Security, helping organizations protect and recover critical data in the face of ransomware, insider threats, and operational disruptions. By unifying backup, security, and recovery in one platform, Rubrik empowers IT teams to secure identities, detect risks faster, and recover confidently across hybrid and multi-cloud environments.

About ObserveNow Media

ObserveNow Media is a B2B media and event marketing organization specializing in immersive workshops, conferences, and roundtables. By connecting technology solution providers with IT, IS, and cybersecurity teams across BFSI, Education, Technology, and Governance, ObserveNow creates engaging learning experiences that translate into actionable business outcomes.

Workshop Overview

On 11th September 2025, ObserveNow Media partnered with Rubrik to host a high-impact hands-on workshop at The Lalit, Delhi, themed:
💡 "Don't Let Identity Be the Weak Link in Cyber Recovery"
The event brought together 40+ IT, IS, and cloud-security leaders from leading enterprises. Participants explored the critical challenge of protecting and recovering identity systems like Microsoft Active Directory (AD)—a target in over 80% of ransomware breaches—and gained practical insights into building robust cyber recovery strategies.

Why This Workshop Stood Out

- Hands-On Learning: Attendees engaged directly with Rubrik's platform to practice identity-first recovery in real time.
- Practical Guidance: Experts shared actionable strategies to secure AD and non-human identities while unifying data visibility.
- Interactive & Collaborative: Open-floor discussions allowed participants to share challenges, ask questions, and exchange peer-driven solutions.
- Peer Networking: Knowledge sharing continued over cocktails and dinner, fostering meaningful connections among IT and security professionals.

Workshop Flow (Highlights)

- Welcome & Introductions: Setting the context for the day and the cyber recovery challenge.
- Threat Landscape Briefing: Rubrik experts spotlighted emerging ransomware tactics and the growing threat to identity systems.
- Hands-On Demonstration: Live demos showcased Rubrik's approach to identity protection, detection, and rapid recovery.
- Interactive Discussions: Participants exchanged real-world scenarios and operational insights.
- Networking & Wrap-Up: The evening concluded with cocktails and dinner, reinforcing learnings through informal peer conversations.

Collaboration & Impact

This workshop was more than a technical session—it was a strategic collaboration between Rubrik and ObserveNow to bring enterprise IT, IS, and cloud-security leaders face-to-face with cutting-edge cyber recovery practices.

- 40+ senior leaders from industries spanning BFSI, IT services, and manufacturing contributed to discussions.
- Rubrik strengthened its position as a trusted security partner, showcasing expertise in protecting critical identity infrastructure.
- Attendees gained actionable frameworks to integrate identity-first recovery into their cybersecurity strategies.

Industry Representation

A cross-section of IT, IS, and cloud-security professionals participated, representing enterprise functions critical to cyber resilience.

The audience breakdown reflected a balanced mix of roles:

- IT & Infrastructure: 40%
- Information Security/Cybersecurity: 35%
- Cloud Security/Operations: 25%

Industry Representation of Workshop Attendees

Cloud Security/Operations

25.0%

35.0% Information Security/Cybersecurity

40.0%

IT & Infrastructure
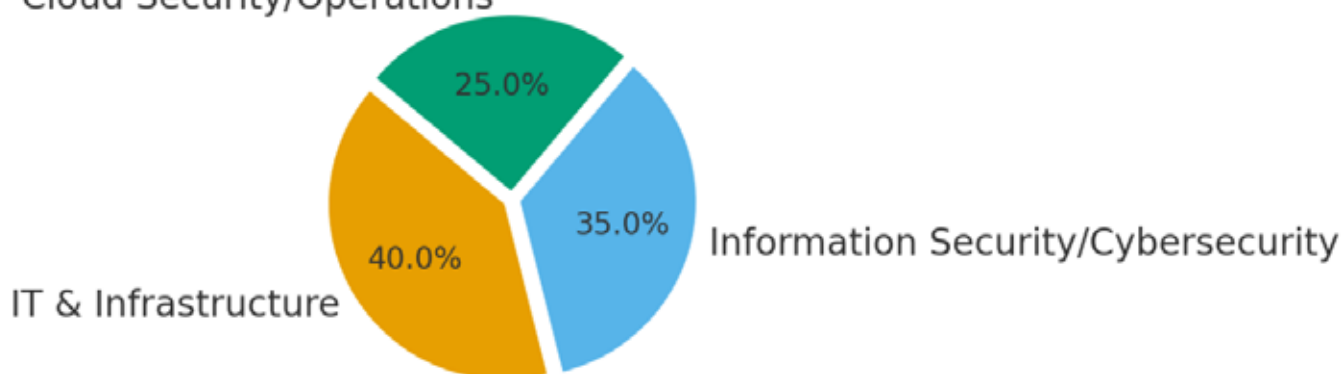
Industry Insights

Key takeaways that emerged from discussions included:

- Identity is the New Perimeter: AD remains a top target for ransomware, requiring continuous monitoring and rapid recovery planning.
- Zero Trust in Recovery: Traditional perimeter-based security is no longer enough—Zero Trust Data Security is critical for identity protection.
- Automation is Key: Automated detection and recovery workflows reduce human error and enable faster, cleaner recoveries.
- Collaboration Matters: Cyber recovery is not just an IT function—it requires a cross-team strategy involving security, infrastructure, and operations.

Key Outcomes

- Actionable Learning: Participants left with clear recovery playbooks to strengthen identity protection.
- Enhanced Engagement: Rubrik built credibility and mindshare among IT decision-makers and administrators.
- Peer Collaboration: Open forums fostered shared learning and relationship building across industries.
- Brand Impact: Rubrik positioned itself as a frontline thought leader in cyber resilience and identity-first recovery.

Conclusion

As ransomware attacks become more sophisticated, identity systems are now the first line of defense—and the first target.

The Rubrik x ObserveNow workshop provided a practical blueprint for IT and security teams to turn identity from a vulnerability into a pillar of operational resilience.

It was more than a workshop—it was a transformative experience, empowering leaders to think smarter, recover faster, and protect what matters most.

EVENT GALLERY

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