

INTRODUCTION

Measuring the Impact of Disruptions

Significantly Lower Your RTOs and RPOs

Continuous Data Protection

Journal Based Recovery

Orchestration & Automation | Scalable Architecture

Direct to Production | Application Consistency Grouping

Customer Testimonials

Summary

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The background of the slide is a photograph of three business professionals in a modern office setting. A man in a red and black plaid shirt and glasses is seated on the left, looking towards a woman in a denim jacket in the center. The woman is holding a document with a colorful chart. A third person, a man in a purple shirt, is partially visible on the right, also looking towards the woman. They are seated around a small table with a laptop and a coffee cup. The office has large windows and a white lattice partition.

# MAXIMIZE RECOVERY

## Fastest RTOs and RPOs in the Industry

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All businesses, across all industries, are susceptible to disruptions, malicious attacks, and losing unrecoverable data. Given enough time, it's almost guaranteed that your business will encounter some kind of disruption. Whether a natural disaster, human error, or cyberattack, each disruption causes downtime and data loss—and enormous financial costs.

All organizations need a disaster recovery plan because modern businesses cannot afford to lose operation-critical data. Every business, regardless of industry, needs a disaster recovery strategy to ensure uptime, minimize data loss, and maximize productivity. A good disaster recovery strategy is key to being IT resilient and is absolutely essential for successful digital businesses and those maintaining always-on customer service. Downtime includes time and data loss, which both have big financial impacts on businesses.

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# MEASURING THE IMPACT OF DISRUPTIONS

How do you measure the cost of disruptions to your business? First, you need to understand your **Recovery Time Objectives (RTOs)** and **Recovery Point Objectives (RPOs)**.

RTOs represent the time it takes to recover data and applications—how long will it take for business operations to return to normal after an outage or interruption? The costs associated with waiting for applications and data to be recovered can result in significant losses in revenue and productivity.

RPOs refer to the last point in time to which a system can be recovered—how much time has passed since your last backup? RPOs are measured in elapsed time and indicate the amount of data that would be lost over that period. For most businesses, the cost of one hour of lost data can easily reach six figures.

Businesses have strong financial and operational motivations to keep both RTOs and RPOs as low as possible in the event of a disaster.

Together, RTOs and RPOs are the foundation of any disaster recovery plan. RTOs estimate how long it will take to fix an outage, and RPOs predict how much data will be lost. Both help businesses understand the very real costs of data disruption. They also help businesses plan and prepare for a disaster, whether it's an unplanned outage, an act of nature, or a ransomware attack.

In today's digital business world, it's more important than ever to keep these objective times as low as possible. Luckily, lowering RPOs and RTOs to within a few seconds is not only possible, it's simple with Zerto.



## \$250,000/hr

Average cost of downtime per hour across all industries and organizational sizes

## \$2,000,000/yr

The collective cost of 8 hours of downtime per year to an organization





# SIGNIFICANTLY LOWER YOUR RTOs AND RPOs

Zerto consistently achieves the lowest RTOs and RPOs in the industry. We converge cloud mobility, disaster recovery, and backup solutions into a single, simple, scalable platform: the Zerto IT Resilience Platform™. Zerto can help your business become IT resilient by adapting your organization’s disaster recovery strategy to keep these objective times as low as possible. In fact, Zerto can prevent losses almost entirely.

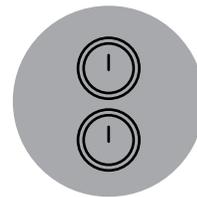
What allows Zerto to help businesses achieve such low RTOs and RPOs?



