



Zerto is the leading hybrid cloud-based data replication and workflow orchestration solution on the market today. Zerto for AWS advances our vision of the cloud continuity platform, which allows for workloads to be protected from anywhere to anywhere.






Applications on VMs are encapsulated into logical affinity groups and can be migrated and/or protected to Amazon Web Services together. This makes it easy for customers to leverage AWS for any use case, however, customers can be apprehensive to move forward with new technologies as they are unaware of the pitfalls. This is where you have your greatest opportunity. You can guide your customer and guide them on their path to public and hybrid cloud.

Two relevant opportunities for AWS Partners are:

1. Gain trusted advisor status and maintain account control by helping customers achieve their hybrid cloud goals
2. Expand your business model by introducing AWS into your customer accounts at a pace that works for you and your customers. Be able to capture more customer dollars by being able to provide a public cloud solution.

USE CASES

Amazon Web Services offers several use cases which can offer great savings for any organization.

Feature	Description
 <p>Hypervisor-based Replication</p>	<p>Leverage AWS for disaster recovery for a robust solution with geographic diversity to minimize risk while eliminating the capital and operational costs associated with building, managing and maintaining a second site.</p>
 <p>Granular, VM-level protection</p>	<p>Single solution for mixed public and private cloud environments, making it easy to manage and maintain a hybrid cloud environment. Customer can now realize the full benefits of a hybrid cloud including flexibility, agility and the ability to respond faster to changing business needs all while reducing costs.</p>
 <p>Storage Agnostic Replication</p>	<p>Migrate applications to AWS to save costs, eliminate hardware maintenance, obtain on demand resources. Zerto allows for non-disruptive testing, so you know that the migration will be successful before the downtime window begins.</p>
 <p>Continuous Data Protection</p>	<p>Leverage AWS for Zerto Offsite backups to ensure a copy of the information is always available for recovery in a geographically diverse location. Be able to survive a two-site failure and still recover the entire site.</p>
 <p>Continuous Data Protection</p>	<p>Leverage AWS for test and development to reduce costs as these resources can be leveraged on demand, when needed, and then decommissioned when the project is over.</p>

Zerto Virtual Replication is ideally suited for any virtual environment. The installation is completely non-disruptive and there is no storage or application reconfiguration required. The environment that your customers have carefully architected will remain carefully architected. The simplicity of the product makes for a quick installation that is usually completed in just one hour. Ongoing operations are equally as simple with 4 clicks to failover, 4 clicks to test DR, greatly reducing complexity in the hybrid cloud.

Zerto offers two partner programs and two ways to earn revenue and maintain account control.

- The Zerto Alliance Partner Program is a free, tier-based program featuring high-margin financial benefits and a wide range of technical, marketing and sales tools to help you meet your business goals. Expand your service offerings and provide customers with an award-winning, hypervisor-based DR solution that delivers on the promise of hybrid cloud with support for VMware vSphere, VMware vCloud, Microsoft Hyper-V and Amazon Web Services.
- The Zerto Cloud Disaster Recovery Ecosystem (ZCE) is made up of leading cloud providers which deliver to deliver the benefits of hypervisor-based replication to their customers around the world. While Business Continuity and Disaster Recovery are a natural first-step to cloud services for many companies, the process is tricky; Zerto's technology is the missing element in the cloud computing story. By moving replication to the hypervisor, we eliminate the constraints of storage-based technologies, achieving the flexibility and scalability that your clients expect from the cloud - private, public, or hybrid.

SUMMARY

With Zerto Virtual Replication customers are able to effectively leverage AWS to meet changing business requirements. Although DR is the top use case, organizations are missing a significant opportunity if this is all they do with AWS. With Zerto Virtual Replication IT can quickly and easily deliver DR, resources on demand, test and development environments and a cloud-based backup strategy with a cost-effective solution. By partnering with Zerto, you can deliver the cloud continuity platform vision and the promise of hybrid cloud.

ABOUT ZERTO

Zerto is committed to keeping enterprise and cloud IT running 24/7 by providing scalable business continuity software solutions. Through the Zerto Cloud Continuity Platform, organizations seamlessly move and protect virtualized workloads between public, private and hybrid clouds. The company's flagship product, Zerto Virtual Replication, is the standard for protection of applications in cloud and virtualized datacenters.

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www.zerto.com

27-43 Wormwood Street
Suite 530 Boston, MA 02110

p: 617.993.6331
f: 617.274.8795