

### Business Continuity and Disaster Recovery, Cloud Ready

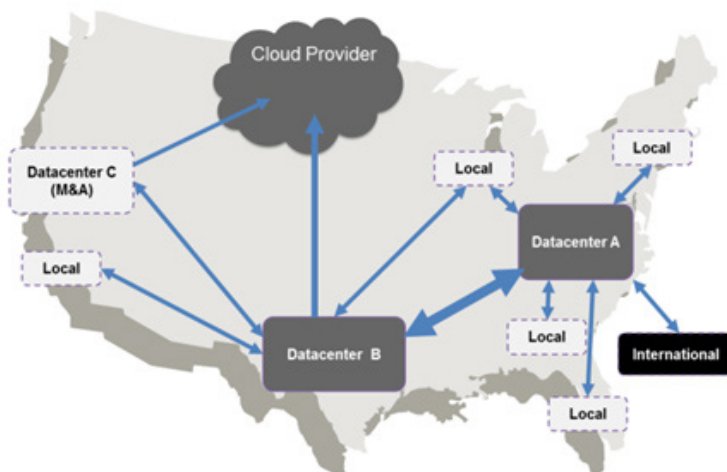
Zerto Virtual Replication, adopted by hundreds of enterprises and cloud providers, is a best of breed solution that has changed the Disaster Recovery landscape by delivering enterprise-class, hypervisor-based replication. Zerto delivers the only cloud-ready, secure disaster recovery solution for mission-critical applications, and works seamlessly with VMware vSphere and vCloud environments. Zerto Virtual Replication extends the useful life of hardware and software assets, increasing ROI with a very simple to use product that makes failover, failback and DR testing easy, reducing operational costs.

**IDC research indicates that more than 70% of companies surveyed experienced up to 10 hours of unplanned downtime over the past 12 months. About 27% of those companies estimated their cost of downtime to be between \$10,000 and \$99,000 per hour.** - IDC Technology Spotlight, sponsored by Zerto, Disaster Recovery for Virtualized Environments: A DR Approach to Fit the New Datacenter, March 2013.

### Cloud Disaster Recovery for a Competitive Advantage

The flexibility and agility of a cloud-based infrastructure provides a clear competitive advantage. A dynamic environment enables the business to respond to changing market and business requirements quickly. Unfortunately, legacy business continuity solutions for virtualized mission-critical applications impede the flexibility that cloud infrastructure can provide. The benefits of cloud and virtualization, such as lower costs and simplified management, are lost as companies try to reconcile a virtualized production environment with a physical replication solution. Zerto Virtual Replication was purpose-built for virtualized and cloud environments.

With Zerto Virtual Replication, benefits of virtualization are extended to the BC/DR strategy so you can beat your competitor to market, protecting your applications and data the whole way.



### About Zerto

Zerto has developed the first hypervisor-based, disaster recovery and replication software for virtualized environments, offering simplicity and greatly reduced operational and maintenance costs. Zerto's award-winning solution, Zerto Virtual Replication (ZVR) is rapidly becoming the standard for disaster recovery and business continuity in the modern data center. ZVR received 'Best of Show' at VMworld 2011, as well as 2012 and 2011 'Product of the Year' Gold Awards. For more information, please visit: [www.zerto.com](http://www.zerto.com).

**“ Zerto’s hypervisor-based replication solution eliminates risk. Zerto’s replication solution is incredibly simple to setup, use and manage. We recently did a disaster recovery test to fail over production to our Atlanta data center. With just a few clicks, and in less than 30 minutes, we had all of our production applications back up. Furthermore, support has been outstanding, and it delivers on the RPO/RTOs that our company requires.”**

— Jeff Chandler, VP of Technology Operations, Jefferson National Financial

- **Maximize your cloud investment:** Extend the benefits of virtualization to your BC/DR strategy
- **Multi-site and multi-tenant:** Ensure consistency across the business and eliminate all weak links, while reducing costs with a shared infrastructure
- **Seamless Scalability:** Deliver consistent protection, even as the environment grows
- **Cloud On-ramp:** Protect your investment with flexibility as Zerto Virtual Replication continues to provide benefits if the strategy changes from a private to a public cloud

Zerto Virtual Replication (ZVR) was built for use in virtualized environments and the cloud. When your organization is ready to embrace a cloud strategy, ZVR will support your journey to the public, private or hybrid cloud.

### Minimize Risk

Zerto Virtual Replication eliminates the risk associated with a new DR application as it installs seamlessly into the existing infrastructure. It will not disrupt your carefully planned data layout, application configuration, or any other part of the environment. The-point-in-time recovery further reduces risk providing several options for recovery. With one-click, testing is greatly simplified, supporting multiple tests per year, supporting internal and external compliance initiatives. The software-only solution scales with your business, providing consistent protection while supporting your growth and revenue objectives.

### Hypervisor-based Replication Simplifies BC/DR

Zerto Virtual Replication is a software-only product that simplifies and automates the entire application protection lifecycle by utilizing hypervisor-based replication technology. ZVR dramatically reduces day-to-day management complexity and streamlines IT operations, eliminating the complexity typically associated with managing BC/DR solutions. Because it works within the virtual environment, many of the manual tasks associated with a physical BC/DR solution are automated with ZVR, reducing or eliminating errors.

### Reduce Storage Costs

All of our customers are being tasked with doing more with less. If a storage array or server can last an extra year that impacts the bottom line. ZVR replicates between different storage and server technologies, extending the useful life of older assets. Different, less expensive storage and servers can be used at the target site as well to reduce costs.

ZVR can replicate between different versions of VMware vSphere and from a VMware vSphere environment to a VMware vCloud environment, increasing the ROI of your virtualization investment. Operational expenses are dramatically reduced as one solution is leveraged across the environment delivering consistent data and application protection.

**“ We specifically virtualized in order to simplify our BC/DR processes, so when we initially looked at a solution that involved manual coordination of the physical and virtual environment, we knew we were not looking at the right product. With Zerto Virtual Replication, we do not have to maintain a complete environment on the DR site, which means we do not need to manage patch levels, application versions, etc. Replicating at the hypervisor is so seamless; we didn’t think it could be this easy.”**

— Bill Robinson, Senior Vice President  
Information Technology,  
Atlantic Fund Services



**“ When we purchased the software, we knew it would improve our BC/DR process, but we got so much more. We reduced our storage footprint by more than 40%. We never expected that. Now, we do not have to purchase storage for the foreseeable future, which is a huge savings for us.”**

— Bill Rausch, Software Engineering  
Manager, HAPO Community  
Credit Union



Contact us today to learn more or request a free trial at [www.zerto.com](http://www.zerto.com) or [info@zerto.com](mailto:info@zerto.com).

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