

ZERTO PARTNER PLAYBOOK

Onboarding and key resources for Zerto Partners to better understand, market, and sell the Zerto solution



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PARTNER WELCOME

Overview

Welcome to the Zerto Alliance Partner (ZAP) Program! This program was designed to support our partners to grow and expand their Zerto business. In this playbook, you will find everything you need to thrive as a Zerto partner, including recommended **actions to take** after each section. We want you to feel confident that partnering with Zerto is a smart choice, with many rewards and resources to leverage and serve your customers.

The Zerto Partner Program is for partners who want to:

- Provide the highest level of disaster recovery and data protection for their customers.
- Bring in more revenue through simple add-ons and renewals that satisfy quota.
- Learn the technologies behind Zerto and receive certification that documents their expertise.




This playbook shares the specifics around the partner program and how it is:

- **Simple** – with straightforward support
- **Rewarding** – with equal rewards across partner types
- **Equitable** – for companies and individuals, and
- **Empowering** – tools at your disposal so you can build and maintain a thriving business

You can partner with Zerto and get the support, training, and tools you need to leverage your customer relationships. It's an ecosystem and when one party brings something to the table, everyone wins.

Three Business Models

Zerto goes to market through three different business models. You may fall within one of the models below that are supported by the Zerto Alliance Partner (ZAP) Program:

- | | |
|---|---|
|  | [CLOUD] Managed Service Providers (MSPs) – <i>Buying DR as a Service</i>
Leverage Zerto to build consumption and SLA-based offerings for data mgmt. and protection needs of our customers. |
|  | [CHANNEL] Consulting Partners (Value Added Resellers) – <i>Bringing Your Own License</i>
Consulting Partners working with Zerto under a fully executed standard resale agreement. |
|  | [TECH ALLIANCE] Technology Partners – <i>Co-Selling Integrated Solutions</i>
Work with Zerto on a variety of joint initiatives to position and market solutions for enterprise IT. |

Managed Service Providers (MSPs)

First, our managed service providers (MSPs) provide Disaster Recovery as a Service (DRaaS) within their own datacenter, which is powered by Zerto. These partners package and sell a full suite of services to their customers, providing everything from support, storage, and compute to networking support or even networking services...almost like an internal IT function. And their customers may or may not know that Zerto is responsible for powering their DR. They just want to know that it works, it's simple and it's reliable.

- Because it is an ongoing service, their revenue stream comes through a monthly recurring model, based on how much is used by their end users.
- Building and managing a platform like that creates unique, complex needs for our service providers, and Zerto has the infrastructure and experience to help them navigate through those needs on behalf of their customers.

Consulting Partners or Resellers

Next, our consulting partners or resellers – these channel partners are organizations looking to resell the Zerto solution direct to the end user to install and consume the license within their own environment – not providing a service (like MSPs), but rather selling a license (that includes maintenance and support) directly to the end user to set up and manage.

- These resellers serve as strategic advisors for customers, and they recognize the gains that are possible through understanding business goals and building long-term relationships.
- Because resellers provide solutions for a wide array of tech needs – which may or may not include Zerto, our goal is to demonstrate how selling Zerto is in their best interest and the better solution for their customers.

Technology Alliance Partners

And finally, our [technology alliance partners](#)

These leading IT providers help drive greater results for their customer base. They co-sell and resell software and hardware through the channel, helping customers accelerate their time-to-value for DR and business continuity, and data mobility and migrations for their prospect and customer base.

ACTIONS TO TAKE

- Start taking advantage of the [ZAP Portal](#) today where you will find a wealth of go-to-market resources, joint marketing content, and partner enablement.
- To become a Zerto partner, go to zerto.com/partners/become-a-zerto-partner.
- Check out the many resources available on zerto.com/resources.

PARTNERING TO SOLVE TOP CUSTOMER CHALLENGES

Together, what problems are we solving in the market today? We see three main concerns that are top of mind for customers. As partners, it's exciting to think about the tremendous business value we can bring to customers in these use cases.

Cyber Threats

These attacks have become pervasive and it's no longer a matter of IF there will be an attack, but WHEN. It is estimated that the cost of ransomware will reach \$265 Billion by 2031. That's a significant threat. And one that end users cannot afford to ignore.

Disruptions/Disaster Recovery

Research shows that about 63% of organizations report having suffered a disruption (either planned or unplanned). That number is only going to grow, especially as they drive their businesses to be more data driven.

Cloud Complexity

The acceleration of cloud adoption, and hybrid and multi-cloud, has introduced new complexity for IT. Cloud spending was \$332 billion in 2021 and the cloud footprint is expected to grow to 100 Zettabytes by 2025.

Unplanned and Planned Disruptions

Further, Zerto solves **all** the various challenges that end users experience - whether unplanned or planned, as shown below.

Unplanned			Planned		
 RANSOMWARE RECOVERY	 DISRUPTIONS/ DISASTER RECOVERY	 BACKUP & RECOVERY	 LONG-TERM RETENTION	 MULTI-CLOUD MOBILITY	 TEST AND DEVELOPMENT
<ul style="list-style-type: none"> Mitigate Risk Recovery at Scale Data Forensics 	<ul style="list-style-type: none"> Hardware Failures Natural Disasters Power Outages Proactive Failovers and Tests 	<ul style="list-style-type: none"> User Errors File Deletions Corruptions 	<ul style="list-style-type: none"> Deep Archive Legal Requirements Compliance Recovery 	<ul style="list-style-type: none"> Migrations Hybrid, Multi-cloud Datacenter Consolidations Infrastructure Modernization 	<ul style="list-style-type: none"> Infrastructure Modernization Dev / Test Sandboxes Patch Management

Unplanned disruptions are a drain on staff, time and budget and need to be simple, automated, and able to cover 100% of business requirements while minimizing resources and manual processes.

Planned disruptions are what we call the good disruptions (migrations, testing, etc.). The challenge for IT today is to efficiently handle the unplanned disruptions, while also being able to innovate through proactive disruptions that deliver business value. And Zerto does exactly that.

ACTIONS TO TAKE

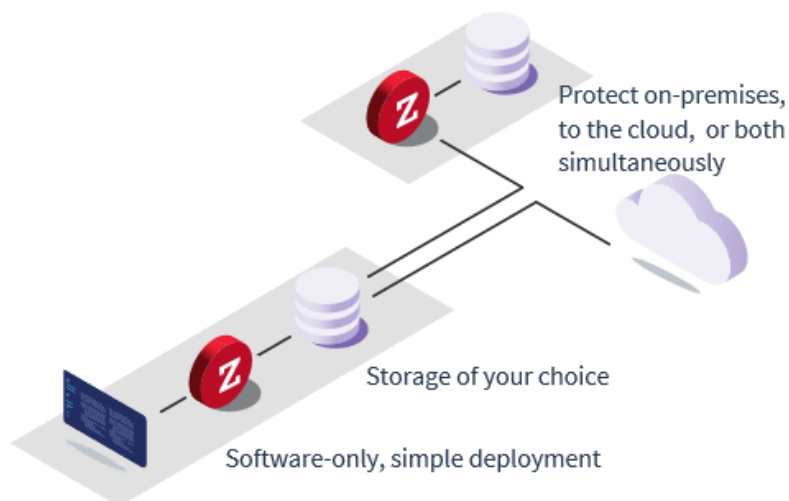
- Explore your customer service level agreements (SLAs) to determine where they need to take their business.
- Think about your customer challenges and where they may fit into these use cases.
- Share this [real-life case study](#) to demonstrate how Zerto contributes to the bottom line.

