



Executive Overview

Super-Pharm was founded in 1978, and today is the leading pharmacy and beauty retailer in Israel with 290 branches across the country (operated by franchisees), 80 branches in Poland and an eCommerce website. Super-Pharm also owns the eyewear chain Erroca, with over 60 branches.

Zerto provided us
real resilience for a
zero-day attack.

Nir Ben-Zion
IT and Cloud Director, Super-Pharm

Super-Pharm

Worried about their ability to weather cyberthreats, Super-Pharm needed to modernize their business continuity and disaster recovery (BC/DR) approach. They required three solutions:

1. On-premises protection
2. Cloud migration support
3. Cloud protection

Zerto offered them one solution to meet all these needs.

Challenges

- Prepare critical environments for a zero-day ransomware attack
- Migrate all workloads and be hardware free in less than five years
- Guard vulnerable workloads in public cloud

Solution

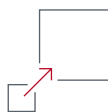
- Strengthen virtual infrastructure with Zerto for VM
- Migrate to cloud-native architecture
- Use Zerto In-Cloud

Results



Protect 500 VMs with Zerto for VM

Super-Pharm implemented Zerto for their on-premises environment as they plan their journey to the cloud.



Accelerate migration to cloud with Zerto

Super-Pharm will accomplish their cloud migration roadmap in a fast and simple manner, without production impact, thanks to Zerto.



Protect EC2 workloads in the public cloud to another region

They use Zerto In-Cloud to protect their workloads in the public cloud and continue protecting all new workloads to be migrated from on-premises.

Modernizing a Multiregion, Multinational BC/DR with Zerto

When Super-Pharm began to notice rising rates of ransomware, they decided to be proactive before they themselves became a target. As a multinational, award-winning Israeli pharmacy and beauty retailer, they had significant revenue-generating systems to protect, and they wanted to ensure that their customers could rely on continuously available service.

Super-Pharm previously used backup and storage replication. But as the digital landscape and its cyberthreats evolved, the company realized that a traditional backup solution wasn't going to protect them from zero-day attacks—attacks that could exploit previously unknown IT vulnerabilities. Traditional solutions were also complicated and less forgiving of human error, which was a concern as the company's IT environment grew in size and complexity.

In addition, Super-Pharm had their eye on the cloud. An ideal modern BC/DR solution would support public cloud migration. Seeking a modern, mature BC/DR strategy, Super-Pharm struggled with limited resources.

Their search for a scalable, cloud-mobile, cutting-edge BC/DR solution brought them to Zerto. When evaluating Zerto against competitors, they saw distinct advantages in its industry-leading RPOs and RTOs—Zerto's near-synchronous replication supported Super-Pharm's goal of always-on service. The company was also keen on crash-consistent recovery of whole applications, as well as Zerto's application and virtual protection groups, journal-based recovery, and multi-cloud mobility, which would support their future cloud strategy.

After a positive proof of concept, Super-Pharm worked with MedOne to deploy Zerto across their IT infrastructure. Super-Pharm is now using Zerto with Hitachi storage to protect 500 VMs and critical IT components like Citrix, an cloud-based SaaS platform, database production, and tier 0 servers.

The increased reliability Super-Pharm sees from Zerto's continuous protection extends to failover testing, too. Because Zerto can test without impacting production, Super-Pharm has been able to upscale its testing regimen from once yearly to once every month. What was a complicated testing process is now not only a simple, regular part of promoting resilience across their IT infrastructure. Testing is also much quicker: with Zerto, Super-Pharm shrank its RPOs from 24 hours to seconds for entire branches and was able to recover in just minutes.

Today, Super-Pharm is realizing their vision of a mature BC/DR strategy. They've been able to modernize their IT infrastructure and operations, which consist of two data centers. They are also on track to adopt the cloud without extra costs or additional tools.

With vastly reduced RTOs, public cloud protection, cloud readiness, and mission-critical applications secured, Super-Pharm has significantly upgraded their BC/DR solution. But out of all these benefits, what the multinational company appreciates most of all is the peace of mind that comes with proven reliability. They can sleep soundly knowing their IT infrastructure is ready for anything, protected by the industry's best.

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. Zerto eliminates the risk and complexity of modernization and cloud adoption across private, public, and hybrid deployments. The simple, software-only solution uses continuous data protection at scale to solve for ransomware resilience, disaster recovery, and multi-cloud mobility. Zerto is trusted by over 9,500 customers globally and is powering offerings for Amazon, Google, IBM, Microsoft, and Oracle and more than 350 managed service providers. www.zerto.com