Accelerate Digital Transformation with the Zerto IT Resilience Platform™
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Introduction

Digital transformation is about the evolution of people and technologies. As technology has evolved, the way that people interact with it has changed and as a consequence, so have their expectations – both in terms of performance (particularly speed) and ease of interaction. In order to remain competitive and relevant, organizations with traditional modes of doing business need to adapt to an increasingly digital world. For more agile businesses, digital transformation can help create new revenue streams and provide additional opportunities to increase value to customers.

The integration of digital technology into all areas of a business is key and can result in a fundamental change of how businesses operate and how they can deliver value to customers. Digital transformation puts IT at the heart of the organization and forces the company to transform into a fast, streamlined, and agile service provider. Businesses need to move at speed and IT architecture must become simpler, more flexible and scalable to support shorter release cycles. Thanks to hardware virtualization, applications and resources can be provisioned faster increasing IT productivity, efficiency, agility, and responsiveness. The Zerto IT Resilience Platform™ extends this hardware agnostic capability offering freedom of choice for storage, hypervisor, or cloud provider and allows IT to maximize its limited resources.

The Zerto IT Resilience Platform is a core component for any digital transformation strategy accelerating transformation projects by providing:

- **Continuous Availability**: to protect against any disruption – whether planned or unplanned – to deliver an always-on customer experience
- **Workload Mobility**: from migrations to consolidations – companies have the confidence to move application and data workloads with ease, without risk, and be 100% protected along the way
- **Multi-Cloud Agility**: to leverage the cloud to accelerate your business, and truly take advantage of what cloud offers, ensuring you have the freedom to choose your cloud and be able to move to, from, or between clouds

The platform addresses the following key challenges of digital transformation:

- Integration of modern technologies
- Simplification of existing IT infrastructure
- Capitalize on multi-cloud, hybrid cloud strategies
- Backup, store and restore large amounts of data - IoT / Big Data
- Acceleration of cultural change
**Integration of New Technologies**

New hardware and software can be easily integrated within a company’s existing infrastructure with no downtime or impact to production environments. The platform allows for true application and data workload mobility irrespective of underlying hypervisor, storage, hardware, or cloud removing any vendor lock-in.

**Hardware or Datacenter Migration**

Zerto minimizes the downtime for a hardware or datacenter (DC) migration to the boot time of the VMs. Complete datacenters, applications or VMs and can be migrated to another datacenter within a few minutes, regardless of distance. A migration can be pre-tested and rolled back if needed. For example, a Zerto Cloud Service Provider moved two datacenters from South-America to the United States on a Sunday afternoon.

**Hypervisor Migration**

Virtualized applications and data can be migrated to a different hypervisor or a new hypervisor version with a minimal production downtime of only a few minutes. The migration can be pre-tested and rolled back if needed.

**Consolidation**

Zerto uses very little bandwidth. Datacenters across the globe can replicate their data centrally to any datacenter with a time difference (RPO – recovery point objective) of only 5-30 seconds. During a hardware and/or software upgrade, workloads can run in the central DC until the upgrade is complete. This way a company’s global IT infrastructure can be consolidated without risk while saving costs.

**Mergers & Acquisitions**

A combination of Continuous Data Protection, non-disruptive testing, and support for heterogeneous environments helps mitigate many of the risks associated with integrating two environments. Hardware, hypervisor and cloud freedom can dramatically accelerate the integration of two different IT environments.

**SIMPLIFY EXISTING IT INFRASTRUCTURE**

Zerto simplifies a virtualized IT environment by removing many of the complexities and helps to reduce failures, improve response times and reduce costs (training, coordination and compatibility, for example).

- **Recover Easily** - Without any storage, network, or application knowledge IT admins can recover or migrate applications, VMs and data to any other datacenter, cloud, or storage system - regardless of their distance or location.
- **Automation** - Consolidate or replace different high availability/disaster recovery or backup solutions, like storage and backup snapshots, database tools, storage replication, vSphere replication, recovery automation, and backup agents. There is no complex coordination and administration of different vendor solutions for backup and recovery.
- **Compatibility** – Unlike many other solutions, Zerto does not need a compatibility matrix. Various hypervisors, hypervisor versions, storage vendors or systems, and cloud providers can be mixed together.
- **Application Consistency** - Contiguous VMs can be grouped - independently from storage or LUN - into consistency groups. Compared to a recovery with snapshots/redo logfiles, Zerto creates consistent recovery points of grouped VMs every few seconds. This precludes the necessity to make an application consistent after the recovery of the database, as all grouped VMs have the same timestamp.
- **Simple Installation** - No agents nor changes in the I/O stack. The platform can be installed and configured in large environments with hundreds of VMs within one or two days.
- **No Bottleneck** - Digital transformation forces IT admins to analyze and rethink their high availability concepts. As more and more data moves into the cache of the hypervisor and application, a synchronous mirror is becoming less effective as a DR solution. Synchronous replication turns into a performance bottleneck for all flash systems (Business Analytics) and it does not protect workloads against logical errors.
• **No Snapshots** - Zerto does not use snapshots and prevents management overhead.

• **Central Management** - Several datacenters can be managed centrally. At a glance, an admin can have visibility of all applications/VMs worldwide and can see which do not keep their pre-defined SLA.

• **Simple** - Zerto is easy to use. Training takes only half a day.

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**Capitalize on Multi-Cloud, Hybrid Cloud Strategies**

**Multi-Cloud, Hybrid Cloud**

Zerto migrates application and data workloads to, from, and between clouds without impact to your production environments. Zerto supports Microsoft Azure, IBM Cloud, AWS, and over 350 Cloud Service Providers (CSPs) that provide services using Zerto as their resilience platform. As a result, required computing or storage capacities can be added quickly and costs for a dedicated DR-site can be saved. Zerto prevents “vendor cloud lock in.” Datacenter services, workloads, and data can be replicated simultaneously in Microsoft Azure, IBM Cloud and AWS and taken out again. Companies keep control over their application and data workloads, which can accelerate the adoption and implementation of a multi-cloud, hybrid cloud strategy.

**DRaaS in the Private Cloud**

Branches can be replicated - regardless of distance - into a central datacenter. This datacenter can provide BC/DR services for worldwide applications and run the workloads in case of a disaster (failover).

**Backup and Restore Large Amounts of Data**

Zerto can simultaneously replicate data to three different locations at the same time (local, remote or to the cloud) and restore virtualized applications in minutes - with minimal data loss of seconds and without any performance impact.

**Scalability**

- Protect IT environments with thousands of VMs
- No need for additional hardware (no performance impact)
- Simplify installation and configuration of large environments with PowerShell and REST API integration
- Install quickly and easily extend with new VMs - without rebooting
- No performance loss or snapshot management as Zerto does not use snapshots

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**Accelerating Cultural Change**

IT has become the primary driver of business innovation and must be a fast, streamlined and agile service provider to support shorter release cycles. Innovation also requires unprecedented levels of collaboration between all departments. This is easier said than done if your IT department is siloed in storage, backup, network, application, and infrastructure groups. Departmental silos often work for business as usual, but they are a serious hurdle on a digital transformation journey.

As an IT Resilience Platform, Zerto adds flexibility and agility to all different IT departments. It simplifies and enables change from the traditional way of IT and therefore breaks the departmental silos. Zerto is a paradigm shift which the CIO can use to accelerate the cultural change in which the IT can continually challenge the status quo, experiment often, and get comfortable with any type of disruption.