ZERTO TECHNOLOGY

Looking at the technology, there are many key advantages that Zerto brings compared to others in the market. The greater understanding and expertise you bring to the conversation, the more ability you have to support customers in solving their problems. Here are some Zerto technology highlights.

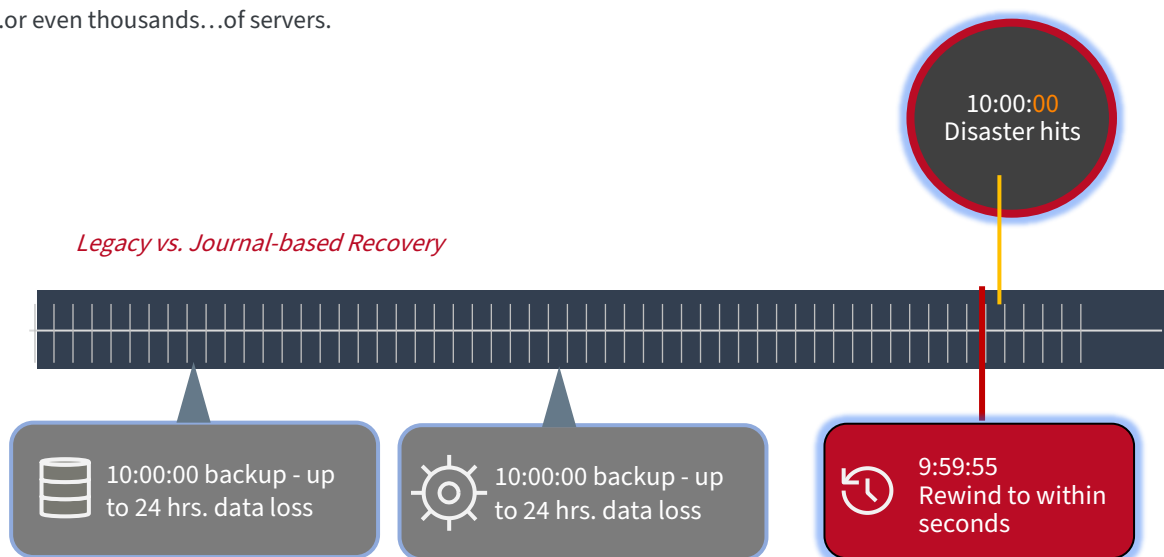
1. Continuous Data Replication (CDR)

Hypervisor-based replication that is near synchronous and works cross hypervisors, clouds, and platforms. Zerto is hardware and storage-agnostic and hands-off, which means always-on, always protected.



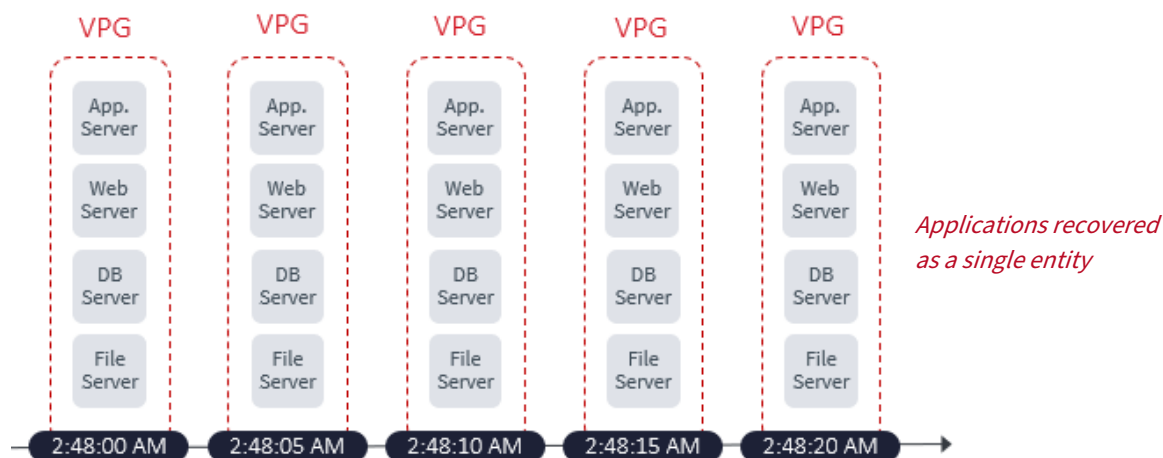
2. Zerto Journal

Unique, hypervisor-based journal with granular point-in-time recovery back to just seconds before an attack or disruption – this means the fastest RPOs and RTOs and the neutralization of any ransomware threat. The Zerto journal tracks every single change made in your application or on your server, and it logs these as checkpoints every 5 or 10 seconds—even when you have hundreds...or even thousands...of servers.



3. Application Consistency

When creating recovery points, Zerto groups VMs into **Virtual Protection Groups (VPGs)** that share the exact same checkpoint with write order fidelity across all of them. As a result, they come up as a whole, in the boot order of your choice, without any extra work on your part. Simple, but very powerful.



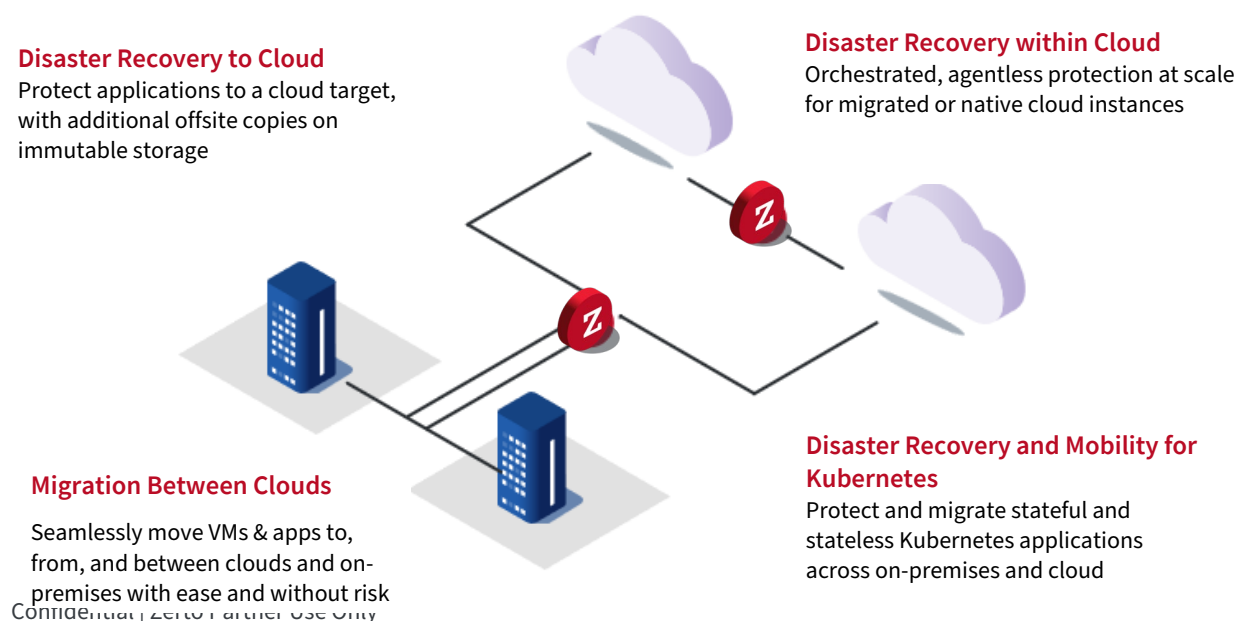
4. Cloud Mobility

Scale-out architecture built for enterprise with tightest integration and seamless VM infrastructure mobility.

