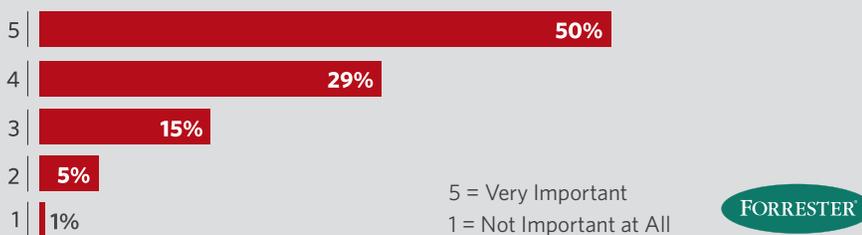


Zerto – Better Disaster Recovery, Lower TCO!

Challenge – Align BC/DR with Virtualization

Virtualization and cloud benefits include increased flexibility, better asset utilization and reduced operational and maintenance costs. However, legacy business continuity solutions for virtualized mission-critical applications impede these benefits as they are complex to manage, do not support advanced virtualization features and require additional hardware and software resources. All the benefits that are expected when the application is virtualized – lower costs, simplified management – are lost. As a result, your IT strategy is not aligned – you need to juggle a virtualized production environment with a physical replication solution.

In your firm's decision to adopt x86 server virtualization, how important was the ability to improve disaster recovery and business continuity?



Source: Forrester's Technology Forrsights For Hardware, Q3 2011

Zerto enables alignment across your IT strategy with hypervisor-based replication, allowing you to fully realize the benefits of virtualization. The benefits that are seen when an application is virtualized carry through to your BC/DR solution. Zerto moves replication from the array or host, up to the hypervisor, providing flexibility, better asset utilization and reduced operational and maintenance costs – all reasons you chose to virtualize in the first place, reducing your overall TCO.

Benefit – Reduce Hardware Costs

Zerto is hardware-agnostic - so you can replicate from any type of storage to any type of storage.

- Leverage existing, underutilized storage as the replication target.
- Leverage lower-cost storage at the replication site.

Because Zerto protects specific VMs and not entire LUNs, it enables you to reduce your overall storage and network requirements.

- Reduce the overall number of LUNs required by utilizing the same LUNs for multiple applications.
- Reduce storage requirements at the target site.
- Reduce network costs and bandwidth requirements by replicating just what is necessary – just the VMs you have selected.

About Zerto

Founded by a team of storage industry veterans, Zerto provides enterprise-class business continuity and disaster recovery solutions for virtualized infrastructure and the cloud. Zerto Virtual Replication is the industry's first hypervisor-based replication solution for tier-one applications, replacing traditional array-based BC/DR solutions that were not built to deal with the virtual paradigm. Ziv Kedem, Zerto's founder and CEO, previously co-founded Kashya, acquired by EMC. Backed by Battery Ventures and Greylock Partners, Zerto is dual-headquartered in Israel and the United States. For more information, please visit: www.zerto.com.

“Zerto enables us to be more efficient with storage... resulting in a 30 percent savings.”

Richard Ferrara, CIO,
Woodforest National Bank
to *CIO Magazine*, “At Houston
Bank, Disaster Recovery
Goes Virtual”
October 2011



Benefit – Reduce Complexity and Streamline IT Operations

Zerto Virtual Replication is a software-only product that simplifies and automates the entire application protection lifecycle by utilizing hypervisor-based replication technology, which enables VM-level protection.

Zerto dramatically reduces your day-to-day management complexity and streamlines your operations, eliminating the complexity typically associated with managing BC/DR solutions. Many of the manual tasks associated with a typical BC/DR solution are automated with Zerto, reducing or eliminating errors.

- Select a VM in VMware vSphere vCenter and, with a few clicks, it is replicated and protected. No need for back and forth communication between the storage and application teams and no need to consolidate LUNs or create new ones.
- Zerto fully automates the entire failover and failback process, including creation of all the VMs, reconfiguring IP addresses and executing custom scripts. Failover takes only a matter of minutes, enabling you to move workloads around whenever necessary.
- With Zerto's unique 'Virtual Protection Group' concept, you can protect an entire application spanning multiple VMs with a single policy and a single automated failover and failback process.
- Zerto seamlessly supports VMware VMotion, DRS and HA, plus Storage VMotion and DRS. With Zerto, you are able to fully realize the benefits of VMware and ensure your data protection strategy is maintained exactly as you have specified. Zerto adjusts to any changes made by VMware vSphere specifications.
- Zerto's software-automated installation does not require any changes to your storage or server infrastructure, making deployment simple and straightforward. The entire install process is completed in minutes and the trial-and-error process of a typical hardware installation is eliminated, allowing you to protect your production environment faster and more accurately.

Benefit – Implement Powerful BC/DR for Mission-Critical Applications

Protecting mission-critical applications is not only about copying data. It is about ensuring application recovery, protecting from logical errors and frequently testing failover to ensure you can recover when needed.

- Protect entire applications by selecting the VMs that are part of the application and let Zerto do the rest.
- Ensure consistent application protection and recovery with Zerto's Virtual Protection Group, with or without VSS support.
- Test failover with the click of a button, while maintaining protection of your production application.
- Recover from logical errors with 'point-in-time' recovery, enabling you to failover to a previous point in time.

Summary

Zerto Virtual Replication eliminates hardware dependencies, reduces network requirements, centralizes management of your BC/DR strategy and leverages automation to reduce complexity and eliminate errors associated with trial-and-error BC/DR processes. Zerto delivers BC/DR solutions designed for your business-critical applications. Do not force-fit a physical solution for your virtualized, business-critical applications – align your IT strategy with a BC/DR strategy specifically designed for your virtualized environment.

“Zerto replicates without the management and TCO challenges associated with array-based replication”

“Zerto Hypervisor-Based Replication:
A New Market Segment is Born”
September 2011



Zerto

Contact us today to learn more or request a free trial at www.zerto.com or info@zerto.com.

930 Winter Street, Suite 2500
Waltham, MA 02451
Phone: 781.478.6806
Fax: 781.478.6601