



WHITE PAPER · ENTERPRISE BACKUP & RECOVERY

COMPETITIVE ANALYSIS

Managed Bacula Enterprise vs. Rubrik Cloud Data Management

Enterprise backup without vendor lock-in, with security that Rubrik does not structurally enforce

How faaleoleo.io delivers Bacula Enterprise capabilities — hardened, encrypted, and compliance-ready — without requiring in-house Bacula expertise.

A technical and commercial comparison of faaleoleo.io Managed Bacula Enterprise and Rubrik Cloud Data Management — covering security defaults, platform coverage, compliance readiness, and total cost of ownership.

CONTENTS

Executive Summary

1. Positioning & Target Audience

- 1.1 faaleoleo.io — Managed Bacula Enterprise
- 1.2 Rubrik Cloud Data Management

2. Technical Architecture

- 2.1 Core Engine
- 2.2 Component Architecture
- 2.3 Supported Workloads

3. Plugin Ecosystem

- 3.1 Bacula Enterprise — Extensive Plugin Library
- 3.2 Rubrik — Platform-Centric Coverage

4. Security Architecture

- 4.1 faaleoleo.io Security Defaults
- 4.2 Rubrik Security Track Record

5. Compliance

6. Licensing & Cost Model

7. Vendor Lock-in & Data Portability

8. Operations & Support

9. Decision Matrix

10. Conclusion

Executive Summary

Rubrik has built strong brand recognition around ransomware recovery and Zero Trust Data Security. These are real capabilities — but they come at significant cost, with proprietary architecture that creates deep appliance and vendor lock-in, and security claims that were challenged by Rubrik's own 2023 security incident.

THIS WHITE PAPER IN THREE POINTS

- **Security by default, not by marketing.** Every faaleoleo.io installation ships with hardened, AES-256-encrypted repositories as a mandatory default. Rubrik's immutability is a real feature — but it must be configured, and Rubrik's 2023 breach via a zero-day in a third-party file transfer tool demonstrates that marketing "Zero Trust" and structurally enforcing it are different things. Bacula Enterprise's architecture structurally prevents compromised clients from reaching backup data.
- **Broader platform and plugin coverage.** Bacula Enterprise covers every production platform with dedicated plugins — including KVM, Proxmox, Nutanix AHV, OpenStack, Kubernetes, OpenShift, HPC, tape libraries, and mainframe. Rubrik's strength is VMware, cloud workloads, and Microsoft SaaS. Outside those categories, support is limited or absent.
- **Open format, predictable costs.** Rubrik's proprietary format and appliance architecture create deep, multi-layered vendor lock-in. faaleoleo.io's flat-rate model eliminates the per-TB cost escalation that makes Rubrik extremely expensive at scale — and eliminates the hardware refresh cycles that Brik appliances demand.

Both solutions address ransomware recovery seriously. Rubrik excels in VMware-heavy, cloud-first, and Microsoft SaaS environments where its turnkey approach and polished UI are genuine differentiators. faaleoleo.io addresses organisations that require broader platform coverage, international compliance readiness (NIS2, DORA, NIST, ISO 27001, SOC 2), structural security defaults, long-term cost predictability, and independence from proprietary hardware.

1. Positioning & Target Audience

1.1 faaleoleo.io — Managed Bacula Enterprise

faaleoleo.io is a managed service built exclusively on **Bacula Enterprise Edition** — the commercial variant of the Bacula backup engine, trusted for over 20 years in mission-critical environments at NASA, international banks, defence ministries, and Fortune 500 companies. faaleoleo.io handles deployment, OS hardening, monitoring, patch management, and expert support — so customers receive Enterprise-grade backup capabilities without needing in-house Bacula expertise. Bacula Enterprise licences are managed separately: customers bring existing licences or acquire them alongside the service.

- Growing organisations without dedicated backup staff
- Organisations subject to international compliance frameworks: NIS2, DORA, NIST SP 800-171, ISO 27001, SOC 2
- Heterogeneous IT environments: Linux, physical servers, containers, databases, cloud, HPC
- Organisations that actively need to avoid vendor lock-in and proprietary data formats

1.2 Rubrik Cloud Data Management

Rubrik positions itself as a Zero Trust Data Security company focused on ransomware recovery, data observability, and cloud data management. Its flagship product — Rubrik Security Cloud — delivers backup, threat detection, and recovery as an integrated SaaS platform. On-premises workloads are protected via Rubrik CDM (Cloud Data Management), deployed as proprietary hardware appliances (Brik nodes) or as a virtual edition.

