



Kino Indonesia: A Leading FMCG Company chose Rubrik to modernize its Critical IT Infrastructure



“We chose Rubrik for its performance, cost-efficiency, and fast recovery capabilities. Now, our backup processes are fully automated, which has freed up our IT team to focus on higher-value projects. Rubrik has also delivered significant storage efficiencies and cost savings, providing the scalable and reliable digital foundation we need to support our continued growth.”

Benny Kurniawan

Technology Director of PT Kino Indonesia Tbk

PT Kino Indonesia Tbk is a leading name in Indonesia’s FMCG sector, with a diverse portfolio built over 26 years spanning personal care, hygiene, baby care, functional beverages, pharmaceuticals, and food. With over 166 domestic distribution points and exports to more than 40 international markets, Kino’s operations generate vast volumes of transactional, consumer, and operational data daily across its regional operations in Indonesia, Malaysia and Vietnam.

In 2021, the company forced into a pivotal decision for its planned IT infrastructure modernization. Kino’s legacy backup systems relied on manual weekly cycles with limited local storage, leaving the company exposed to extended downtime during disruptions. The timing could not have been more critical. One on hand the facility contributed significantly to both domestic sales and export growth across Southeast Asia and rebuilding it was critical to maintaining the company’s market leadership. On the other hand, investing in a modern backup solution was equally urgent, ensuring business continuity, safeguarding sensitive operational data, and enabling faster recovery in future disruptions.

Ultimately, Kino recognized that resilience had to be built on both fronts: physical and digital. Digital resilience was no longer a luxury or “nice to have”—it was foundational. As the company scaled its operations and expanded its regional footprint, it became clear that strengthening backup capabilities was essential not only to protect data, but to enable recovery, maintain stability, and continue delivering trusted products to customers across the region.

Selecting the Right Technology Partner

Kino’s vendor selection prioritized a simplified and agile backup management, reduced recovery times, and one that could deliver the resilience required in a fast-moving, competitive landscape. By 2020, the company had begun to experience the limits of its legacy backup approach, which lacked the speed and flexibility needed to support rapid recovery during periods of disruption -- one that could ensure business continuity, support operational recovery, and scale with the company’s growing regional footprint.

After thorough evaluation, Rubrik was selected for its balance of performance and cost-efficiency, providing native immutability, accelerated recovery, and comprehensive protection for all applications and systems Kino needed to safeguard.

INDUSTRY

FMCG

RESULTS

- Fully automated backup processes, reducing management time to virtually zero
- Faster, automated point-in-time backup
- Greater application availability and better historical data retention

THE CHALLENGE

- Cumbersome manual backup processes and limited local storage
- Legacy backup infrastructure could not manage growing transactional volumes
- Extended downtime during disruptions

Modernizing for Efficiency and Growth

Since deployment, Kino has achieved remarkable efficiency gains, Backup processes are now fully automated with regular reporting, reducing management time to virtually zero. With time freed from manual tasks, the IT team is now focused on higher-value initiatives critical to scaling operations with confidence, including ensuring application continuity and system stability. In addition to time savings and operational efficiency, Rubrik also delivered notable storage efficiencies. Previously, manual backups consumed valuable storage resources, limiting operational flexibility and restricting Kino to weekly backup cycles. With Rubrik, the company now benefits from faster, automated point-in-time backups, enabling greater application availability and better historical data retention. Kino's backup transformation was primarily focused on protecting its most critical systems, including SAP and back-office infrastructure, which together support approximately 10% of the company's annual revenue. By consolidating operations, minimizing risk, and improving recovery performance, Rubrik has helped Kino achieve meaningful cost savings while strengthening data protection across the region.

Building Resilience for Regional Expansion

With Rubrik protecting its critical IT infrastructure, Kino is positioned to continue its growth trajectory by innovating their quality products, expand the market share in Indonesia and Southeast Asia. The solution provides the scalability and reliability needed to support expanding operations while maintaining the data protection standards essential for a company serving millions of consumers across multiple markets. As Kino continues to strengthen its market position, the partnership with Rubrik ensures that digital resilience remains a competitive advantage, enabling the company to focus on what it does best: delivering trusted products to customers throughout the region. "The incident at our flagship facility was a critical wake-up call, proving that digital resilience is no longer a luxury but a necessity. Our legacy backup system was slow and manual, leaving us vulnerable to extended downtime," says Benny Kurniawan, Technology Director of PT Kino Indonesia Tbk. "We chose Rubrik for its performance, cost-efficiency, and fast recovery capabilities. Now, our backup processes are fully automated, which has freed up our IT team to focus on higher-value projects. Rubrik has also delivered significant storage efficiencies and cost savings, providing the scalable and reliable digital foundation we need to support our continued growth."

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.