



Nominee: Zerto

Nomination title: Zerto's ZVR 6.0 for Data Centre Cloud Vendor of the Year

Product overview and USP

Zerto Virtual Replication (ZVR) 6.0, is a new IT Resilience platform built uniquely for multi-cloud environments. Combining continuous replication, automated orchestration and enterprise-class scalability in one platform, ZVR 6.0 dramatically accelerates multi-cloud and hybrid cloud adoption. Zerto's flagship product expansion makes it a trusted partner for companies as they continue the journey to the cloud with the safety net of secure migration, and the guarantee that whatever size the production workloads, Zerto can handle the data through scale and simplicity.

The unique selling point of 6.0 is its multi-cloud mobility. Building on 5.5's bi-directional support to Microsoft Azure – the first of its kind to allow replication back and on-premises, 6.0 expands this support, enabling customers to mobilise and protect applications and data between Azure, IBM Cloud, AWS and more than 350 CSPs. Inter-cloud and intra-cloud mobility across multiple cloud environments fully protects businesses as they mobilise applications and data workloads to, from and between multiple clouds. This capability provides full and complete public cloud-to-public cloud disaster recovery and prevents vendor lock-in.

ZVR delivers comprehensive, automated IT resilience for any-sized data centre, with real-time one-to-many replication and recovery of VMs and data from any infrastructure to any site. ZVR allows the user to simultaneously replicate VMs not just within a datacentre, but also to a secondary datacentre and over 350 different CSPs, while still maintaining the impressively short automated recovery time of mere seconds, that the product has always been known for.

Continuous data protection, orchestration and automation mean any migration between data centres or the cloud will be smooth and efficient. It allows companies to place their data and applications in the right location to best support business needs, helping to meet and exceed SLA requirements and give greater flexibility in data centre operations. Zerto is currently the only company that can provide this mobility and scale with the reassurance of replication – all in a single platform.

Technical Alliances

To augment its capabilities in helping companies journey into the cloud, Zerto has close partnerships with businesses who provide other areas of digital transformation infrastructure, including Microsoft, AWS and IBM Cloud.

In March 2017, Zerto announced the Zerto Alliance Partner (ZAP) Program for Technical Alliances, with the aim of empowering infrastructure and software companies with tools to deliver complete solutions for application protection and mobility for enterprises' public, private and hybrid cloud environments.



ZVR Enterprise Cloud Edition is the fastest replication and recovery solution for Microsoft Azure with enterprise-class features for scalability. This allows customers to achieve cost savings, utilising Azure for limitless, on-demand capacity, paying only for what they use, and removing the need to provision and manage expensive data recovery sites. Zerto recently partnered with Microsoft, integrating with Hyper-V to automatically convert Hyper-V VMs to VMware and VMware VMs to Hyper-V on the fly.

VMware on IBM Cloud has also seen benefits by providing ZVR 6.0 to its customers. "Our customers are experiencing the challenges that come with cloud adoption and digital transformation," commented Zeb Ahmed, senior offering manager, VMware on IBM Cloud. "Even with increased adoption, many of the companies we work with are still in need of solutions to help them implement cloud in the best way for their business. In some cases, they need cloud platforms in specific regions that also offer bandwidth scalability. Zerto Virtual Replication 6.0 on IBM Cloud does just that, and we're excited to share the platform with our customers and help them fully embrace the cloud with the reassurance that their data is always protected. Partnering with Zerto, IBM Cloud is solving the IT resiliency challenges around complexity, security and mobility."

Supporting channel partner quotes

"With Zerto, we now have a partner in our portfolio that adds unique features to our offering by providing heterogeneous business continuity and disaster recovery capabilities to our customers that are running hybrid cloud environments. As more of our customers adopt hybrid infrastructure, there is a growing need a solution that improves IT resilience across all aspects of an IT environments. ZVR is exactly that solution." - Mukesh Unadkat, General Manager at Itiso

"We use Zerto's Disaster Recovery as a Service (DRaaS) product internally to help with our everyday operations. Not only do we sell this to our customers but we also trust it for our own operations." - Gregg Mearing, Head of Managed Services at Node4

Zerto understands exactly how cloud service providers operate, and the tools and training available through the ZAP Program made it easy for us to quickly ramp and build our DRaaS business. Zerto enables us to offer functionality, customisation and value to our customers no matter how they decide to implement their disaster recovery plan, or where their applications and data reside." - Jakob Høholdt, Vice President of Proact IT Group

Supporting UK customer quotes

"For business confidence, our business continuity infrastructure and the integrity of replicated data is the one thing we check above all else, everyday. Zerto's level of automation gives us the ease to test as a real user in a way that I haven't encountered with any other software I've come across." – Tristan Hargreaves, IT Infrastructure & Support Manager at Gleadell Agriculture

"Doctors and their support staff rely on critical data and applications every day to treat their patients – there is no opportunity for downtime. Since the implementation of Zerto, we can



confidently provide IT services to all of the GP surgeries and clinics who rely on us and in turn help them provide better patient care." - Phil Turnock, ICT Director at HBL ICT

Customer service differentiation

In today's always-connected world, businesses need to be available 24/7/365. This new world order of uninterrupted technology is a non-negotiable business best practice. To experience downtime of any length of time—even for a few minutes—puts a business at risk of irreparable harm to its brand. Zerto understands the need for IT resilience, and helps its customers achieve it simply, quickly and easily.

Why nominee should win

Zerto provides Resilience for Evolving IT™ by delivering automated, seamless Business Continuity and Disaster Recovery for vSphere, Hyper-V, Azure and AWS. Zerto Virtual Replication delivers critical application availability in the event of a disaster while creating recovery points (RPO) of seconds and recovery times (RTO) of minutes with continuous replication, without the use of snapshots and having no impact on production. This ensures businesses and their customers always have access to critical applications without any IT interruption, downtime or delay.