Fashion House MaxMara Strengthens Cyber Resilience to Protect Global Operations

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>
> **Antonio Farini** | **Group Chief Information Officer, MaxMara Group**

CHALLENGES

When it comes to fashion, few names carry the cachet of MaxMara. The iconic Italian brand has spent decades dressing women in sophisticated, timeless styles, generating more than €2 billion in annual revenue. Behind the scenes, 5,000 corporate employees power MaxMara's global operations— protecting "crown jewels" such as IP designs, customer data, and manufacturing production, which is paramount to business continuity.

Key challenges included:

1 **Frequent backup failures and lengthy restore times taking up to 7 days**

2 **Complexity of legacy tool, forcing outsourcing of management**

3 **Insufficient visibility and control over hybrid cloud environments**

OUTCOMES

With Rubrik, MaxMara realized:

99% RTO Improvement
From 5 hours to 34 seconds

90% Reduction in Backup Management Effort
From 10 hours to <1 hour per week

60 Minutes to Onboard All Cloud Workloads
Across AWS and GCP

Brand Reputation and Customer Trust Protected

MaxMara

BACKGROUND

MaxMara is an iconic Italian fashion house founded in 1951 by Achille Maramotti, renowned for its timeless, sophisticated designs and impeccable tailoring. With a global presence spanning flagship boutiques and high-end retailers, Max Mara has become synonymous with classic style that transcends trends to remain a symbol of enduring quality in the world of luxury fashion.

- Retail
- EMEA | Reggio Emilia, Italy
- 500 International Stores
- 5,000 Employees

When Legacy Tools Fail to Meet Modern Threats

As MaxMara expanded its digital footprint, the company grappled with increasingly complex data security requirements. Gianluca Piccinini, Chief Infrastructure Officer, recounts: "The legacy tool we used had a simple goal: daily backups. However, due to its complexity, we had to outsource its management through a MSP. Not only did that add unnecessary cost, but it would take up to a week for a restore request. These limitations exposed our data integrity and operational efficiency to unnecessary risk."

MaxMara needed a solution that could provide comprehensive data security, deliver rapid recovery in the event of a cyber attack, and minimize operational disruptions.

"We strive for data security and cyber resilience every single day, as they ensure the very continuity of the company. "A data breach or loss would harm our operations and also undermine customer trust, ultimately damaging our reputation," Piccinini emphasized.

TRANSFORMATION WITH RUBRIK

Accelerated Threat Detection and Cost-Saving Resilience

MaxMara turned to Rubrik Security Cloud for its native immutability, threat detection, and unified cloud data protection.

"Rubrik is a game changer. We restored a business-critical database in exactly 34 seconds, whereas it previously took up to 5 hours. Additionally, we can check across all historical backups, in minutes, pinpoint the latest clean recovery point, and safely recover, " Piccinini explained, underscoring the invaluable advantage this has provided MaxMara.

Rubrik Cloud Native Protection provides MaxMara with unified control and multi-cloud backup orchestration across AWS and GCP. Cloud workloads were onboarded in under an hour, guaranteeing continuous operations and protection from downtime or data loss for all critical functions, both on-premises and in the cloud.

For Antonio Farini, MaxMara CIO, Rubrik's impact goes beyond technology: "Introducing Rubrik has significantly enhanced my level of comfort and confidence in our data security. In today's cyberthreat landscape, attacks are inevitable—what matters is having a robust incident response plan. The real benefit Rubrik delivers is the increased awareness and preparedness on precisely what needs to be done, how to do it, and the ability to respond correctly in a crisis. However the day will go, a lifeboat exists, and we can count on it."

With Rubrik, MaxMara ensures its heritage of timeless fashion is matched by uncompromising cyber resilience, protecting both operations and customer trust without compromise.

> "With Rubrik securing our crown jewels, we are able to confidently carry on MaxMara's mission in the face of cyberthreats."
>
> **Gianluca Piccinini** | **Chief Infrastructure Officer, MaxMara Group**

rubrik

PRODUCTS & SERVICES

Enterprise Data Protection

Rubrik Cloud Vault

Rubrik Cloud Native Protection

ABOUT RUBRIK

Rubrik (RBRK), the Security and AI company, operates at the intersection of data protection, cyber resilience and enterprise AI acceleration. The Rubrik Security Cloud platform is designed to deliver robust cyber resilience and recovery including identity resilience to ensure continuous business operations, all on top of secure metadata and data lake. Rubrik's offerings also include Predibase to help further secure and deploy GenAI while delivering exceptional accuracy and efficiency for agentic applications. For more information, please visit www.rubrik.com and follow @rubrikinc on X (formerly Twitter) and Rubrik on LinkedIn.