There is no other solution that can better support your cloud journey than **Zerto's gold standard level**, whether that is:

- Enabling *hybrid cloud deployments* by moving and protecting workloads from private to public cloud,
- Enabling *workload mobility between private clouds*, or
- Allowing enterprises to *remove private cloud and completely migrate to public cloud* to support a shift to a multi-cloud environment.

Zerto uses a scale-out architecture built for the enterprise. With the tightest integration and seamless VM infrastructure mobility, we can convert workloads to run on different environments natively, with automated configuration and re-IP as needed, as well as using native services like scale sets, queues and cloud storage services that have been expressly designed to maximize availability and minimize data loss.



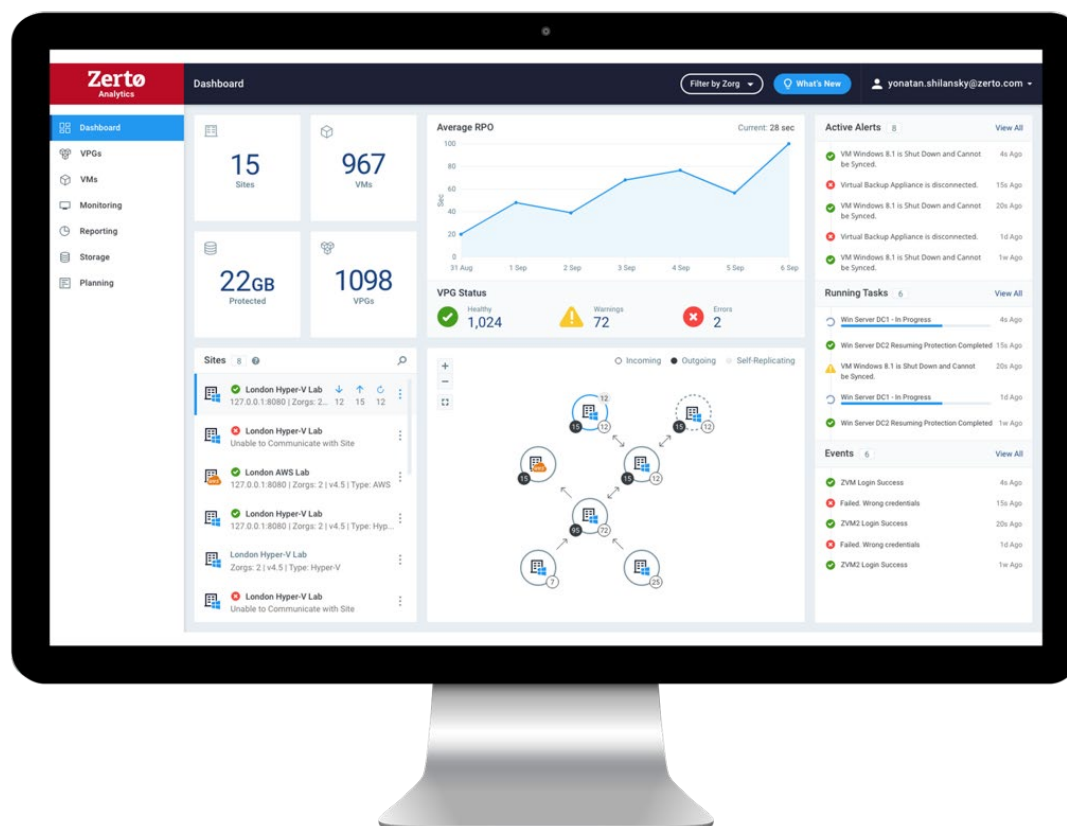
5. Simplicity at Scale

At the core of all we do is built-in orchestration, automation, and analytics.

Here's what simple looks like:

- One interface, one experience whether that's on-premises or cloud.
- Simple implementation/deployment that is fast integrating with your existing tech stack and easy ongoing management.
- Simply protect and mobilize thousands of VMs and terabytes of data to meet critical SLAs.
- With orchestration built in, manual processes for your backup and disaster recovery are automated.
- Easy non-disruptive testing to do often, any time, even during business hours.
- Zerto Analytics for full visibility and reporting across sites, ensuring full compliance to meet your regulatory needs.

It's all about simplicity – in three clicks, a user could create a whole new environment or failover an environment, even with little knowledge around application servers, storage, or networks. That is what simple looks like.



ACTIONS TO TAKE

- Share these features with your prospects and customers to ensure their understanding of Zerto technology.
- Research your customer base, how fully they are protected, and how you could provide a higher-level solution.

PARTNER PROGRAM DESCRIPTION

The Zerto Partner Program is an annual, tiered program offering various membership levels for authorized partners to reach specific sales, training, and marketing achievements as shown below. All benefits and requirements are based on the total global achievement of the partner within previous fiscal year, Nov 1 – Oct 31, unless otherwise noted.

Program Requirements and Definitions

Program Tier Requirement	Associate	Silver	Gold	Platinum
New Revenue Target – Resellers <i>(annually)</i>	\$20,000	\$200,000	\$500,000	\$2 million
New Revenue Target – MSPs <i>(monthly recurring revenue)</i>	\$3,000	\$15,000	\$40,000	\$100,000
Number of New Customers – Resellers	1	4	6	10
Sales Certifications	1	2	3	6
Technical Certifications	1	2	3	6
Number of Marketing Campaigns	-	1	2	4
Zerto Branding on Website	-	-	●	●
Business & Marketing Plan	-	-	Bi-annually	Quarterly
Public Reference (Customer)	-	-	●	●

Program Tier Requirement	Definition
New Revenue Target <i>All partners</i>	All new customer revenue as determined by net invoiced amounts to Zerto. For consulting partners, revenue is measured annually. For MSPs, revenue is measured on monthly billings. Resellers are required to have a minimum.
Number of New Customers <i>Resellers</i>	Number of new customer accounts acquired.
Sales and Technical Certifications <i>All partners</i>	Number of certified representatives with Zerto sales and technical certifications. Certification requires a passing grade of 75% of greater and certifications must be kept current.
Number of Marketing Campaigns <i>Platinum, gold, and silver partners</i>	End user lead generation campaigns or events.
Zerto Branding on Website <i>Platinum and gold partners</i>	Place Zerto branding and description prominently on your website.
Business and Marketing Plan <i>Platinum and gold partners</i>	Completion of a business forecast and plan with a Zerto Cloud Executive or Channel Account Manager.
Public Reference Customer <i>Platinum partners</i>	Minimum of one customer win that is branded, written, and promoted as a case study.

ZAP PORTAL LOGIN

Log in to access many resources

You're going to want to get on this site as quickly as possible. As a valued partner, you have exclusive access to a comprehensive suite of tools all designed to help you grow your business with Zerto.

The ZAP Portal provides deal registration, sales tools, marketing programs, and so much more. Be sure to log in, and invite your team to join, as well!

