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# Beyond Coverage: How Pacific Blue Cross Strengthened Cyber Resilience

## CHALLENGES

As Chief Information Security Officer at Pacific Blue Cross (PBC), Rob Davidson focuses on strengthening cybersecurity and operational resilience for an organization that serves British Columbia and the Yukon. To address evolving cyber threats, including ransomware, PBC modernized its data protection and recovery capabilities with a focus on resilience, efficiency and continuity of member services.

Key challenges included:

1. **The Need for More Consistent, Tested Recovery Processes for Critical Applications**
2. **A Complex Mix of Backup Tools Across Technology Environments**
3. **The Opportunity to Strengthen Ransomware Resilience and Recovery Readiness**
4. **Opportunities to Standardize Retention Policies and Related Management Processes**
5. **The Need for More Coordinated Recovery Planning Across Essential Services**

## OUTCOMES

Rubrik has helped PBC simplify data protection and strengthen its approach to operational resilience. Consolidating tools and processes has supported more consistent recovery planning and greater visibility across its technology environment.

With Rubrik, PBC achieved:

### More Consistent Recovery Planning

Tested recovery procedures for critical applications support preparedness and continuity planning for member services.

### Simplified Management And Oversight

Consolidating data protection tools supports more consistent oversight and helps streamline administrative and audit processes.

### Enhanced Recovery Readiness

Strengthened protective controls and access to specialist recovery support can help PBC prepare for cyber incidents.

### More Consistent Retention Management

Centralized policies support more consistent retention practices across technology environments.

### Improved Identity Recovery Planning

Rubrik Identity Resilience supports more coordinated recovery planning for identity services and related applications.

## BACKGROUND

Pacific Blue Cross is a Health Benefits Society and British Columbia's number one health benefits provider. Based in Burnaby, BC, the not-for-profit organization provides health, dental, life, disability and travel coverage for one in three British Columbians through group benefits and individual plans. With a mission to improve health and wellbeing for British Columbians, Pacific Blue Cross also supports charitable organizations across the province working to improve health outcomes.

## COMPANY DETAILS

**Healthcare/Insurance**

**AMER | Burnaby, British Columbia, Canada**

TRANSFORMATION WITH RUBRIK

## From Uncertainty to Confidence

For Rob, cyber resilience means preparing for disruption and having clear recovery processes in place. As PBC's technology environment evolved, the organization saw an opportunity to simplify oversight and strengthen recovery planning across its systems.

The importance of resilience extends beyond IT. For PBC, maintaining dependable services and safeguarding member information are central considerations in its cybersecurity planning and risk management.

PBC sought a more integrated platform, manageable processes and access to dedicated recovery expertise to support its ongoing cybersecurity program.

Rubrik Cloud Vault contributes to PBC's layered approach to data protection and recovery. Together with documented recovery processes and testing, the platform helps the team prepare for potential disruptions and assess options for restoring services. The result is greater clarity about the steps the organization would take in a cyber incident.

## A Simpler, Safer Foundation

Consolidating onto Rubrik Security Cloud has helped streamline data protection management across PBC's technology environment. More consistent oversight and policy management allow the IT team to focus on recovery readiness, ongoing improvement and other priorities.

> "Rubrik has helped us simplify data protection and strengthen our recovery readiness, while giving our team greater flexibility in how we manage these capabilities."
>
> **Rob Davidson** | **CISO, Pacific Blue Cross**

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### PRODUCTS & SERVICES

- **Enterprise Data Protection**
- **SasS Data Protection**
- **Rubrik Cloud Vault**
- **Identity Resilience**

### 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.