



Zerto Fast Facts

- **Founded:** Nov 2009
- **Funding:** \$170 million; Last round - Series E-1, Jan 2018
- **Customers:** More than 7,000 in over 70 countries, ranging from Fortune 10 to midmarket
- **Partners:** 1,350, including 350 CSPs
- **Employees:** ~700 globally
- **HQ:** Herzliya, Israel
- **Legal entities:** Herzliya, Israel; Boston; Reading, UK
- **Key Partners:** IBM, Microsoft Azure, Sungard AS, HPE, and AWS ([9 out of 10 of DRaaS providers on the 2017 Gartner Magic Quadrant use Zerto for their DRaaS offering](#))
- **Customers you can reference:** McKesson, [Spirit Airlines](#), Boingo, Aaron's, IBM
- **4.8 stars** on [Gartner Peer Reviews](#) from over 100 customers reviews
- **One of the fastest growing companies in Boston, on the 2018 Inc. 5000 list**

Language Standards

- When referencing Zerto's product, the correct language is "our IT Resilience Platform" or "the Zerto IT Resilience Platform™"
- Unless referring to product history, do not use the "Zerto Virtual Replication" name, replace with Zerto or the IT Resilience Platform

IT Resilience – State of the Market

IT Resilience definition: The ability to seamlessly adapt to new technology and drive IT transformation, while protecting an organization's business and customers from disruptions

- Businesses are embracing digital transformation to drive efficiencies, create new experiences, and ultimately, beat the competition. Digital and business transformation is driving IT transformation
- Because IT leaders are challenged to maximize resources and are faced with the complexity of mitigating the risks of downtime and data loss, while also modernizing and moving to cloud, they are shifting to a resilience strategy
- An IT Resilience strategy combines continuous availability, workload mobility, and multi-cloud agility to withstand any disruption, seamlessly adopt new technology, and drive transformation forward
 - 85% of companies have experienced a business-related disruption from a competitor, new technology or new business model. (source: [2018 State of IT Resilience Report](#) – Zerto and IDC)

Zerto IT Resilience Platform

Zerto is disrupting the market with technology that converges backup, disaster recovery, and cloud mobility solutions into a single, simple, scalable platform, changing the way data protection is done today and removing the complexity of data mobility in the cloud.

- Key features:
 - *Continuous availability:* protect against any disruption, planned or unplanned
 - *Workload mobility:* migration, expansion, consolidation
 - *Multi-cloud agility:* move to, from and between any cloud
 - *Analytics and control:* complete visibility across multi-site, multi-cloud environments

Zerto

Key differentiators

- **Radically Simple:** Zerto's platform is built on a foundation of best in breed continuous data protection – it's at the core of enabling resilience. Orchestration and automation are built in – you can't modernize and innovate if it's not automated and simple
- **Best protection available:** Easy to use, test and manage with continuous data protection that provides the lowest RTOs/RPOs in the industry; failover and failback in 3 clicks; along with point-in-time recovery for seamless rewind to moments before an outage or attack
- **Enterprise-class scalability:** Zerto can be deployed and managed easily in almost any environment and is the only solution that can protect, recover and migrate large scale (thousands of VM) production workloads
- **Multi/hybrid cloud support:** Cross hypervisor VM conversion on the fly and cloud native protection and mobility for applications in, out and between Azure, AWS, IBM and 350 Cloud Service Providers
- **Track record of disruption:** First with Zerto Virtual Replication, Zerto's DRaaS offering, and now with the IT Resilience Platform, Zerto is once again changing how IT manages operations by converging backup, disaster recovery and cloud mobility solutions into a single platform
- **Backup vison:** Periodic snapshots or agent-based backup technology are cumbersome and limited. Business today is continuous. Backup needs to be continuous and the market is moving from periodic to continuous
- **Zerto 7 (available in Q1-2019):** Zerto 7 will change the way backup is done with continuous journal-based protection that provides granular recovery within seconds of any event to address the demands of today's digital customers who expect no downtime, no data loss and no interruptions