- If you have not already been granted access to the ZAP Portal, you can join 1 of 3 ways:
 - Request a login by going to the link on the screen: <http://www.zerto.com/request-a-zap-portal-log-in>. Note: you must use your business email address only. Access is granted automatically unless you are not a formal partner.
 - Email partners@zerto.com to become a partner.
 - Go to zap.zerto.com and complete the application to become a partner.
- You will receive an email confirming your login has been granted.
- Once logged in, click your email on the top right-hand side of the browser and select "Edit Profile".
- Bookmark zap.zerto.com to visit on a regular basis and check back often for new material.
- If you are experiencing difficulties logging in to the ZAP Portal, or for some reason are unable to register a deal, please email partners@zerto.com.

Register your new deals (Consulting Partners)

We love our partners, and we love it when our partners generate leads, so we reward them for doing so. To do this, go into the ZAP portal and click on the **Deal Registration** link (or [MSP customer registration](#)). This registration service offers financial rewards to partners who engage customers early in the sales cycle. The Zerto partner holding an approved deal registration will be eligible for the most money, securing your exclusivity and margin, simply by registering the opportunity.

	Volume Discount	New Logo Discount	Additional Discount for Deal Registration
Platinum	10%	5%	10%
Gold			7%
Silver			5%
Associate			—

This is an incremental discount for partner deal registrations off of the volume discount. New logo discount applies for deals with valid deal registration and is only applicable to new customers who have not previously purchased from Zerto. The volume discount and additional discount for deal registration apply to new customer, migration, and expansion opportunities.

Once you have submitted a registration (or a "reg"), you will receive an email confirming it has been received. By doing this, no other ZAP partner will be entitled to the same discount for that deal.

To see your progress, you can click on the Leads or Opportunity sections. Here you can see your leads and the status of each request, as well as a view of all opportunities associated with your organization. From this dashboard, you can also request extensions and pricing quotes.

SELLING ZERTO

Zerto Messaging

Use the following messaging to share Zerto with customers and other partners. Further below, be sure to leverage the questions in your conversations with prospects and customers.

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's cloud data management and protection solution **eliminates the risks and complexity** of modernization and cloud adoption across private, public, and hybrid cloud.

The simple, software-only solution uses **continuous data protection at scale** to converge disaster recovery, backup, and data mobility. Zerto is trusted by over **9,500 customers** worldwide and is powering offerings for Microsoft, IBM, Amazon, and more than **350 managed service providers** worldwide.

Key Highlights

- We work with partner organizations to **manage, protect, recover, and move data and applications for continuous availability** across on-premises, hybrid and multi-cloud environments. A simple solution, with 24/7 protection. And we have been building a global business **since 2009**.
- We serve over **2000 partners** that share our vision, including strategic partnerships and alliances with many of the same organizations *you* also rely on. Your partners are our partners.
- We currently serve over **9500 customers** across all industries in over **100 countries**.
- We're proud to collaborate with some of the most innovative and advanced organizations in the world to deliver on the promise of *uninterrupted business*. Did you know that Zerto was the first hypervisor-based replication in the industry? So, you can feel confident knowing that you are partnering with the **leader in this space**.
- And now being part of the larger **Hewlett Packard Enterprise (HPE)** family affords us an even more robust platform of resources to serve you. This "lift" and scale from HPE provides more opportunities, larger opportunities, and more *complex* opportunities. Zerto's cloud data management and protection software will remain available as a standalone service and will be available as a service through the [HPE GreenLake platform](#) and the [Data Services Cloud Console](#).

Learn more: [download the two-page Zerto Overview datasheet](#)

Seller to Seller Conversations

To effectively promote Zerto as a solution, consider the discussion points below. (See full [Cheat Sheet](#) in Appendix)

1. What's in it for my customer
 - DR plan for my end users
 - Ransomware recovery plan (It's not *if* you will get attacked, but *when* you will be attacked)
 - Little to no down time/no loss of data | Ease of mobility in the cloud
 - KeepIt (O365 or any SaaS backup)
2. What's in it for me
 - Being relevant to your end user to solving a business problem
 - Expansion opportunities | Drag is 5x-8x of other products and professional services
 - 18-22 points of margin
 - Great sales and technical teams at Zerto/HPE to get involved with you to drive and close the deal
3. How do I sell it
 - Questions to ask (see below)
 - Great sales and technical teams at Zerto/HPE to get involved with you to drive and close the deal
4. How do I make money (see the next section)
 - 18-22 points of margin | Expansion opportunities (not a one and done sale)
 - 98% renewal rate

Discovery Questions by Use Case

The following checklist provides an organized way to help prospective customers take an objective look at their current DRaaS and data protection solutions and see where there are gaps that could be met by Zerto. Note: Those who can tie Zerto to the **biggest business issues** in a customer organization will have the greatest results.

Consideration	Topic	Key Points and Questions
Workload Mobility	Testing and DevOps	<p>Since agility and speed are everything to modern business, the ability to produce high quality code (as free of defects as possible) and to deploy to production frequently is paramount to success in the future.</p> <ul style="list-style-type: none"> Can your development team work with a fresh copy of masked production data at any time they want? Is automated testing and user testing streamlined so that defects are caught before they impact production? Is your development team able to push frequent but small updates to production, decreasing the mean time to resolution for failed deployments?
Multi-Cloud Agility	Cloud Integration	<p>It's difficult to move applications from a traditional, on-premises environment into a public cloud. But being able to do so can unlock huge opportunities for your business.</p> <ul style="list-style-type: none"> Do you have the capability to migrate applications with a high rate of change to the cloud without major downtime? Are you confident in your ability to deconstruct and move applications with complex interdependencies without breaking them?
	Hybrid and Multi- Cloud	<p>Leveraging multiple clouds at once sounds great but managing multi-cloud environments can be troublesome due to issues like VM format differences.</p> <ul style="list-style-type: none"> If you so choose, do you have the ability to replicate between multiple clouds without having to refactor applications and manually convert and re-IP virtual machines? Are you locked in to a particular cloud provider or are you free to leave whenever you please (because you have the skills to do so easily?)
	Analytics Across Clouds	<p>One of the biggest downsides to a multi-cloud infrastructure model is that it introduces complexity. It takes a special umbrella management tool to take a look at all of your clouds and make sense out of what you're doing globally.</p> <ul style="list-style-type: none"> Can you monitor across clouds, rather than just within a single cloud provider, to make sense of what's going on across your organization? Can you provide reporting across clouds to ensure you're meeting compliance and SLA metrics universally?
Operational Efficiency	Tooling	<p>It's imperative that a fast-paced IT organization has a streamlined toolset. Using a different point solution for every problem makes administration cumbersome and decreases visibility.</p> <ul style="list-style-type: none"> Do you have a single platform for backup, replication, automation, and migration?
Disaster Recovery	Outages and Disruptions	<p>In organizations undergoing or that have undergone a Digital Transformation, downtime and loss of data are simply unacceptable. Moreover, even performance degradation is a form of outage.</p> <ul style="list-style-type: none"> Can you provide an RTO that's measured in minutes rather than hours? Do you have push-button failover capability so that you can restore service while you fix a problem?

