rubrik

Domino's: Securing the Digital Recipe for Global Scale, Cyber Resilience, and Franchisee Success

"At Domino's, our digital platform processes over 80% of global sales. For us, cyber resilience isn't just about protecting revenue; it's about protecting the livelihoods of our thousands of franchisees. Rubrik has moved us to a comprehensive cyber resilience platform, ensuring we can recover quickly and securely, keeping our promise to every customer and store owner."

Andrew Albrecht
Chief Information Security Officer, Domino's

CHALLENGES

As the world's number one pizza brand, Domino's delivers over $19.1 billion in sales across 21,000 global stores. They are a critical pillar in the retail and food delivery ecosystem, but their high-speed innovation and vast supply chain increase their exposure to cyber threats. A single incident could threaten their brand and halt operations for tens of thousands of franchisees.

Domino's recognized that to protect their core business model, they had to move beyond legacy backup solutions to a robust cyber resilience strategy to address three critical challenges:

1. **Guaranteeing uptime,** as platform shutdowns instantly halt payments and jeopardize thousands of small business franchisees

2. **Mitigating the risk of targeted attacks** against their high-value global supply chain and digital presence

3. **Overcoming legacy limitations** that lacked the immutability needed for a fast, malware-free restoration

OUTCOMES

Partnering with Rubrik, Domino's implemented a strategy that shifted their focus from merely backing up data to guaranteeing digital platform integrity, resilience, and operational uptime. With Rubrik, Domino's

Realized 13% YoY Decrease

In cyber liability renewals

Safeguarded Mission-Critical Data

That processes over 80% of annual sales

Achieved Significant TCO Savings

From streamlining into one data security platform

Strengthened Credibility with the Board

And over 7,000 U.S. stores

BACKGROUND

Founded in 1960, Domino's Pizza is the largest pizza company in the world, with a significant business in both delivery and carryout. With independent franchise owners representing 99% of all Domino's stores, it had global retail sales of over $19.7 billion in the trailing four quarters ended Sept. 7, 2025. In the U.S., Domino's generated more than 85% of U.S. retail sales in 2024 via digital channels and has developed many innovative ordering platforms.

COMPANY DETAILS

Quick Service Restaurant (QSR)

AMER | Ann Arbor, MI

21,000 stores
90+ countries

11,000 Employees

Safeguarding Global Uptime and Trust in a Hyper-Fast Environment

Downtime is not an option for Domino's. With the digital platform processing over 80% of global sales across over 7,000 U.S. stores, downtime is measured in seconds. As CISO Andrew Albrecht notes, "Cyber resilience is not just a priority. It's the backbone of our business."

A single cyber incident could instantly halt order processing, compromising the brand, incurring millions in lost sales on high-stakes nights, and immediately jeopardizing the livelihoods of thousands of franchisees. Domino's recognized its legacy solutions lacked the required cyber resilience to protect its massive digital presence from modern threats.

The primary risks facing the company's board and leadership were:

Protecting Franchisee Livelihoods: A digital platform shutdown directly halts order processing and payments, threatening the survival of hundreds of small business franchise owners.

Vulnerability to Modern Cyber Threats: Targeted attacks against global supply chains and Quick Service Restaurants (QSRs) posed a direct risk to Domino's massive digital presence.

Imperative for Cyber Resilience: Legacy solutions were not scalable and lacked the immutability and proactive threat intelligence needed to prevent the restoration of malicious code.

Without a cyber resilience strategy that guaranteed secure recovery and data integrity, Dominos's faced unacceptable risk to its operational continuity and commitment to its franchisees.
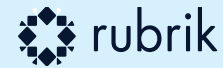
Securing the Core Engine

Domino's chose Rubrik for its alignment with their passion for innovation, recognizing the platform as the new standard for cyber resilience. Rubrik secures Domino's core digital ordering platform across the entire US market and many international locations.

The comprehensive security deployment focuses on immutable data protection—the foundation of their strategy—ensuring snapshots are tamper-proof. Rubrik actively analyzes data for malicious activity, guaranteeing a secure recovery that does not reintroduce malware.

The impact of this transformation extends far beyond IT. CISO Andrew Albrecht's department is now viewed as a change agent and business enabler, not just a cost center, reinforced by Albrecht's ability to present to the exec team and board with hard resilience metrics and tangible recovery playbooks. This proactive approach has also resulted in improvements to brand reputation, with customers and franchisees feeling reassured that their critical data is protected.

For Albrecht, the human impact is the most critical measure of success. By drastically improving recovery speed and data integrity, Domino's ensures continuity for franchisees. This cyber resilience enables the culture of service that defines the company, where local teams can be "the first to open and last to close" even during natural disasters, using their quickly restored systems to support the community. Rubrik is essential to this promise, playing a massive role in minimizing cyber risk and protecting the integrity of Domino's business model.

> **"The team loves Rubrik's ease of use. In cybersecurity and IT, we wear so many hats. It's critical to have an intuitive platform, and Rubrik gives us the comfort that we have the data, the playbook to restore, and that it's highly secure."**
>
> Andrew Albrecht
> Chief Information Security Officer, Domino's

PRODUCTS & SERVICES

Enterprise Data Protection

Ransomware Investigation

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.