## DAILY BACKUPS

RPO = 24 Hours

**UP TO \$273,972.60\***



## SNAPSHOT-BASED REPLICATION

RPO = Hours

**UP TO \$45,662.10\***



## CONTINUOUS REPLICATION

RPO = Seconds

**UP TO \$7,610.35\***

*\*Example: Organization with a turnover of \$100M*



# CONTINUOUS DATA PROTECTION

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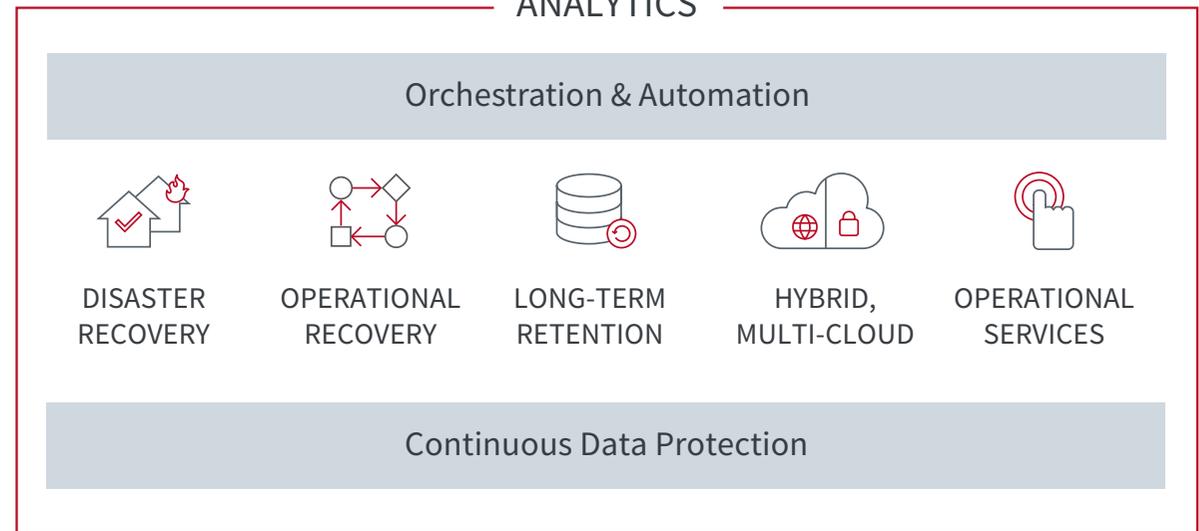
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Summary

Zerto's platform is built on a core of Continuous Data Protection (CDP). CDP is always on and replicating the most recently changed data, offering much lower RPOs than snapshot-based backups—with significantly less data loss. Zerto can provide always-on replication because we moved replication out of storage and into the hypervisor.

With traditional recovery options, snapshots are taken every few hours or even once a day, increasing your RPOs. The high cost of data lost per hour is one reason organizations are reconsidering snapshot-based backup technology in today's demanding business environment. Increasing the rate at which your data is replicated is the key to decreasing your RPOs. Zerto keeps your data up to date

## ANALYTICS



within seconds by constantly saving your data as changes are made, replicating your data right behind production and allowing for RPOs as fast as the data is updated.

Zerto is a software-only solution that is simple to deploy, with no hardware required. In fact, our solution works with

any hardware and is storage agnostic. CDP works in the background, so replicating has no production impact. And because replication is always on, your data is always protected.

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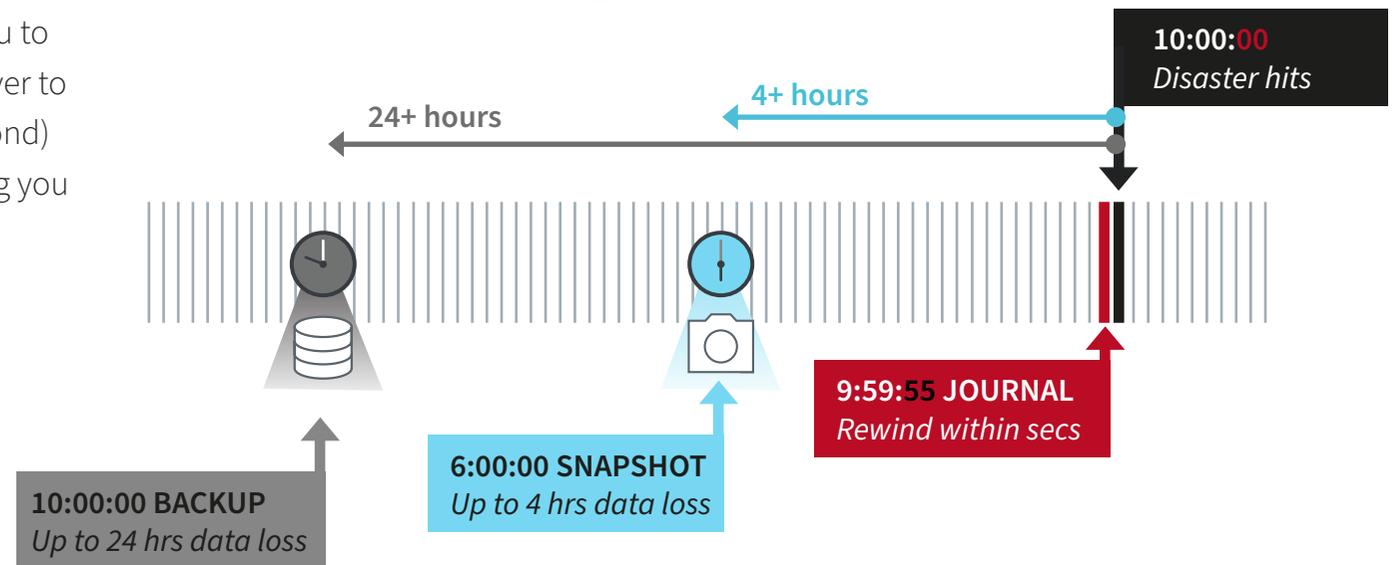
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# JOURNAL-BASED RECOVERY

Continuous replication can only lower RPOs if your solution has the granularity to recover to the exact moment in time that you need. Every time your environment generates a change, we take the change, compress it, and store it in a journal—a timeline of every change as it occurred. Granular journal technology allows you to rewind specific components and recover to the precise moment (down to the second) immediately before a disruption, giving you the lowest RPOs possible.

