



Executive Overview

Ritchie Bros. Auctioneers (NYSE: RBA), located in Vancouver, British Columbia, Canada, helps thousands of people around the world appraise, sell, inspect, buy, refurbish, ship, and finance heavy equipment, trucks, and other assets. With multiple online selling platforms and their strong customer focus, Ritchie Bros. is trusted because they make buying and selling easy, efficient, and transparent.

Because customers around the world bid in real time through the Ritchie Bros. website, if downtime occurs, sellers and buyers can't complete business transactions, and revenue opportunities are quickly missed. Ritchie Bros. had been relying on a managed service provider for disaster recovery (DR), but the recovery strategy process was complex and time consuming, requiring a dozen of Ritchie Bros. IT staff to help—which wasn't efficient or sustainable.

With Zerto, we can now manage recovery on our own. In addition to building IT resilience, we have greater control to prioritize and failover by application versus by server.

Stephen Charles
**Director, Enterprise Infrastructure
& Technical Services**

Ritchie Bros. Wins Bid for Modern DR, IT Resilience Strategy

Stephen Charles, Director, Enterprise Infrastructure & Technical Services, wanted to bring DR in-house so his team could manage it independently and more cost-effectively. After researching the market for a modern DR solution, the IT team decided to run a technology bake-off between Zerto and a competing solution. They determined that Zerto's solution was extremely simple to set up and easy to use with its one-click recovery capability. They also liked that it was storage agnostic, giving them flexibility to use a variety of their existing solutions, including RDM disks.

"At the end of the day, we're a technology company," said Charles. "Our customers need our auction services to be available 24/7 so they can get top dollar for their assets. Because of our global reach, if a critical auction service is down for even a minute or second, sales get postponed or lost altogether. With Zerto we've been able to substantially reduce the staff needed to manage DR and gained much better RPOs and RTOs to protect the business from any potential disruptions."

Ritchie Bros. now uses Zerto to protect 264 virtual machines, their Microsoft SQL server, and applications that include Oracle E-business suite, Microsoft SharePoint, LDAP, SCCM, Avaya, as well as containerized applications leveraging Docker and Kubernetes.

Since implementing Zerto, Ritchie Bros. has been able to reduce the number of people required to manage testing from six down to two. Additionally, they've significantly reduced the time it takes to do failover testing.

After a recent acquisition, Charles and his team also relied on Zerto to help retire a datacenter. Upon determining the acquired datacenter had old hardware, they used Zerto to migrate all of the newly acquired data and applications to a central datacenter to improve efficiencies and costs. Looking ahead, Charles and his team plan to use Zerto for additional migrations.

About Zerto

Zerto, a Hewlett Packard Enterprise company, empowers customers to run an always-on business by simplifying the protection, recovery, and mobility of on-premises and cloud applications. Built for enterprise scale, Zerto's simple, software-only solution uses continuous data protection to eliminate the risks and complexity of modernization and cloud adoption. www.zerto.com