Nominee: Zerto

Nomination title: Zerto - Cloud Company of the Year

SVC award – Cloud company of the year - Zerto

Zerto is committed to keeping enterprise cloud IT services up and running 24/7 through innovative, simple and scalable business continuity and disaster recovery software solutions. The company's award-winning, flagship product, Zerto Virtual Replication (ZVR) – the engine for Zerto's Cloud Continuity Platform™, provides the simplest and most reliable technology for protecting any application and has been available in the EMEA market since 2012. It allows organisations to protect and manage workloads in public, private and hybrid cloud environments.

Zerto Virtual Replication is specifically designed to support virtualised infrastructures, and allows IT leaders to build their infrastructures anyway they want thanks to Zerto's "software agnostic" approach. Zerto's Cloud Continuity Platform™ enables seamless flexibility and manageability of data and critical applications whether they reside on-premise, in the public cloud, or working with a cloud service provider and using all three to implement a hybrid-cloud strategy.

Zerto Virtual Replication is built from the ground-up to be the simplest, yet powerful disaster recovery solution for virtualised infrastructures. ZVR eliminates the threat (and delay) of data loss by maintaining a granularity of the data in increments of seconds up to the past two weeks with their 4.5 version release and is extended to 30 days with the recent 5.0 version release. This feature enables point in time recovery with the ability to rewind data back in time to the second before corruptions, deletions or system-wide data disruptions. Zerto also features non-disruptive testing of the failover, giving organisations insight to and management of all the moving parts of a failover operation, pushing RTOs to the lowest level possible.

By including all of the replication, recovery orchestration and automation in one simple solution, it allows users to recover one, all or a subset of virtualised applications from any storage to any storage, allowing for full realisation of the benefits of virtualisation. The solution is designed specifically for virtual environments and allows replication to be selected per virtual machine (VM). Per VM replication means that Cloud Service Providers (CSP) can also use Zerto and offer Disaster recovery as a Service (DRaaS).

Hypervisor based replication technology is the first disaster recovery (DR) software that allows cloud providers offer cost effective, automated, enterprise class DRaaS. The solution is:

- **Multi-site**

- **Multi-tenant**

- **Array agnostic**

- **Deployed quickly and remotely**

- **Tested and validated at any time**

Per VM selection also reduces costs, which helps make holistic DR capabilities more accessible for mid-market customers. DR requires a significant expense, to maintain and operate a separate data centre. With DRaaS, a significant capital expense is converted to a predictable, low operational cost. It also eliminates any overhead or business disruption associated with testing, hiring and training a DR experienced workforce and maintaining DR. Additionally, by replicating only the most critical data using Zerto, CSPs can reduce customer costs even further.

In its most recent announcements at VMWorld Las Vegas 2016, the company revealed that ZVR is now available to protect workloads running on the IBM Cloud, giving customers confidence to run business critical applications in the cloud. This is in addition to its most recent product update, Virtual Replication 5.0, which enables enterprise-class disaster recovery with Microsoft Azure, One-to-Many simultaneous VM replication to multiple targets, 30-day journaling, and a new mobile application.

Proving their influence in the industry, Zerto has made alliances with a strong string of technology partners including, but not exclusive to Amazon Web Services, Cisco, Exagrid, HPE, IBM Cloud, Microsoft, Nutanix, , and Kaminario.

Zerto has pioneered IT Resilience by providing continuous availability and disaster recovery software solutions for shifting IT priorities including public, private and hybrid clouds. This proactive approach to recovery gives companies the confidence in their ability to withstand any disruption, incorporate new technology easily, and change their IT frequently, all whilst maintaining seamless business continuity.

As of last month, Zerto celebrated results including doubled YoY business and strong growth in the first half of 2016 and on the cusp of its 5th consecutive year of doubling business growth by year's end, as well as securing $70MM in Series E financing in the first six months of the year with VCs including IVP, CRV, Battery Ventures, 83North, and others

Driving these results are Zerto's open, collaborative, and success driven culture that continues to gain recognition. Highlights include winning #6 on the Boston Business Journal's 2016 Best Places to Work list, and CRN Magazine recognizing Zerto as one of the Best Cloud Computing Companies and CEOs To Work For In 2016. Equally noteworthy, Zerto CEO, Ziv Kedem, was recognized for having 100% employee approval rating (source: Glassdoor.com - Jan 2016) with 95% of employees who would recommend the company to a friend.

Testimonials:

Dominic Anschutz, Director, Global Cloud Team, at Microsoft:

"As cloud-based and software-defined infrastructures become more pervasive in today's IT-enabled businesses, we're pleased to work with Zerto to offer their disaster recovery and migration capabilities on Microsoft Azure. Protecting and recovering critical IT infrastructures and data has never been more important, and Zerto's commitment to ongoing innovations in the areas of cloud protection, migration, and IT resilience benefits our mutual customers."

Caroline Griffiths, Senior Product Manager at Claranet:

"When we looked for a DR product to offer as a service, we found that solutions tended to replicate entire environments or nothing, and this approach doesn't work in an MSP context. Per VM replication allows the channel to offer DR with Zerto because we can have multiple customers on our platform all using different services tailored to their needs. But, the key factor is being able to offer IT resilience and the ability to test, all at a lower cost of entry. This is where Zerto excels. Testing the Zerto DR software can be done quickly and with no interruptions to performance, bringing peace of mind that business can continue, no matter what."

Why nominee should win

• Zerto's Cloud Continuity Platform provides the simplest and most reliable method for protecting data and applications in the cloud

• By moving replication up the stack from the storage layer into the hypervisor, Zerto created the first and only replication solution that delivers enterprise-class, virtual replication and BC/DR capabilities for the data centre and the cloud

- **Zerto partners with the leading Cloud Service Providers (CSPs) from around the globe to offer a cloud based BC/DR service**

- **Hypervisor-based replication is fully agnostic to storage source and destination**

- **RPO and RTO: Zerto's hypervisor-based replication solution achieves RPO in seconds, and RTO in minutes**