	Ransomware Protection	<p>It is not whether ransomware will infect your organization, but when. Are you prepared?</p> <ul style="list-style-type: none"> • Do you have a short (minutes or seconds) RPO so that your workforce won't lose all the work they've done since yesterday? • Can you recover an unaffected copy of only the infected subset of your data, as opposed to recovering an entire storage volume?
	Complete Data Protection	<p>The scope is changing, not only for what must be protected but also for how long it should be protected.</p> <ul style="list-style-type: none"> • Are you practicing the 3-2-1 strategy for sound data protection? • Is it simple for you to test failovers/restores and confirm the integrity of your data? • Can you fine tune your retention policies from seconds to years and guaranteed compliance with regulations that apply to your industry?
Workload Mobility	Infrastructure Modernization	<p>Technology is always changing and performing upgrades and refreshes is a never-ending chore. But it can become much less daunting with the proper tools in place.</p> <ul style="list-style-type: none"> • Can you move VMs seamlessly and without interruption from old hardware to new? • From one infrastructure architecture to another? • From one hypervisor type to another? • From on-premises to the cloud?
	Migrations and Consolidations	<p>As businesses change and grow, the IT infrastructure needs to change with it. If your company were to change significantly due to a merger or acquisition, or if your business makes a significant pivot that requires a substantially different infrastructure, are you prepared to make the change?</p> <ul style="list-style-type: none"> • Can you easily test your migration/consolidation to confirm functionality by performing failover and failback operations without disruption? • Do you have the flexibility to choose which hypervisor, which cloud, and which management tools you use because you have sufficient workload mobility to relocate anywhere? • As you swing over application stacks to a new home, will the boot dependencies be automatically considered, and will the network interfaces have correct new IP addressing, or will the reconfiguration be a highly manual effort?

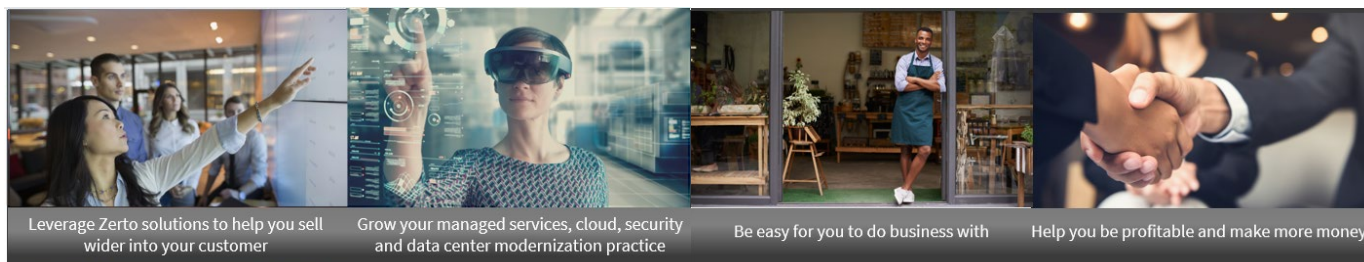
ACTIONS TO TAKE

- Follow the [Zerto Selling Cheat Sheet](#) (in the appendix) with prospects and customers.
- Review the Discovery Questions above and think of specific customers that would benefit from hearing them.
- Consider [Zerto Messaging](#) throughout the guide for some gold nuggets and phrases you may not be currently using.

GROWING YOUR BUSINESS

Let's grow together

We understand that it's all about GROWTH and how ZERTO can help you reach your growth goals. As your business partner, Zerto prioritizes these goals and has designed the partner program to help you get there.



- Provide **marketing and sales tools and resources** that bring insight into a customer's world, so you can better understand their business, sell wider into your customer, and help them solve business problems.
- Bring **growth in your managed services**, cloud, security, and data center modernization. Particularly for service providers, we help you master the technology and streamline your customers' infrastructure as well as your own.
- You want it to be **easy to work with us**. One of the cornerstones to the ZERTO solution is simplicity, and that permeates our technology as well as our business practices. We make sure tools and messaging are straightforward, clear, and accessible.
- Help you become **more profitable**. We believe there is untapped potential for partners to thrive by leveraging ZERTO solutions. We show you how to assess the opportunity, approach the customer, and build a profitable business.

Make more money with Zerto

Leading with Zerto opens many doors to sell storage, servers, and other HW/SW solutions. Once your customer's most critical workloads are protected, the key is to **continue selling** Zerto for **tier 2 & 3 apps**. You want to **pull through** all the products and services that can continue to support your customers at the highest level. [See full [Cheat Sheet](#) in Appendix]

Drag Additional Services	Margins & Discounts	Become the Expert
<p>Consulting Partners</p> <ul style="list-style-type: none"> • "Land and expand" • Drag opportunity of 8-10x • Hardware drag / Cloud drag • Cloud contract • Add -OR- upgrade licenses • Sticky software model that delivers on dozens of different use cases <p>Service Providers</p> <ul style="list-style-type: none"> • Onboard net new customers with DRaaS • "Land and expand" hardware and cloud pull-through • Strong recurring revenue stream 	<p>Consulting Partners</p> <ul style="list-style-type: none"> • Move to higher tier • Simple, easy to understand pricing • 25-30% discount on product, support & renewals • Deal registration to protect your margin • 98% renewal rate <p>Service Providers</p> <ul style="list-style-type: none"> • Move to incentivized revenue discount tiers • Simple, easy to understand pricing • Deal registration • Discounting per preferred large end customers 	<ul style="list-style-type: none"> • Learn the technology - gain Zerto certifications at no cost • Be the trusted advisor and increase customer retention <p>Consulting Partners</p> <ul style="list-style-type: none"> • No direct customers – you call the shots • Local field sales and technical resources to support your sales campaigns • Focus on business SLAs and shift the conversation toward value <p>Service Providers</p> <ul style="list-style-type: none"> • Access dedicated sales/tech resources • Connect with field sales and tech resources to support sales campaigns • Provide industry leading SLAs

Our partner program continues to grow every year because:

- We are 100% channel focused – we don't sell direct. Partners have a more holistic view of what the customer's trying to achieve. You are influencers leading with Zerto as the smart solution. Building momentum and bringing success to your customers only expands your *own* value and platform capabilities. We're excited to help you do that.
- Zerto's leading-edge technology differentiates your business while opening up new markets and sources of revenue.
- This business offers generous margins and regular incentives. And there are ways to make more money by leveraging your Zerto partnership.

ACTIONS TO TAKE

- Ask customers to clarify their business goals, share them with you and work together to build a business plan.
- Examine ways to leverage Zerto as your dedicated business partner.

ZERTO PARTNER BENEFITS

The Partner Program offers a plethora of tools and resources, with specific benefits listed by membership tier as shown below.

Review partner resources by membership tier

Zerto Benefit	Associate	Silver	Gold	Platinum
Deal registration—Consulting Partners				
• Volume discount	●	●	●	●
• New logo discount	●	●	●	●
• Deal registration additional discount		●	●	●
Deal registration—MSPs	●	●	●	●
Not for resale license (NFR)	●	●	●	●
On-demand lab access	●	●	●	●
Find a Partner inclusion	●	●	Premier placement	Premier placement
Rebate eligibility—North American consulting partners only			2.5%	5.0%
Marketing development funds			●	●
Assigned Zerto account team			Account executive	Account executive Marketing liaison Presales engineer Executive sponsor
Customer case study development			●	●
Exclusive event pricing and sponsorship opportunities			●	●
Advisory Board seat				●

Understand what each benefit includes

The below are for platinum and gold members only. Continue reading further below for the many unlimited resources provided for all partners.

