The Role of IT Resilience in Digital Transformation

How Zerto Virtual Replication Supports And Enables Digital Transformation

Digital Transformation is the process of incorporating the use of digital technology into all aspects of an organization, driving changes to the traditional ways of doing business that radically improve the functionality, performance and reach of the organization, as well as the value delivered to customers (both internal and external).

Many of the areas that will become a focus for transformation projects sit at the outer-edges of an organization, or in the 'last mile' of the customer experience. Although the focus is on the edges, the transformation of these areas is driven by changes to the central capabilities which enable the organization to work better, faster and more efficiently, both for and at the edges.

Generally speaking, innovation leads to disruption which leads to transformation. Technical innovations - for example cloud, big data, machine learning, IoT – often lead to new ways of doing things which disrupt the status quo. These disruptions in turn can either enable, accelerate, or directly force transformation. While many individual factors can be disruptive, these can largely be categorised into three broader areas.

TECHNOLOGY

As new capabilities and possibilities arise from technological developments, organizations must transform to remain relevant or risk falling behind competitors who are quicker to adapt.

CUSTOMERS

As people find novel ways to use new technology and expect the same functionality everywhere, businesses must transform to meet this demand or risk alienating customers.

ECOSYSTEMS

Economic, political and regulatory changes can all force transformation as businesses must evolve to continue operating. These factors can be difficult to predict and require agility for successful adaption.

> "Digital Transformation is another term for what I call business transformation. Digital is at the heart of businesses and in my view, it's a reflection of the fact that customer behaviour is changing. The digital age has accelerated that change and therefore businesses need to be fast at changing themselves to meet that customer behaviour."

Thom Groot
Digital Director, The AA

> "Things today aren't changing linearly; they're changing exponentially. It's not good enough that you were fast last year. If you're not faster this year, you're going to fall increasingly behind. Agility trumps everything else."

David Bray
CIO, Federal Communications Commission

In the digital age, it's all about speed. Everything needs to happen faster, whether it's service delivery, application development, customer service or any other internal processes. But all these things are dependent on the IT infrastructure, so a business can only go as quickly as the infrastructure will allow.

Successful Digital Transformation requires IT services to be delivered in a fast, agile and streamlined manner across the entire organization. This can be achieved by using business process automation to enable the transformation - be it DevOps adoption, self-service portal creation, analytics projects, harnessing the cloud or anything else. Automating processes not only streamlines operational efficiency and cuts the cost of current IT operations, it accelerates the overall Digital Transformation initiative.

At Zerto, we believe that the fundamental element underpinning all aspects of either an automation or Digital Transformation journey is IT Resilience. Although IT Resilience is in many respects a Digital Transformation project in itself, all too often it is overlooked early on in the strategy. By embracing IT Resilience from the start, organizations can create a robust, flexible and secure platform on which to build maturity as they engage in more complex Digital Transformation opportunities.

Zerto Virtual Replication (ZVR) is a central element for any Digital Transformation strategy. ZVR addresses many of the key challenges that organizations face at multiple stages of the journey, from standardizing current infrastructures and building a unified base for further transformation projects, to providing high levels of process automation with real-time monitoring and analytics of stretched or multi-tiered infrastructures.

Where Digital Transformation Needs...	Zerto Virtual Replication & IT Resilience Provides & Enables...
Infrastructure Unification, Standardization, Consolidation, Automation And Agility	Hardware Independence Cross-Hypervisor Replication New Technology Integration Storage Optimization Simplification Scalability Datacenter Consolidation On-Demand Infrastructure
Process Automation	REST API Integration Automated Deployment, Protection and Reporting Continuous Data Protection Automated Recovery and Application Orchestration Automated DR Testing Automated Failover, Failback and Reverse Protection
Data And Application Mobility	Migrations Public and Hybrid Cloud Adoption Accelerated Mergers and Acquisitions Availability During Upgrades
Reducing Upgrade And Development Cycles	Isolated Test/Dev Environments
Service Analytics And Visibility	Real-time Monitoring SaaS Delivered Analytics and Reporting Mobile Application Monitoring
External Service Partnerships	DRaaS (Disaster-Recovery-as-a-Service) Adopting Public and Managed Clouds Shared Services Provision
Corporate Governance And Compliance	Regulatory Compliance and Reporting Data Retention Data Sovereignty
Confidence And Security	Unparalleled Service Levels 30 Day Journaling Continuous Developments, Enhancements and Upgrades

About Zerto

Businesses need to be available to their customers, 24/7/365. Zerto provides Resilience for Evolving IT™ by ensuring enterprises and their customers always have access to business-critical applications without any IT interruption, downtime or delay. Zerto's award-winning Cloud Continuity Platform is the simplest, most reliable BC/DR software solution built to protect applications on any virtualized IT environment — be it public, private or hybrid cloud. Zerto's proactive approach to recovery gives companies the confidence they need to withstand any disaster, easily incorporate new technology, and quickly adapt to accommodate evolving IT and business priorities. **www.zerto.com**

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