Journal-based recovery technology helps your organization lower RTOs as well, by recovering data both quickly and efficiently. Getting back to business quickly requires an intuitive interface and lightning-fast speeds that guarantee you'll be spending as little time as possible recovering.



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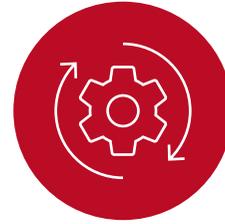
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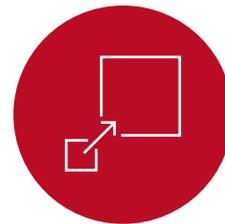
# ORCHESTRATION AND AUTOMATION



Zerto's orchestration and automation tools enable disaster recovery with confidence and speed because you can easily execute an entire site failover test without impacting production while still protecting your data. Testing is essential for a disaster recovery strategy, as it allows you to test changes to your disaster recovery plan and minimize downtime before a disruption occurs, helping you to get your RTOs as low as possible.

Zerto lets you predefine all the steps you need to recover an application and allows you to perform the failover or failover test with just a single click. Zerto performs the predefined steps automatically—all you have to do is wait.

# SCALABLE ARCHITECTURE



A flexible, scalable architecture simplifies and reduces recovery time from a disaster of any size, from one application to an entire server. Your disaster recovery solution must work at scale in any environment, recovering all your operation-critical data without downtime or data loss.

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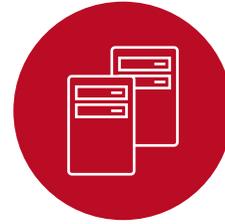
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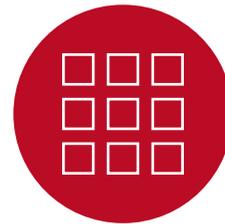
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# DIRECT TO PRODUCTION

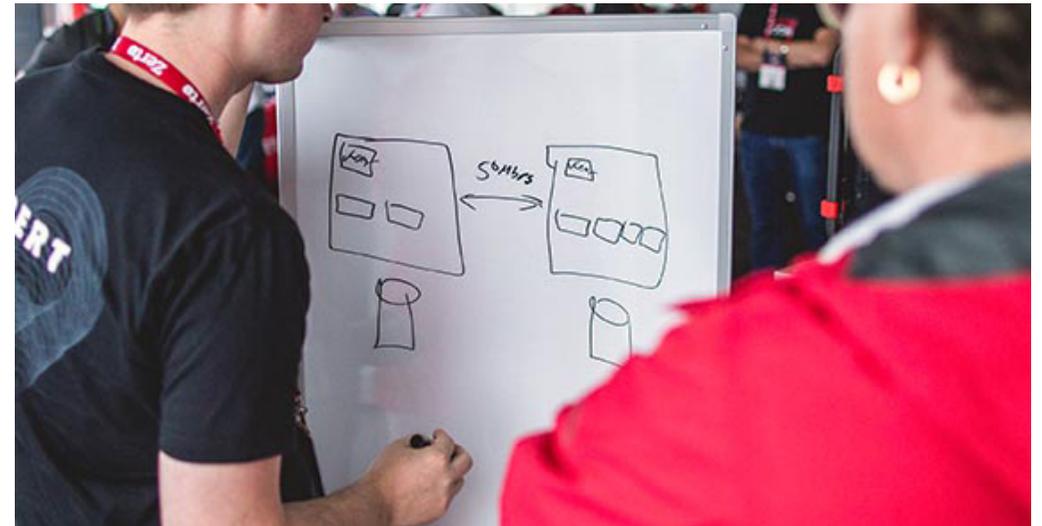


With traditional recovery options, restored data requires a move back into a production-grade storage before it can be used, adding even more time, energy, and risk to the disaster recovery process. Zerto's instant recovery automatically recovers to production-grade storage so business as usual can begin right away.

# APPLICATION CONSISTENCY GROUPING



Zerto protects applications as one entity and recovers them as one entity. Each component of your application is recovered to the exact same point in time, eliminating time-consuming, application-specific recovery methods.



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# CUSTOMER TESTIMONIALS

The Zerto IT Resilience Platform™ provides businesses with a simple IT solution that ensures IT resilience. Here are a few examples:

 Zerto helped AmesburyTruth **reduce its RPO from 24 hours** or more of data loss **to mere seconds**. Its RTO also dropped dramatically, going from up to 24 hours to only minutes.