Rebates (North American platinum and gold resellers)

Rebates will be paid quarterly for new customer, expansion and migration license revenue resulting from partner generated opportunities in North America.

- Partner generated opportunities are net new leads identified by the partner.

Marketing Development Funds (MDF)

MDF funds are available for sales and marketing programs by proposal. Platinum and gold partners can request funds on an activity-by-activity basis to cover the cost of promoting Zerto to your customer or prospect base. Activities must meet certain proof of performance requirements and be pre-approved by a Zerto Field Marketing Manager. Funding approvals are based on return on investment, market opportunity and funding availability.

Assigned Zerto Account Team

Assigned Zerto team members are provided to platinum and gold partners.

- Platinum partners – assigned channel or cloud account executive, marketing liaison, presales engineer and executive sponsor.
- Gold partners – assigned channel or cloud account executive.

Exclusive Pricing and Sponsorship Opportunities for Events

Get early access to event sponsorships and pricing.

Advisory Board Seat (Platinum members only)

As a key member in Zerto's Partner Advisory Board to help shape the direction of the company, products and go to market. This includes sharing of NDA-style content and is by invitation.

Membership Terms and Conditions

The Zerto Alliance Partner Program is an annual program which measures partner's achievements against defined targets. Zerto is transitioning to a new fiscal year in 2022. For 2023, entrance into the program will be based on achieving targets from January 1, 2022 to October 31, 2022. Due to the shortened year, revenue targets will be reduced by 25% for consulting partners. Please see the quarterly breakdown below:

Associate status is granted automatically based on fulfillment of the program requirements or in Zerto's sole discretion. All other statuses are granted only after meeting the requirements of the relevant tier and receiving an invitation from your regional Zerto Channel or Cloud Account Manager to join the relevant tier. Such invitations are given in Zerto's sole discretion.

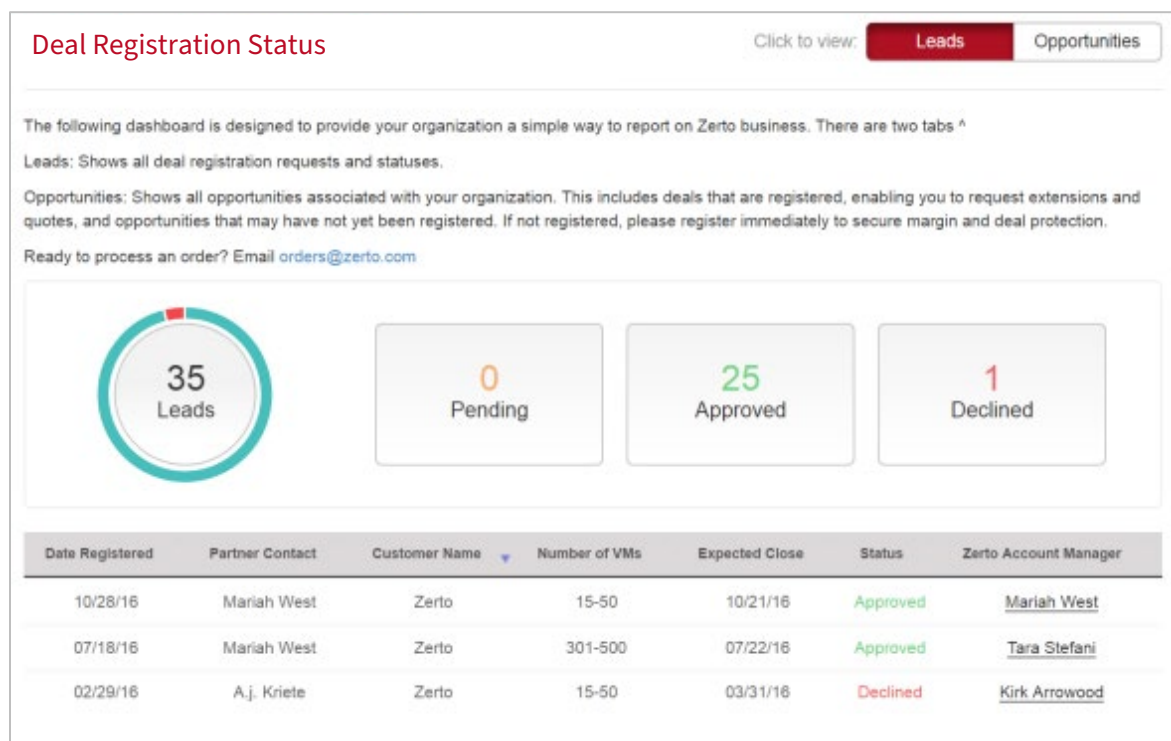
Qualifications are reviewed on a fiscal quarterly basis, ideally coinciding with a quarterly business review. As such, partners can move up and down in tiers up to four times a year. Zerto reserves the right, in our sole discretion, to add and remove eligible partners from any such tiers.

If the partner does not maintain the requirement criteria over the course of the calendar year, they will be moved into the tier that best fits their requirements or lose their Zerto partner membership benefits. Within any year, platinum and gold partners must keep certifications and business/marketing plans current to remain in the program at the platinum and gold tier level.

To discuss your status in the ZAP Program, contact partners@zerto.com and we will connect with your regional Channel or Cloud Account Executive.

Register deals

Deal registration is an important resource in this program as shown in the images below. Learn more about [deal registration](#) or [MSP customer registration](#) on the ZAP portal.



ACTIONS TO TAKE

- Log in to the ZAP Portal and play around in this section to understand how you can leverage this tool.
- Discuss with your Zerto team how deal registration fits into your overall business plan.
- Consider [partnering with us](#) if not already.

ZERTO UNIVERSITY

Complete Zerto Certifications

Zerto offers [robust certifications](#) in the online Zerto University. This is where you can become an expert and pursue certification in both technical and sales programs.

We offer **certification** that earns you a designation of **Zerto Certified Associate (ZCA)** or **Zerto Certified Professional (ZCP)**. There are also specialty areas in which to certify, like Azure or Sales. There is no cost to complete these programs. Whichever category you fall into, you will first need to [register for a free MyZerto account](#).

Each program includes an exam you must pass to receive certification. The foundational certification is Zerto Certified Associate (ZCA), which must be completed (or the exam successfully passed) before moving on to the higher ZCP levels.

Digital badges awarded let the world know what you've accomplished by publicizing your accomplishments on social media, your website, and your email signature. The badges are also portable, so if you change jobs, your credentials stay with you.

Available Certification Descriptions


Certification	Description	Level	Category	Public	Active Customer	Signed Partner
Zerto Certified Associate:	This introductory certification covers the key concepts, features, and workflows of Zerto.	Beginner	Sales and Technical	✓	✓	✓
Zerto Certified Professional: Enterprise Engineer	This certification dives deeper into Zerto's key components, recovery operations data flows, installation, setup and management of Zerto.	Intermediate – Advanced	Technical		✓	✓
Zerto Certified Professional: Azure	This certification covers the installation, setup, and management of Zerto with Microsoft Azure.	Intermediate – Advanced	Technical		✓	✓
Zerto Certified Professional: Sales	This certification prepares you to sell Zerto. Topics include Zerto overview, messaging and positioning, selling Zerto, competitive analysis, and how to leverage the Zerto ecosystem.	Beginner – Intermediate	Sales			✓
Zerto Certified Professional: Managed Service Provider	This certification informs managed/cloud service providers how to set up and manage disaster recovery as a service (DRaaS) and intra-cloud disaster recovery (ICDR) with Zerto.	Intermediate – Advanced	Technical,			✓

Virtual Instructor-Led Training (vILT)

Managing Zerto: Setup, Protection, and Recovery

The HPE course “[Managing Zerto: Setup, Protection, and Recovery](#)” is a 2-day virtual class with a live instructor. This robust program covers Zerto inside and out, including guided hands-on labs throughout the class.


