Nominee: Zerto

Nomination title: Cloud Innovation of the Year

Zerto's history in the EMEA market

Zerto is a leading provider of IT resilience and application mobility software for virtualised infrastructure and cloud environments. Founded in 2009, the company has had a strong presence in EMEA since its expansion into Europe in 2012, culminating in the launch of its European headquarters in 2014 - headed by Vice President EMEA Peter Godden. This year saw the company expand its market reach in EMEA to include France, with key appointments to support continued growth. This growth is a result of the increased demand for hybrid cloud, and the resulting need for organisations to invest in technologies that can guarantee the availability of data as well as provide increased flexibility and speed when utilising the cloud.

As IT continues to shift in focus from on-premises data centres to cloud-based architecture, data migration and protection have never been more important and possibly never more difficult to guarantee. Traditionally known as a disaster recovery and business continuity (DR/BC) provider, the term 'IT resilience' has become synonymous with Zerto's technology as it signifies a transition away from simply DR/BC. Instead it represents a new confidence for enterprises both looking to and already integrated with the cloud by ensuring that their IT is able to withstand any disruption, migration or implementation with minimal to no business impact.

Product updates over the past twelve months

Many IT departments seek to drive efficiency and build cloud adoption strategies by utilising different hypervisors and storage in private data centres, or by migrating to hybrid and public clouds. Zerto Virtual Replication (ZVR), Zerto's replication technology, solves all the challenges of seamless workload mobility - as everything that makes ZVR the simplest solution for disaster recovery, also makes it the simplest solution for migrating VMs, servers, mission-critical applications, and large data sets.

Since June 2016, the product has seen major developments; in November last year, version 5.0 launched for general availability with the new Enterprise Cloud Edition, which allows large organisations to replicate their on-premises data into the cloud with real-time, one-to-many replication and recovery of VMs and data from any infrastructure to any site. This includes support

for Microsoft Azure as well as other leading public cloud providers including AWS, IBM Cloud, and HPE, as well as over 300 Zerto Cloud Service Providers.

This update also includes extended 30-day journal capabilities, up from 14 days, to reduce backup constraints as well as storage costs, while also providing an unprecedented capability to neutralize ransomware attacks by "rolling back" to the seconds before encryption. This enhanced feature also allows customers the ability of configuring different retention policies per protection group to replace multiple, short-term point solutions for data protection and retention.

More recently, in August 2017, Zerto announced its 5.5 update which provides bi-directional replication from Microsoft Azure; this innovation allows customers greater freedom to choose whether to replicate to or from the cloud with the seamless mobility 5.5 brings. Greater integration with the public cloud also comes through improved AWS recovery automation, allowing enterprises to benefit from 3-5x faster recovery times in AWS and delivering freedom from disruption to help organisations truly achieve IT resilience.

New analytic features, including real-time and historical analytics on the status and health of multi-site multi-cloud environments, were also included in ZVR 5.5. Zerto Analytics elevates resilience management by delivering visibility of protected applications across the entire infrastructure, empowering decisions with business intelligence based on live and historical protection and consumption data.

Key accreditations

Zerto holds many accreditations from various supporting bodies, including but not exclusive to fellow technology vendors. In June 2017, for example, Zerto announced its inclusion inthe HPE Complete Program, designed to facilitate the purchase of 'best in class' third party branded products to customers and resellers.

Customer testimonials from the past year

"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

"The transition to Zerto Virtual Replication 5.5 has been effortless for TenCate's IT organisation as we pursue a 'cloud first' strategy throughout our global infrastructure. Protecting and managing workloads in the public cloud – particularly Microsoft Azure – is as simple as going from on-premises to on-premises with matching RTO performance. This capability is unlike anything on the market and will help us continue to benefit from using a cloud infrastructure knowing our workloads will always reside in the optimal location and perform as expected." - Jayme Williams, Senior Systems Engineer, TenCate

"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. What started as a disaster recovery plan has now helped us to improve our overall approach to IT." - Phil Turnock, ICT Director at HBL ICT

Partner testimonials from cloud service providers over the past year

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 Unadcath, General Manager at itiso

"We are more than a Zerto partner. 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

Why nominee should win

- Zerto's Enterprise Cloud Edition allows enterprise to replicate on-premises data into the cloud with real-time, one to many replication

- ZVR enables 30-day journalling to reduce backup constraints and neutralise ransomware attacks

- Integration with public cloud providers including AWS, IMB Cloud, and HPE

- Bi-directional replication from Microsoft Azure as well as improved AWS recovery automation

- Analytics features on the status and health of multi-site, multi-cloud environments