

## Nominee: Zerto

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### **Nomination title:** Zerto Vendor Reseller Channel Program of the Year

- How long has this organisation been involved in the IT services and solutions market in EMEA?

Zerto is a global company with offices in the US, United Kingdom, Israel, and Australia. Our Business Continuity & Disaster Recovery (BC/ DR) software has earned industry acclaim for combining an innovative approach to disaster recovery with rock-solid reliability and functionality. The Zerto Alliance Partner (ZAP) is the company's reseller program, and it embodies these same ideals as well. Since 2012, the ZAP program has empowered Zerto's ecosystem of value-added resellers with a unique combination of proven tools and innovative ideas. We emphasize developing a local presence in the countries we support in order to give our partners the hands-on assistance they need in order to be successful.

- Are there any key projects delivered in the last year that demonstrate this candidate's suitability for the award?

Zerto sells 100% through the channel and at the heart of the ZAP program stands the ZAP Partner Portal. This is a secure online website that acts as a hub for program information, deal registration and sales tools. At Zerto, we help our partners drive their BC/DR business with generous margins of up to 25% off list price for registered opportunities, along with simple deal registration to protect partner's pipeline. In the ZAP Portal, partners may check on the status of their deal registrations as well as review any updates on their opportunities.

The ZAP Portal also serves as a 'one-stop-shop' for information about the latest partner promotions and incentives, such as our Technical Champion Program (TCP) for Partner Sales Engineers. Launched in 2015, the TCP is a global incentive offered in five different currencies build to provide Partner SEs with recognition and rewards for their role in the sale cycle. The ZAP Portal also houses dozens of white papers, case studies, data sheets, and informative videos, all of which are organized by category and tagged for easy search. Materials are also translated into a variety of local languages such as German, French, Mandarin, Spanish, and others.

Marketers rely on the ZAP Portal to learn more about Zerto's generous Market Development Funds (MDF) program. Zerto MDF empowers more than 500 unique partner activities each year around the globe. Partners may create their own event, email, or advertising campaign and then electronically submit it for review. The ZAP Portal also offers marketing resource libraries with pre-built programs and templates that partners may customize with their own logo or content. Through the Zerto MDF program, more than eight thousand leads have been jointly developed with Zerto partners in the last year alone.

When it comes to training, Zerto enables partners to learn in whatever way works best for them. For those who wish to self-educate, our comprehensive online training offering is a full Learning

Management System with multiple modules that span both the sales and technical side of selling and supporting Zerto. For a more personal touch, Zerto also runs monthly partner training webinars that are promoted through our regular Partner Newsletter.

The ZAP program also includes innovative new offerings designed to engage and delight our partners. To encourage interaction between partners and their Zerto customers, the ZAP includes access to the MyZerto web site. In this open community (forum), partners can participate in moderated discussions with customers and prospects, as well as have 24-7 access to technical updates and documentation. The ZAP Program has also launched new ways to facilitate communication between Zerto and our partners using what's called 'gamification.' Every week, we invite partners to our Influitive portal, where they can receive points, badges, and other prizes for performing different tasks, whether it's re-tweeting an informative blog post or watching a case study video.

In summary, the ZAP Program reflects the Company's dedication to combine best-in-class capabilities with innovative new offerings, and the results speak for themselves. Both Zerto's revenue and our active partner membership have more than doubled over the last year. We look forward to sharing our strategies and success with other companies.

- What key vendor and industry accreditations does the nominee hold?

Zerto's flagship product, Zerto Virtual Replication (ZVR), has won numerous awards, including Best of Show at VMworld 2011, Best of VMworld Europe 2014, as well as 2011, 2012 and 2013 Product of the Year Awards for its innovative hypervisor-based replication approach. ZVR is now the standard for protection, recovery and migration of applications in cloud and virtualized data centers.

- What endorsements does that nominee have from their customers and/or their technology partners?

"In today's business world, agility is key. Technology needs to be able to reflect the changing demands of consumers, seasons and strategy. Recovery is no different. With its ability to respond quickly at application level, Zerto's outstanding technology, combined with our SDDC is set to disrupt the market." -- Head of Service Development, Adapt

"Today's businesses demand 100% availability from a high performance network but are often let down by poor connectivity. By working with Zerto, we enhance our existing offering and use our private Cloud to deliver highly effective DR services. Our customers can now enjoy all the benefits of Cloud automation and flexibility, while ensuring that mission-critical applications remain protected and available, even in the event of an outage." --Lee Wade, CEO, Exponential-e

"When you combine business needs with the increase in natural catastrophes such as the recent flooding in the South of the UK, savvy businesses realise they need a full-proof BC/DR solution that can be activated immediately, should the worst happen. Our DRaaS with Zerto provides this safety net and is part of our on-going commitment to providing customers with best in class solutions for business continuity and disaster planning." -- Natalie Stewart, Product Manager, Node4

**“For DR needs, there are orchestration tools, which are too complex, and backup and replication products which have been deemed unreliable by several of our customers. At the end of the day Zerto is the only complete all in one solution in the market.” — Erhan Cevik, Founding partner at EMOBIL**

**Organisations entered must be based in the EMEA region**

### **Why nominee should win**

- **Provides partners with generous margins of up to 25% that are backed by electronic deal registration and regular channel-friendly pricing incentives**
- **Delivers comprehensive, round-the-clock support through the ZAP Portal, including sales, marketing and technical resources**
- **Offers rewards and recognition to partner sales and technical teams alike**
- **Empowers lead generation with an aggressive MDF program and related template tools**
- **Innovates new offerings with DRaaS, the MyZerto forum, and Inluitive ‘gamification’**