If you haven’t already, [register to attend](#) this vILT and benefit from the direct interaction with the trainer and participants.




NEW TRAINING OFFERING

Managing Zerto


Virtual instructor-led class delivered by HPE Education Services




Managing Zerto: Setup, Protection, and Recovery (H61K2S) class is ideal for new technical Zerto end users



Virtual class available globally and targeted at varying time zones; private classes also available by request



Two-day class offered at \$1,800 per student and includes instruction from Zerto experts plus hands-on labs



Can be purchased through Zerto/HPE partner (SKU HF383A1) or directly from HPE website (www.hpe.com/www/learnZerto)

Zerto
a Hewlett Packard
Enterprise company

Take on-demand labs, webinars and ZAPtalks

Zerto’s **on-demand labs** let you get hands-on with our solution in a controlled environment with no setup or configuration required on your end. This is a great place to get started and learn the various elements of Zerto technology. There is no cost to access these labs.

Access hands-on labs here: <https://www.zerto.com/myzerto/labs/>

You’ll also have access to a library of **on-demand webinars**, as well as ongoing live webinars exclusively for our thriving partner community, called [ZAPtalks](#).

ACTIONS TO TAKE

- Work with your Zerto team to learn what requirements there may be as part of our partnership around certification, and show customers how to access the certification programs.
- Complete [certifications](#) such as the **Zerto Certified Associate (ZCA)** and other **Zerto Certification Professional (ZCP)** programs.
- Access the [hands-on labs](#) and prioritize which labs and ZAPtalks will best equip you to reach your goals.
- If you haven’t already, [attend the ZERTO vILT program](#). **Encourage customers to register** if they have not already.

ZERTO SELLING CHEAT SHEET [APPENDIX]

Use this cheat sheet to understand how to sell Zerto, and what's in it for [partners](#) and/or customers.

[Zerto](#), a Hewlett Packard Enterprise company, converges DR, backup, and cloud data management into a single software platform. Built-in orchestration and automation allows customers to replicate to, from, and between on-prem and cloud environments and minimize downtime and data loss in the event of an outage.

Zerto Use Cases

(1) Ransomware Resilience

- No longer a matter of IF, but WHEN | Industry will reach \$265B by 2031 - cost of downtime averaging \$250,000/hr

Questions:

- How confident are you in your ability to recover from a ransomware event?
- Are you evaluating your recovery readiness in the event of a ransomware attack? How are you preparing?
 - Zerto allows you to rewind seconds before a ransomware attack and recover your applications in minutes

(2) Disruptions/Disaster Recovery

- 94% of org's reported unplanned downtime in past 12 mos. | Key issue as companies become more data driven
- Build a DR plan and test your systems without impact to production

Questions:

- Any initiatives around improving your BC/DR capabilities?
 - Zerto's top use-case as the 'Masters of Disaster'
 - Industry-leading RPOs & RTOs (Whether planned or unplanned outages, Zerto allows customers to recover their applications with only seconds of data loss and minutes of downtime)
- Do you have push-button failover capability so that you can restore service while you fix a problem?
- Can you fine tune your retention policies from seconds to years and guarantee compliance with regulations?

(3) Multi-Cloud Mobility

- Acceleration of cloud adoption, of hybrid and multi-cloud, has introduced new complexity for IT
- Cloud spending was \$332 billion in 2021; cloud footprint expected to grow to 100 zettabytes by 2025
- Flexibility to choose hypervisor, cloud, and mgmt. tools with sufficient workload mobility to relocate anywhere

Questions:

- Planning to migrate workloads to the cloud? Consolidating datacenters?
 - Migration licenses can be used for one-time migration to cloud if there are not aggressive RPOs RTOs
 - Test a migration with full reporting and analytics before actually executing to minimize risk
 - Zerto can greatly reduce the time and complexity (cost) of a migration project
 - Hardware, storage, and hypervisor agnostic (cross-replication between VMware and Hyper-V environments)
- Any initiatives to improve your data protection between public/private/hybrid cloud environments?
 - Zerto works with over 400+ Cloud Providers including AWS, Azure, IBM, Google
 - ZIC – Zerto In Cloud for AWS enables one-to-many / region-to-region replication within Amazon EC2
- Upcoming hardware/storage refreshes?
 - Easily failover applications to backup site/cloud during refresh - failback after minimizing impact to production
- Mergers and Acquisitions
 - Hardware/storage agnostic paired with strong datacenter migration makes M&A compelling to position Zerto

(4) DRaaS/MSPs

- Do you want to manage BC/DR internally? If no, position Zerto for DRaaS:
 - If cost a concern or customers prefer OpEx – leverage Zerto through managed service provider for DRaaS
 - Ideal for customers who have smaller virtual environments or do not want to manage it themselves

Why build your business with DRaaS?

- Easy monthly billing - keeps customers protected with ease
- Easy integration with VMware products - easily integrate customers and complete migration initiatives
- Ready-made self-service portal for end users
- Open, flexible REST APIs to build your own portals or DR integrations
- Offers failover tests to demonstrate SLAs to customers and auditors

Benefits of Zerto

*Because challenges must be addressed **across** the variety of platforms, clouds, and models they must provide:*

- Continuous availability no matter where apps live
- Recover in minutes at scale — with confidence and down-to-the-second recovery
- Application-centric protection across disparate platforms
- Consumer-level simplicity brought to the enterprise
- Purpose-built for hybrid, multi-cloud world

Technical Qualifications

- Hypervisor for on-prem virtual environments - Zerto requires VMware to work
 - Zerto does not protect physical servers
- Datacenters – helpful to know how many datacenters. If only 1 production site, good opportunity to help customers in cloud adoption or replicate to a managed service provider
- At least 25 Virtual Machines – Zerto licenses per VM
- Current backup/recovery solutions and strategies
 - In the event of an outage, how long does it take to recover applications and resume operations?
 - How much downtime? What is the cost to the business of that downtime?

Put More Money in Your Pocket With Zerto

Partners can unlock more financial gains for their business

Add Additional Services

- “Land and expand” - If you sold software or licensing, you have services on top to set it up, design and deploy it.
- Drag opportunity of 8-10x - once workloads are protected, continue selling Zerto for tier 2 and 3 apps.
- Hardware drag / Cloud drag - If going to their secondary site and need to install hardware, could bring a cloud drag. Will need a cloud contract if not already in place. Or may need expansion of cloud contract, if doing DR.
- Sticky software model that delivers on dozens of different use cases.
- Consider licensing options – adding or upgrading as appropriate - every time customer adds new applications and critical VMs, that's additional licensing required from DR, because we're VM-based licensing.
- If they purchase migration license, then opportunity to upgrade to an enterprise license and continue to use full capabilities. 85% of the people who buy migration licenses typically get enterprise license and see the value in it.
- Maintenance contract is renewed every year until you discontinue, and it is a subset of the license fee.