- Large enterprises in VMware- and Azure-centric environments
- Organisations prioritising ransomware narrative and a premium, turnkey vendor
- Cloud-first organisations with Microsoft SaaS workloads (M365, Google Workspace, Salesforce)
- Enterprises with large IT budgets willing to pay a premium for a polished, integrated platform

2. Technical Architecture

2.1 Core Engine

CRITERION	FAALEOLEO.IO (BACULA ENTERPRISE)	RUBRIK CDM / SECURITY CLOUD
Engine	Bacula Enterprise Edition	Rubrik proprietary (closed source)
Licence model	Commercial open-core — no format lock-in	Proprietary SaaS + appliance subscription
OS base	Linux-native	Linux (appliance OS, inaccessible to customer)
Architecture	Director / Storage Daemon / File Daemon (modular)	Brik node cluster / SaaS control plane

2.2 Component Architecture

FAALEOLEO.IO (BACULA ENTERPRISE)

Client (File Daemon)
└ TLS tunnel (AES-256) → Bacula Director (central controller)
└ Storage Daemon
└ Local: Hardened & Encrypted Repository [DEFAULT]
└ Disk / NAS / Tape — AES-256 at rest
└ Cloud: Hardened & Encrypted Repository [DEFAULT]
└ S3 / Azure Blob / GCS — AES-256 at rest + in transit

Every faaleoleo.io installation — local or cloud — ships with a hardened, AES-256-encrypted repository as a mandatory default. This is not a feature to enable: it is the baseline every customer receives.

RUBRIK CDM / SECURITY CLOUD

Protected workload
└ Rubrik Agent / agentless (VMware VADP)
└ Rubrik Cluster (Brik nodes) / Rubrik Security Cloud (SaaS)
└ Rubrik Managed Volume / Cloud Archive
└ Immutable snapshots (WORM-based) [policy-configured]
└ Cloud archival (AWS S3, Azure Blob, GCS)
Management: Rubrik Security Cloud console (SaaS, US-hosted)

Rubrik's immutability is policy-based: administrators configure Retention Lock settings per SLA policy. The architecture is appliance-centric: Brik node clusters require hardware procurement, capacity planning, and periodic hardware refresh cycles (typically every 3–5 years).

2.3 Supported Workloads

WORKLOAD	FAALEOLEO.IO (BACULA ENTERPRISE)	RUBRIK CDM / SECURITY CLOUD
Linux (physical / VM)	Full, native	Good — agent required
Windows (physical / VM)	Full	Good — agent or agentless
VMware vSphere	Full — agentless via plugin	Excellent — VADP-native, market-leading
Microsoft Hyper-V	Full	Limited
KVM / QEMU / Xen	Full, native plugins	Not supported
Proxmox (incl. v9.0)	Full plugin	Not supported
Nutanix AHV	Full plugin	Limited — partial support
OpenStack	Full plugin	Not supported
Databases (Oracle, PostgreSQL, MySQL, MSSQL, SAP HANA, DB2, MongoDB)	Deep — Enterprise plugins per engine	Moderate — Oracle, SQL Server, SAP HANA
Containers / Kubernetes	Full — namespace-level plugin	Good — native integration
OpenShift (incl. Longhorn, KubeVirt)	Full plugin	Limited
HPC / Lustre file systems	HPC Accelerator plugin	Not supported
Tape	Full, mature	Not supported
Cloud (AWS, Azure, GCS)	Full — S3-compatible	Excellent — native cloud-first
SaaS (M365, Google Workspace, Salesforce)	Via SharePoint plugin (M365 partial)	Excellent — dedicated SaaS protection
Mainframe / AIX / HP-UX	Full — Enterprise plugins	Not supported

3. Plugin Ecosystem

Plugin breadth is one of Bacula Enterprise's most significant — and most underestimated — advantages over Rubrik. The difference is not marginal: Bacula Enterprise covers virtually every production platform category with dedicated plugins, while Rubrik's coverage is optimised for its target market of VMware, cloud, and Microsoft SaaS.

3.1 Bacula Enterprise — Extensive Plugin Library

Bacula Enterprise ships with a large and actively growing plugin ecosystem. The most recent release (18.2.1) added the HPC Accelerator, OpenStack, and LibVIRT plugins while enhancing Kubernetes, OpenShift, Proxmox, QEMU, and XenServer — demonstrating the pace at which coverage continues to expand.

