



Avolta Secures the World's Airports: Achieving Cyber Resilience Across the \$70 Billion Global Travel Retail



"Rubrik is more than just disaster recovery; it's a strategic enabler. It allows us to protect and orchestrate our data, giving us the peace of mind to focus on our ambitious 'Destination 2027' goals and truly innovate for our customers. I see Rubrik as an emerging North Star."

Martyn Gibbs

Head of Global Infrastructure

CHALLENGES

Avolta, the market leader in global travel retail and food services, serves 2.5 billion customers annually across 5,100 outlets in 70 countries. Following the merger of Dufry and Autogrill, Avolta now operates over 90% of travel retail, making it mission-critical to the global traveler experience. The company's [Destination 2027](#) initiative was launched to unify its international footprint, modernize operations, and enhance customer experience. This transformation demanded a data security and cyber resilient platform capable of protecting its vast, complex, and high-value data estate while accelerating its strategic cloud migration.

Avolta required a modern, comprehensive data security posture, facing heightened operational and security risks from:

- 1 **Inconsistent legacy infrastructure**
- 2 **Massive data sprawl following M&A**
- 3 **Persistent cyber threat volume**

Avolta's executive leadership sought to redefine cybersecurity not as a compliance burden but as a core business enabler that would accelerate their strategic goals.

OUTCOMES

To meet these goals, Avolta partnered with Rubrik to implement a single, unified data security and cyber resilience platform built to scale. This safeguarded operations, streamlined management, and significantly de-risked their global transformation. Avolta realized powerful improvements:



100% Business Continuity

Neutralized a daily threat volume of ~2,000 cyberattacks



Days-to-Hours RTO Reduction

Reduced recovery time, ensuring uptime across 5,100 global outlets



Consolidated Four Legacy Tools

Significant TCO savings and operational efficiency



18 Data Centers Decommissioned in <36 Months

Consolidated global operations into a cyber-resilient cloud architecture

BACKGROUND

Avolta AG (SIX: AVOL) is a leading global travel experience player. With the traveler at its strategic core, Avolta maximizes every moment of the traveler's journey through its combination of travel retail and travel food & beverage, passion for innovation and excellent execution. Avolta's well-diversified business across geographical, channel and brand portfolio pillars operates in 70 countries and 1,000 locations.

COMPANY DETAILS

Travel Retail Food & Beverage

EMEA | Basel, Switzerland

**70 countries
6 continents**

77,000+ Employees

Legacy IT Jeopardizes Global M&A Integration

The complexity of integrating the acquired IT estate into Avolta's existing ecosystem created an immediate infrastructure challenge. Avolta inherited a deeply decentralized IT environment with 18 disparate data centers and a fragmented set of legacy backup tools, creating significant security vulnerabilities and making unified data governance nearly impossible.

Avolta Head of Global Infrastructure Martyn Gibbs and his team faced intense pressure: any service disruption—whether from an outage or a ransomware attack—could cripple point-of-sale systems, halt logistics, and severely damage the company's reputation with airport authorities. Traditional, siloed solutions were inadequate for a multi-cloud strategy and could not provide the cyber resilience necessary to withstand the constant, high-volume of attacks targeting major global enterprises. Avolta required a future-proof data security foundation to ensure zero disruption to its aggressive cloud migration deadline.

TRANSFORMATION WITH RUBRIK

Accelerating Cloud Migration with a Cyber-Resilient Multi-Cloud Foundation

To turn its security challenge into a competitive advantage, Avolta partnered with Rubrik to accelerate its cloud migration. Rubrik served as the single, consistent data protection layer enabling Avolta to seamlessly move core workloads from on-premises to the cloud and SaaS.

By deploying Rubrik, Avolta established an architecture that was cyber resilient by design. The platform's core features—including a logical air gap, native immutability, and comprehensive protection for SaaS applications like M365—provided a robust defense against sophisticated cyber threats. This protection was critical for securing the corporate IP of 25,000+ collaborating users, directly increasing their productivity and confidence.

This strategic approach extended directly to hybrid-cloud environments. With Rubrik's cloud-native protection capabilities, Avolta gained a unified platform to secure all cloud workloads running Azure, which included numerous Azure VMs and Azure Files with a total scale of 360TB of data. This centralized approach provided immediate visibility into sensitive data sprawl across their cloud estate, highlighting unprotected data and dramatically reducing the risk of data exfiltration or regulatory fines for non-compliance. Furthermore, the platform introduced cost efficiency, helping the company realize significant TCO savings as part of its cloud strategy.

"The transition to a unified cloud was a non-negotiable milestone for Avolta. Rubrik provided the clear, consistent security foundation that gave us the confidence to stop reacting to vulnerabilities and start strategically accelerating our Destination 2027 goals."

 **Martyn Gibbs** | Head of Global Infrastructure, Avolta

With Rubrik's integrated platform, Avolta's infrastructure team gained centralized visibility and real-time defense capabilities. This control was crucial for efficiently managing the secure decommissioning of all 18 legacy data centers and seamlessly onboarding acquired corporate users, ensuring a high-velocity, high-security transformation. Ultimately, this modern foundation did more than secure their data—it acted as the essential accelerator for Avolta's Destination 2027 strategy by providing the cyber resilience and operational efficiency necessary to unify their brand, ensuring the company can deliver a consistent, world-class experience to their 2.5 billion customers.



PRODUCTS & SERVICES

-  **Enterprise Data Protection**
-  **Cloud Native Protection**
-  **Rubrik Cloud Vault**
-  **Anomaly Detection**
-  **Data Discovery & Classification**

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](https://twitter.com/rubrikinc) on X (formerly Twitter) and [Rubrik](https://www.linkedin.com/company/rubrik) on LinkedIn.