

Nominee: Zerto

Nomination title: Zerto Virtual Replication

- What are your product's / solution's key distinguishing features and/or USP?

Zerto's flagship product, Zerto Virtual Replication, future proofs IT strategies by enabling enterprises to leverage any on premise or cloud environment for BC/DR and application migration. Zerto is hardware and hypervisor agnostic to improve the flexibility of IT departments and maximize ROI – the hallmarks of Zerto's Cloud Continuity Platform™ – which spans private, public, and hybrid cloud environments. Key features within the platform include:

Cross-Hypervisor Replication – Reduces DR and testing/development costs by enabling customers to integrate Microsoft Hyper-V into their VMware-based data centers. Quick migration of workloads to new IT infrastructures improves ROI and easy replication between hypervisors helps avoid vendor lock-in.

Replicate from Private Cloud to AWS – Dramatically reduces IT capital costs and variability with a simple recurring expense, while leveraging AWS for production and on-demand resource access.

Zerto typically replaces storage-based recovery products, but given the ability to provide continuous replication it can also reduce storage costs associated with matching hardware on production and DR sites. This has an added benefit of being able to deploy Zerto on more critical applications through cost reallocation.

Zerto can be added to leverage existing hypervisor license investments for Microsoft Hyper-V and VMware vSphere since Zerto is hypervisor agnostic. This reduces OPEX costs and improves operational performance. Beyond quantifiable measures such as increased ROI/TCO and significantly reduced recovery time objective (RTO) and recovery point objective (RPO), improved workflows through an intuitive GUI provides an incomparable user experience that saves time. This frees up bandwidth to dedicate more focus to additional projects that will drive IT innovations within the customer's organization that have a bottom line impact.

- What tangible impact has your product/solution had on the market and your customers?

Zerto Virtual Replication (ZVR) can be used for replication, migration, offsite backup and disaster recovery between VMware, Hyper-V and to AWS delivering high value to a customer since the data

center investment is not wasted if future IT infrastructure decisions involve migrations or utilization of different hypervisor and public cloud technologies. As an example; if a Microsoft Hyper-V customer bought Zerto Virtual Replication today and they wanted to switch to VMware vSphere, the same Zerto licenses and software could be used to first test the migration to VMware, migrate the VMs to VMware then re-protect the VMs between VMware environments.

Zerto Virtual Replication replaces SAN based replication, VMware Site Recovery Manager and offsite backup solutions delivering maximum value by not requiring licensing and management of multiple point solutions.

By replicating and protecting data in the hypervisor using journaling technology for point in time recovery; the need for configuring storage snapshots and replica reserves found in SAN based replication is removed. Disk space usage is reduced by 30%+ as Zerto Virtual Replication journaling typically utilizes 7-10% of recovery site storage for point in time recovery down to increments in seconds up to 14 days in the past. This enables a level of granularity for recovering VMs and Applications that was previously unattainable for the majority of virtualized environments.

- What are the major differentiators between your product/solution and those of your primary competitors?

Many IT organizations are increasing their use of multiple virtualization technologies and public cloud services. This has created a gap in the market for a solution that addresses the ability to manage disaster recovery, backups and data mobility between disparate technologies and clouds.

Zerto Virtual Replication (ZVR) 4.0 is the first solution that removes lock-in from the storage, hypervisor and cloud while increasing the utilization of replicated data. By enabling cross-hypervisor/cross-infrastructure workload protection and mobility with no production overhead; the choice of storage, hypervisor and the need for a DR site altogether are no longer constrained by technical limitations. No other software enables the replication, mobility, conversion, recovery and long term backup of different tiers of VMs irrespective of the hypervisor and target site be it VMware, Hyper-V or for DRaaS to Zerto Cloud Service Providers or AWS.

Many enterprises look at ways to save infrastructure cost by adopting public clouds like AWS for DRaaS, or to use existing licenses for different hypervisors like Hyper-V, either as their secondary datacenter for disaster recovery or for multiple satellite offices.

Zerto Virtual Replication fills this market gap by providing a simple, robust and scalable software solution that can protect or migrate any enterprise workload between hypervisors and to public clouds

Zerto Virtual Replication (ZVR) 4.0 includes three new breakthrough data protection and disaster recovery features:

- **Object store based continuous data protection (CDP) – ZVR for AWS introduces the use of AWS S3, for replica data and point in time recovery.**
- **Automated cross hypervisor replication and recovery – Zerto Virtual Replication not only replicates the data between different hypervisors (vSphere, Hyper-V, AWS), it also automates the conversion of the VM during recovery, and maintains networking and other metadata**
- **Offsite backups – Zerto Virtual Replication utilizes replicated data to create portable compressed backups of applications from a consistent point in time. The backup can be stored on any disk device both local or remote and even stored directly in AWS S3 storage with lifecycle policies to Glacier enabling extremely low cost data retention in the cloud.**

These features complement ZVR's rich functionality that is supported fully on all platforms including:

- **Multi-VM protection groups enabling consistent recovery of application stacks**
- **Continuous block level replication delivering RPOs of seconds**
- **No snapshots and no performance overhead**
- **Point in time recovery down to the second up to 14 days in the past**
- **WAN bandwidth optimization, prioritization and throttling**
- **No-impact failover testing with no shutdown in production or break in replication**
- **Automated recovery orchestration and automation**

Why nominee should win

- **Zerto's BC/DR software not only protects and recovers mission-critical systems, but maximizes the value of existing IT investments while improving employee productivity.**
- **Zerto is ushering a new era with a unique vision that BC/DR is not simply an insurance policy to guard against natural and man-made disasters, but rather provide competitive advantages.**

- **Zerto helps customers more effectively meet stringent regulatory compliance/audit requirements, and support key business imperatives such as ensuring uninterrupted revenue generation to achieve better business performance.**
- **Zerto enables strategic growth for channel partners as they add new offerings to help improve their own service levels by offering DRaaS.**