Margins & Discounts

- Move them to higher tier – higher they go, the more discount they get and the more margin they can make.
- Simple, easy to understand pricing – makes it easier to demonstrate where certain directions make financial sense.
- Protect your margin with opportunity registration on the ZAP Portal.
- Take advantage of 98% renewal rate.

Become the Expert

- With selling 100% through channel there are no direct sales, and you are in the driver's seat.
- Increase customer retention as their trusted advisor - ensure they are building out infrastructure in smartest way.
- Access local field sales and technical resources to support your sales campaigns.
- Find out who defines their SLAs – develop those relationships and shift the conversation toward value.
- Learn the technology and gain Zerto certifications through the ZAP Portal.

Your Resource Center

Access the many tools and resources available to partners on the ZAP program portal at no cost to you.

- Consider [partnering with us](#) if not already.
- Regularly attend customized partner [ZAPtalks](#).
- Learn more about [deal registration](#) or [MSP customer registration](#) for service providers on the ZAP portal.
- Take [hands-on labs](#), and achieve world-class [certifications](#) – just [register for free myZerto account](#).
 - Zerto Certified Associate, Zerto Certified Professional (ZCP) Enterprise Engineer, ZCP Sales, ZCP MSP, ZCP Azure
- New HPE course [“Managing Zerto: Setup, Protection, and Recovery”](#) 2-day virtual class with a live instructor. Robust content on Zerto, with guided hands-on labs. Encourage customers to [register](#) and benefit from the live interaction.

Please reach out with questions at partners@zerto.com and we will be happy to assist!

ZERTO 10 LAUNCH CHEAT SHEET FOR PARTNERS [APPENDIX]

Use this cheat sheet to understand key messaging around Zerto 10, and what's in it for [partners](#) and/or customers.

FOUR KEY ELEMENTS

Real Time Encryption Detection

☒ What does it do? _____

Real-time ransomware detection and enhanced security with earliest warning alarm so you can take action within seconds of a malicious event.

Why is it better?

Take action mid-attack

- No need to wait hours or days afterwards.

Pinpoint the attack start time

- Investigate afterwards to identify when it began.

Quickly identify blast radius

- Recover only the infected VMs/apps.

Recover data to seconds before the attack

- Recovery can be made from a journal point seconds before the attack.

No additional infrastructure required

- No impact to production, included at NO additional cost in Zerto 10.

Protecting Azure at Scale

☒ What does it do? _____

All new replication architecture for more efficient and secure scale-out protection of hundreds or thousands VMs to, from, and within Azure.

Why is it better?

Easy scaling

- Replicate 5000 VMs to, from, or within Azure.

Reduced complexity

- Fewer Zerto Cloud Appliances and easier scaling of resource consumption as replication scales up or down.

New multi-disk consistency

- More Azure VMs protected with disk consistency.

Easy way to protect workloads region-to-region

- In-cloud protection within Azure against regional outages and other disruptions.

Zerto Virtual Manager Appliance

☒ What does it do? _____

New turnkey, Linux-based appliance hardened for greater security and simplified management that can be deployed with minimal configuration.

Why is it better?

Easier to Deploy

- Less than 5 min to migrate ZVM to ZVMA.
- No Windows server—fewer support incidences.

More Secure

- Small attack surface—no additional config.
- MFA for Zerto administrators—no unauthorized access to your data.

Hands-off Maintenance

- No need to manually create new VMs or deploy/activate the OS.
- Updated automatically from Zerto with the latest security updates.

Cyber Resilience Vault

☒ What does it do? _____

Isolated, air-gapped recovery environment with a locked down data vault, providing a highly secure clean room with immutable copies.

Why is it better?

True air gap

- Offline, isolated, and inaccessible to attackers.

Decentralized

- No single point of failure or compromise.

Rapid recovery

- Automation and orchestration from Zerto plus top-tier hardware from HPE leading to RTOs of minutes or hours, not days or weeks.

Lower cost

- Single vendor, with no 3rd party add-ons, at a price well below the leading alternative.

Zerto 10: What's in it for You as a Partner?

- **Help position/reinforce yourself as trusted advisor for cybersecurity,** data protection, and cyber recovery—Zerto 10 allows you to tell a more expansive story beyond ransomware prevention or recovery and toward ransomware *resilience*.
- **Significant hardware drag:** Zerto 10, particularly the Cyber Resilience Vault, enables you to sell additional storage, compute, and networking solutions or services. We typically see a 5-8x hardware drag that significantly boosts your overall deal size.
- **Expand your use cases in Azure:** sell multiple use cases to customers considering Microsoft Azure. Zerto can protect to, from, and within Azure (including across regions). You can position additional services as you help customers accelerate cloud adoption, migrate to the cloud, or protect within or across clouds.
- **Simplify time to value with the ZVMA:** easy deployment gets your customers up to speed faster. Sell services for help with migration to new appliance or configuration, scripting with APIs for it, etc.

Facts to Share With Customers

- Cyber crime is predicted to cost the world **\$8 trillion in 2023**. If it were measured as a country, then cybercrime would be the world's largest economy after the U.S. and China.
- Backup cyber protection timeline is a minimum of **32 hours** to protect.
- Backup vault recovery timeline is a minimum of **18 days** to recover.
- The global DR market is currently almost **\$9 billion** and is projected to grow to nearly **\$24 billion** in 5 years time.
- As a valued partner, you will have exclusive access to a comprehensive suite of tools all designed to help you **grow your business** with Zerto.

Key Messaging for Customers

(Questions To Customer):

- **What security software are you using today?**
The backup all our competitors are using introduces exceedingly *long recovery times*. It's a lengthy process, scanning increasingly outdated data copies. Bottom line: Longer RTO just increases the impact and cost of ransomware. Zerto mitigates that.
- **How long does it take for you to be notified of a potential ransomware attack?**
If your system does not notify you within seconds, you are putting your company/data at risk. If you were attacked by ransomware today, how much data would you lose?
- **How valuable would it be for you to know within seconds if files are being encrypted?**
- **Does your security system include both detection AND recovery capabilities?**
Security software is very good at telling you about an attack. But it's not focused on the *recovery* side.
- **How lengthy or complex is your current recovery process?**
Because it's on a VPG basis, you will be able to identify the blast radius very easily and recover **ONLY** the infected ones. No extra VMs to deploy and no extra software needed—it's all bundled into Zerto 10.
- **How valuable would it be for you to recover files to a point just seconds before the attack?**

(Questions From Customer):

- **How does the new Zerto solution better protect my business?**
Most competitive solutions offering detection are doing periodic backups. Zerto does it *as the encryption happens*, detecting it within seconds, not waiting until backup or after backups complete, and allowing teams to take action.
- **What does this mean for my business?**
Zerto is able to report encryption-based anomalies much faster than other solutions. IT/SysOps teams can mitigate damage and recover *more quickly*, keeping your business up and running, saving time and money (e.g., brand damage, loss of productivity).
- **How does this impact my security operations team?**
For security operations teams with a whole stack of security solutions, being able to integrate with those is a huge value add. You should not be running Zerto on its own. You're going to integrate with everything you are already using in your cybersecurity stack.

Invite Customers to Experience Zerto Firsthand

Test drive for free in self-paced on-demand labs: zerto.com/labs

Read honest reviews from real customers:    

Try Zerto for 14 days on your infrastructure: zerto.com/free-trial