 With Zerto's help, the Canton-Potsdam Hospital was able to **reduce its RPO from up to 24 hours to 14 seconds**, a fraction of the data lost with its previous solution.

► [READ CASE STUDY](#)

 And Gleadell Architecture enlisted Zerto to **reduce its RPO from 14 minutes to 14 seconds** with an **RTO of 15 minutes**, saving 60 times more data than before. ► [READ CASE STUDY](#)

 Atlanta Braves CIO Greg Gatti uses Zerto to run one of the largest IT operations in baseball. He says, *"I have a monitor that we have on game days and it shows a lot of statistics of what is going on in the environment. One of them is my RPO, and the vast majority of the time that's world class."* ► [WATCH VIDEO](#)

 Rich Kocielko, Senior Storage and Backup Administrator for Lippert Components, says, *"As we grow, it's important we remain up and running to ensure our employees can serve our customers. Zerto allows us to meet the RPOs/RTOs we need to keep up with our company and customers' needs."*

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 TenCate North America's Senior Systems Engineer

Jayne Williams says, *"I'm looking at my Zerto panel, and the longest RPO I've got is six seconds. Without this solution, we would have to backup from yesterday, which means we lose 24 hours plus however long it takes to get to a remote site and restore everything, get it back the way you like it, turn it on, and say okay, you're back in production. With Zerto, you click 'move' and 15 minutes later, it's in production."*

► [READ CASE STUDY](#)

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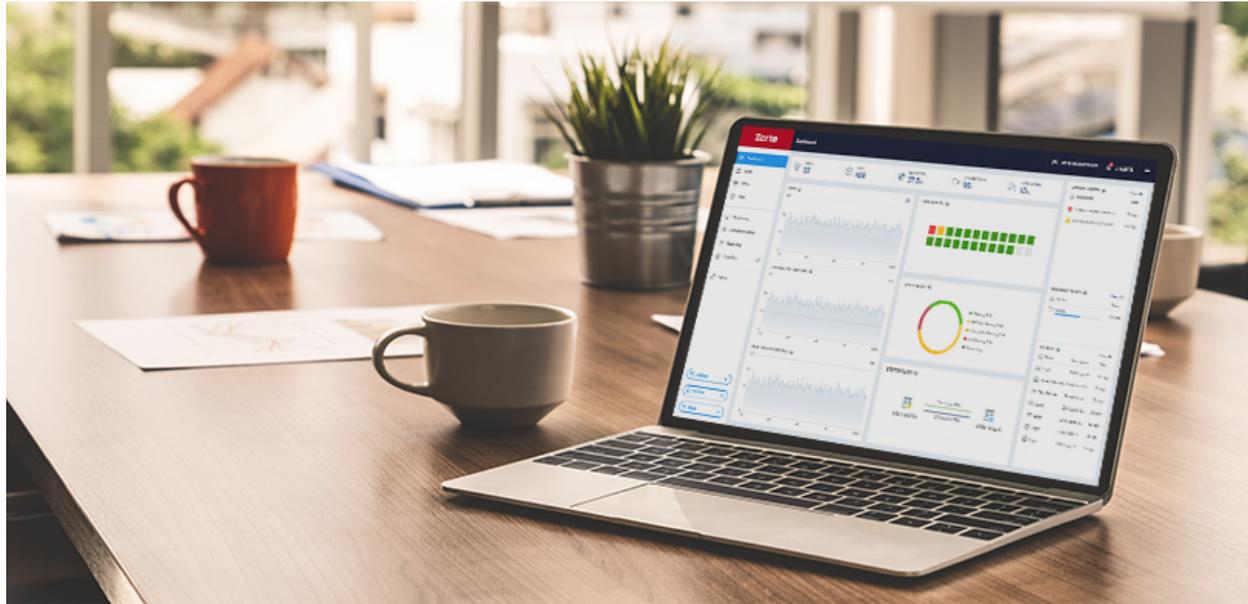
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Every business knows the importance of maintaining low RPOs and RTOs. Regrettably, many organizations have settled for legacy solutions that achieve only the bare minimum—remaining operational long-term, but still losing hours, and even entire days, of productivity and data. Given the ever-increasing threat of ransomware attacks coupled with growing reliance on cloud-based storage, keeping objective times low is more important now than ever. Zerto’s IT Resilience Platform™ is based on CDP, the engine that drives how we move data and allows us to provide the lowest RTOs and RPOs in the industry. RTOs and RPOs each play an essential part in a disaster recovery plan and are the foundation of maintaining “always on” critical business operations and customer experiences. Zerto can help you solidify the IT resilience of your organization by ensuring the lowest RTOs and RPOs in the industry.

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