

## Why Your Customers Want You to Sell Zerto



### Gets Along Well With Others

- Enable new technology — save customers time and money, non-disruptively update to new and complementary technology while still protecting legacy investments
- No vendor lock in — sell confidently into any environment with technology-agnostic architecture



### Measurable Benefits

- Reduce impact — the only hypervisor-based software in the industry that delivers recovery times of minutes and seconds with point in time consistency; zero performance impact to applications and a happy always-on customer
- Guarantee compliance — with the click of a button test failover and failback any time of day, then provide a comprehensive report of the DR test to meet requirements



### One Platform

- Built for large enterprise — easily provision the right level of access for customers with multi-tenant architecture
- Migrations that are easy to plan and execute — add migration services to your portfolio for datacenter moves and more



### Reach the Cloud

- Ideal first step to cloud — whether you're a cloud service provider, or hope to become one, set the replication target anywhere across the globe, including a public cloud provider



### Simplicity Everywhere

- Quick installation in minutes; simple centralized management; accessible from anywhere - even a mobile device



### Ready for Anything

- Any storage, any protocol, any hypervisor, today and tomorrow

## Why You Should Sell Zerto



### Dramatic Difference

- Deliver Resilience for Evolving IT™ — Zerto is THE foundation across private, hybrid and public clouds enabling a world of uninterrupted technology for business and people



### Train, Certify, Repeat

- Get trained and certified on selling and delivering Zerto in hours — not days or weeks —with free guided online certification training for sales & technical staff accessible 24/7/365



### Come Grow With Us

- Partner with our existing ecosystem of resellers and cloud service providers to expand your offerings, and our alliance partners such as VMware, Microsoft, Amazon, HP, IBM and more
- Co-market with us. Discretionary funding for new partners building their business and accrued funds for established partners



### Here For You

- A dedicated Sales/Marketing team works with you to shorten existing sales campaigns and drive new sales
- Around-the-clock access to an expert support team, ready to solve your critical questions
- Exceptionally easy access to resources — one login for all portals, forums and assets



### Reach Your Goals

- Deliver based on your business model - software is available in perpetual or consumption-based models and offers significant price breaks for volume-based packs
- 100% through partner selling — we never compete with your business
- Individual-level rewards too - loyalty program rewards your team for the things they do every day: getting trained, sharing content, providing feedback, and more

# The Right Technology, The Right Time



## GLOBAL GROWTH

- **Thousands** of customers and partners
- In dozens of **countries**
- Proven success in most of verticals: **healthcare, finance, legal, manufacturing**, and more
- **100%** year over year growth



## AWARD WINNING PRODUCT & PARTNER PROGRAM



## OUR CUSTOMERS & PARTNERS LOVE US

*"innovative, adaptive, brilliant!"* **Microsoft** Partner 

*"support tiers have been magnificent"*  **US SIGNAL**

*"the best damn platform"*  **iland**

*"there's a disaster, you have three buttons to worry about"*  **TENCATE**  
protectivefabrics

*"replicating constantly and having a RTO of 5 minutes or less"*



## GET STARTED!

CONTACT US TO BECOME A ZAP

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