CATEGORY	BACULA ENTERPRISE PLUGINS
Virtualisation	VMware, Hyper-V, KVM/QEMU, Xen, Proxmox (incl. v9.0), Nutanix AHV, OpenStack, LibVIRT
Containers	Kubernetes (namespace-level scalability), OpenShift (incl. Longhorn, KubeVirt/ OpenShift VM)
Databases	Oracle RMAN, PostgreSQL, MySQL/MariaDB, Microsoft SQL Server, SAP HANA, IBM DB2, Sybase, Informix, MongoDB
Cloud storage	AWS S3, Azure Blob, Azure VM, Google Cloud Storage, Microsoft 365 SharePoint
HPC & storage	HPC Accelerator (Lustre, petabyte-scale), NDMP (NAS), Tape libraries
Platforms	RHEL 10, Debian 13, AIX, HP-UX, mainframe environments

3.2 Rubrik — Platform-Centric Coverage

Rubrik's coverage is strong within its target segments. Outside those segments, support is limited or absent, and no external plugin API exists to extend coverage.

Native integrations: VMware vSphere (VADP — agentless, market-leading), Microsoft SQL Server, Oracle (via agent), SAP HANA (via agent), Microsoft 365 (Exchange, SharePoint, OneDrive, Teams), Google Workspace, Salesforce, AWS / Azure / GCP (native cloud), Kubernetes (via agent), NAS (NFS, SMB).

No official support for: KVM, QEMU, Xen, Proxmox, OpenStack, IBM DB2, Sybase, Informix, MongoDB, HPC / Lustre, tape libraries, mainframe / AIX / HP-UX, OpenShift (limited).

KEY FINDING

For heterogeneous environments, the plugin gap between Bacula Enterprise and Rubrik is decisive. Organisations using Rubrik in heterogeneous environments must maintain separate backup tooling for the workloads Rubrik cannot protect — a hidden operational and cost overhead that compounds at scale.

4. Security Architecture

Security architecture is a significant differentiator — but the comparison is nuanced. Rubrik markets Zero Trust Data Security aggressively and its immutable snapshot model is a genuine capability. However, Bacula Enterprise's security operates at the architectural level by default, and Rubrik's own 2023 security incident raises direct questions about the gap between security marketing and security practice.

4.1 faaleoleo.io Security Defaults

DEFAULT	WHAT IT MEANS
Hardened repos by default	Every installation — local or cloud — ships with a hardened, AES-256-encrypted repository. No administrator decision required; no feature to activate later.
End-to-end encryption	TLS for all communication channels. AES-256 for backup data at rest and in transit, regardless of whether storage is on-premises or in the cloud.
Architectural ransomware protection	The Storage Daemon accepts connections only when initiated by the Director. A compromised client cannot reach backup data — this is structural, not policy-based.
NIST-hardened OS images	faaleoleo.io delivers preconfigured, NIST-hardened images (QCOW/Docker) with signed releases and audit reports at every deployment.

- **Multi-factor authentication** — integrated at the protocol level
- **Air-gap capable** — full offline operation modes including tape rotation
- **Immutable audit logs** — signed and tamper-evident by default
- **Proven in the most sensitive environments** — Bacula Enterprise is the backup solution of choice for western defence and intelligence organisations, a standard no other backup vendor has publicly matched

4.2 Rubrik Security Track Record

Rubrik markets Zero Trust Data Security as a core positioning. Its Retention Lock (WORM) model genuinely protects backup snapshots from modification or deletion within the configured retention window. However, several factors require scrutiny:

- **2023 Rubrik security incident** — In March 2023, Rubrik disclosed that threat actors had accessed its internal IT systems via a zero-day vulnerability in Fortra's GoAnywhere MFT software. Data from Rubrik's sales operations — including customer and partner information — was exfiltrated by the CLOP ransomware group. A backup security vendor whose own environment is breached is a direct challenge to its Zero Trust marketing.
- **Immutability is policy-configured, not structural** — Administrators must configure Retention Lock settings per SLA policy. Misconfiguration or policies without Retention Lock leave backup data without immutability protection.
- **Encryption at rest requires configuration** — Available but must be explicitly enabled per managed volume. Not active by default in all deployment modes.
- **No open-core model** — The codebase is not auditable. Customers rely entirely on Rubrik's security attestations with no ability to independently verify.

- **SaaS control plane in the US** — Rubrik Security Cloud's management plane is US-hosted. Metadata, telemetry, and management operations flow through Rubrik's cloud infrastructure — a consideration for organisations with EU data residency or sovereignty requirements.

The critical difference is structural. faaleoleo.io's ransomware protection is architectural — a compromised client cannot reach the Storage Daemon because the connection model does not permit it. Rubrik's immutability prevents modification of existing snapshots but does not architecturally block compromised clients from triggering new backup operations or exfiltrating data through the backup channel.

5. Compliance

faaleoleo.io supports international compliance frameworks and serves organisations worldwide. The combination of Bacula Enterprise and faaleoleo.io's hardened managed service approach substantially reduces the effort required for compliance evidence — regardless of the regulatory framework in force.

REQUIREMENT	FAALEOLEO.IO	RUBRIK
NIS2 (EU)	Out-of-the-box ready	Possible, configuration required; US-primary compliance posture
DORA (EU financial)	Explicitly addressed — immutable audit logs, documented recovery procedures	Partial — EU regulatory mapping requires additional work
NIST SP 800-171 (US)	NIST-hardened OS image as standard	Possible — appliance hardening required separately
ISO 27001	Supported via hardened deployment and audit trail	Possible, requires configuration and documentation
SOC 2	Supported	Supported — Rubrik holds SOC 2 Type II
GDPR / Data sovereignty	Full control — local, cloud, or hybrid; always AES-256 encrypted	SaaS control plane is US-hosted — data residency review required for EU organisations
Audit logs	Immutable, signed	Present, configurable — not architecturally immutable by default

Data sovereignty consideration: Rubrik Security Cloud's management control plane is hosted in the United States. For organisations in the EU subject to GDPR and data residency requirements, management plane processing — including metadata and operational telemetry — flowing through a US SaaS service requires careful legal review. faaleoleo.io's fully on-premises or EU-hosted deployment avoids this concern entirely.

6. Licensing & Cost Model

faaleoleo.io — Flat-Rate Managed Service

PLAN	PRICE	WHAT'S INCLUDED
Professional	from €599 / month	Mon–Fri support, email, 4 custom builds per year
Managed Hosting	Custom	24/7 dedicated support, fully cloud-hosted Bacula, SLA guarantees, uptime monitoring
Enterprise	Custom	Dedicated infrastructure, multi-region, unlimited custom builds, strategic consulting

Bacula Enterprise licences are not included in the faaleoleo.io subscription — customers bring existing licences or add them. The faaleoleo.io pricing model is **flat-rate**: no per-VM, per-CPU, or per-TB fees. The managed service cost stays stable as the infrastructure grows; only the Bacula Enterprise licence scales with workload count.

Rubrik — Subscription and Appliance Pricing

Rubrik's pricing model is among the most complex and premium-priced in the backup industry:

- **Rubrik Security Cloud:** Per-TB managed or per-workload subscription. SaaS protection (M365, Google Workspace, Salesforce) is licensed separately per-user.
- **CDM appliances:** Rubrik Brik nodes are proprietary hardware with significant purchase or subscription-lease costs. Hardware refresh cycles (typically every 3–5 years) add to long-term TCO.
- **Premium feature tiers:** Advanced ransomware recovery — Cyber Recovery, Threat Hunting, Sensitive Data Discovery — are premium add-ons, not included in base licensing.
- **Scale costs:** At scale, Rubrik contracts routinely reach six or seven figures annually. Existing customers have reported substantial price increases at renewal since Rubrik's 2024 IPO restructured its licensing model.

7. Vendor Lock-in & Data Portability

CRITERION	FAALEOLEO.IO (BACULA ENTERPRISE)	RUBRIK
Backup format	Open format, directly readable	Proprietary Rubrik format — readable only with Rubrik platform
Switching providers	At any time — config and data are portable	Full data restore and re-ingest required; appliance decommission required
Storage location	Local, cloud, or both — AES-256 encrypted in every case	Brik appliance or Rubrik-managed cloud — location constrained by appliance architecture
Code transparency	Open-core — code audit possible	Closed source — no code audit
Hardware dependency	None — fully software-defined	Brik nodes required for CDM; hardware refresh cycle creates ongoing commitment
Control plane dependency	None — fully on-premises capable	Rubrik Security Cloud SaaS required for management

The lock-in with Rubrik is deep and multi-layered. Backup data in Rubrik's proprietary format is unusable without an active Rubrik platform. Migration away requires a complete restore-and-re-ingest cycle — weeks or months at scale. The hardware appliance commitment adds a physical dimension to vendor lock-in absent in software-defined backup solutions.

Bacula's open format means data and configuration belong to the customer — always. A customer can read, restore, or migrate backup data independently of faaleoleo.io at any time.

8. Operations & Support

	FAALEOLEO.IO	RUBRIK
Customer operational effort	Minimal — faaleoleo.io absorbs Bacula complexity	Low for covered workloads — UI is polished and intuitive
Expertise at vendor	Bacula specialists directly reachable	Rubrik support — quality high for standard use cases
Custom builds / plugins	Included by plan, or as add-on	Not possible — proprietary closed platform
Updates / patches	Automated, signed releases with audit report	Automated appliance updates — timing managed by Rubrik
Plugin development	Available — Bacula Enterprise Plugin API	Not possible — no external plugin API
Hardware management	None — no on-premises appliances required	Brik node maintenance, capacity expansion, hardware refresh planning

Rubrik's operational experience for standard VMware and Microsoft workloads is genuinely good: the UI is polished, backup policies are straightforward to configure, and recovery workflows are fast. For organisations whose entire workload fits within Rubrik's target profile, operational overhead is low.

For organisations with heterogeneous environments, teams must maintain Rubrik for covered workloads and separate backup tooling for everything else. faaleoleo.io addresses the full environment from a single platform without in-house Bacula expertise.

9. Decision Matrix

REQUIREMENT	FAALEOLEO.IO	RUBRIK
Security-critical / government environments	Strong advantage	Adequate
Hardened & encrypted repos by default	Standard in every deployment	Policy-configured — not a default
International compliance (NIS2, DORA, NIST, ISO 27001)	Strong advantage	Adequate (US-primary posture)
No vendor lock-in	Strong advantage	Not supported
No hardware appliance commitment	Strong advantage	Not supported
Heterogeneous / Linux-heavy infrastructure	Strong advantage	Adequate
Broad plugin ecosystem	Strong advantage	Adequate (within target profile)
KVM / Proxmox / OpenStack / OpenShift	Strong advantage	Not supported
HPC / Tape / Mainframe	Strong advantage	Not supported
Predictable, growth-independent costs	Strong advantage	Adequate
Air-gap / offline / tape	Strong advantage	Not supported
GDPR / EU data sovereignty	Strong advantage	Requires legal review (US SaaS control plane)
VMware-dominant environment	Adequate	Strong advantage
Microsoft 365 / SaaS protection	Adequate	Strong advantage
Cloud-native workloads (AWS, Azure, GCP)	Adequate	Strong advantage
Polished UI / fast onboarding	Adequate	Strong advantage
Ransomware threat hunting / data observability	Adequate	Strong advantage

10. Conclusion

Rubrik is a genuine innovator in the backup industry: its ransomware recovery narrative, immutable snapshot model, and cloud-native SaaS architecture represent real capabilities that matter to organisations for whom VMware, Microsoft 365, and cloud workloads are the primary protection requirement.

faaleoleo.io with Bacula Enterprise is the stronger choice for organisations that:

- Must meet international compliance requirements (NIS2, DORA, NIST, ISO 27001, SOC 2) structurally and demonstrably
- Need hardened, encrypted storage as a non-negotiable default — for local and cloud alike — not a configuration exercise
- Operate heterogeneous or Linux-heavy infrastructure
- Require the broadest possible plugin and platform coverage — including KVM, Proxmox, Nutanix, OpenStack, Kubernetes, OpenShift, HPC, or mainframe workloads
- Must protect tape libraries, NDMP NAS, or air-gapped environments
- Cannot accept proprietary hardware lock-in or appliance refresh cycles
- Have EU data residency requirements incompatible with a US SaaS control plane
- Need predictable, growth-independent backup costs
- Have the highest security requirements: financial services, public sector, defence, critical infrastructure
- Want Enterprise backup quality without building in-house Bacula expertise

faaleoleo.io's value proposition is precise: **Enterprise backup quality without Bacula complexity** — with the security architecture trusted by western defence organisations, the broadest plugin ecosystem in the industry, and the compliance posture that international regulatory requirements demand.

ABOUT FAALEOLEO

faaleoleo.io is a managed service provider specialising in Bacula Enterprise deployments. We deliver hardened, encrypted, compliance-ready backup infrastructure — without requiring customers to develop internal Bacula expertise. Our deployments are preconfigured, OS-hardened, and continuously monitored. Talk to us at **faaleoleo.io**.