

# Zerto

A world of uninterrupted technology for businesses and people

Zerto's award winning solution provides enterprises with continuous data replication & recovery designed specifically for virtualized infrastructure and the cloud. Zerto Virtual Replication is the industry's first hypervisor-based replication solution for tier-one applications, replacing traditional array-based BC/DR solutions that were not built to deal with the virtual paradigm.

Today, enterprises of all sizes are deploying applications on virtualized IT infrastructures and clouds. The values of virtualization including flexibility, scalability and mobility can complicate business continuity efforts in times of disaster. The advantages of virtualization can conflict with your ability to recover the business in the event of disaster. Not so with Zerto's virtual-friendly continuous data replication.

Originally the product supported VMware environments and in 2015, Zerto added support for Microsoft Hyper-V, and Amazon's AWS, making it

the only BC/DR software platform designed to enable hybrid cloud application mobility and protection. The company's solution, the Zerto Virtual Replication, enables seamless flexibility and manageability of data and applications whether they reside on-premise, at any cloud service provider or on combination of both, known as 'hybrid-cloud'. This is the premise behind Zerto's Cloud Continuity Platform, delivering a datacenter in which all applications have the ability to span on-premise and cloud datacenters, and can be managed and accessed from anywhere, regardless of underlying infrastructure. The goal for Zerto is to empower IT to make decisions on just two decision points - service level and price.

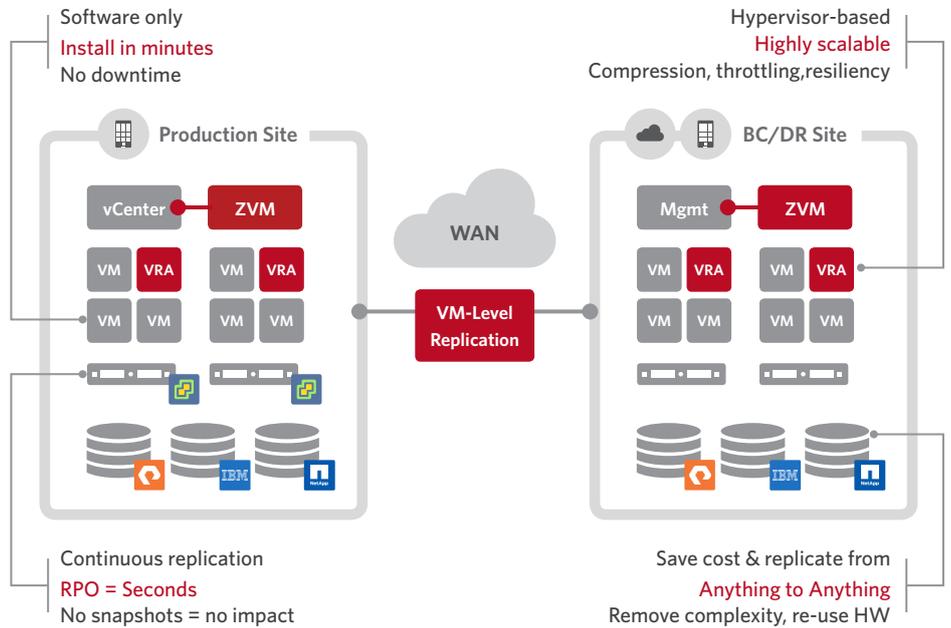
Zerto was founded in 2010 by a team of storage industry veterans. Ziv Kedem, Zerto's founder and CEO, previously co-founded Kashya (acquired by EMC in 2006). Backed by 83 North, Battery Ventures, Harmony Partners, IVP, and USVP, Zerto is dual-headquartered in Israel and the United States.

**Zerto News** [www.zerto.com/zerto-in-the-news](http://www.zerto.com/zerto-in-the-news)

**Zerto Awards** [www.zerto.com/about/awards](http://www.zerto.com/about/awards)

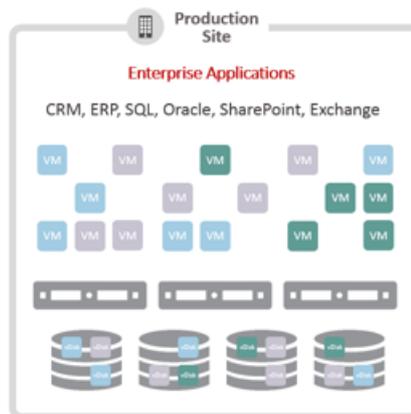
# THE PRODUCT

Zerto Virtual Replication is different from any other BC/DR technology because it has the fastest and most efficient replication combined with fully automated failover, failback and non-disruptive DR testing for production workloads. It is the foundation for any cloud, public, private or hybrid, as it is the only solution which can effectively federate these IT strategies. With Zerto Virtual Replication, customers can easily migrate production workloads across different infrastructures to increase efficiencies. Simple to install, natively multi-tenant, and intuitive to use, Zerto Virtual Replication is ideally suited for private, public and hybrid BC/ DR and long term retention for complete data protection.

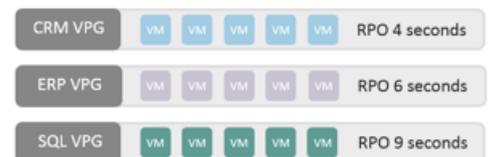


The key unit of replication is the virtual protection group. This is a consistency group of VMs and data that make up an application. This unit enables the seamless migration of an application across storage, hypervisors, and cloud.

The journal delivers continuous data protection with the ability recovery from logical failures, like cryptolocker, with the ability to roll back the application to before the virus affected the application.



- Virtual Protection Group = Complete Application Protection
- Recover Multi-VM applications consistently
- Prioritize & meet SLAs
- Pre-seeding, reduce initial sync
- Virtualization features vMotion, svMotion, HA etc



With these robust features, Zerto Virtual Replication has disrupted the traditional hardware-centric market for disaster recovery and migration of applications. More than 2000 enterprise customers in 38 countries use Zerto Virtual Replication in their production environments to protect, recover and migrate data and mission-critical applications. In addition, Zerto dominates the market for cloud-based recovery and replication and has become the de-facto standard for recovery and migration in cloud environments, with over 200 Cloud Providers offering services powered by Zerto Virtual Replication.

# CUSTOMERS & PARTNERS



Zerto

# OUR LEADERSHIP

## EXECUTIVE TEAM

Ziv Kedem  
**Co-Founder and CEO**

Oded Kedem  
**Co-Founder and CTO**

Gil Levonai  
**CMO**

Paul Zeiter  
**President**

Roy Golding  
**CFO**

Liat Nachmani  
**VP, Human Resources**

Rob Strechay  
**VP, Product**

Shlomi Oren  
**VP, Engineering**

# BOARD OF DIRECTORS

## Mark Leslie

Mark Leslie currently serves on the board of Model N (NYSE: MODN), and a number of privately held high tech corporations, and formerly VMWare. He is a Lecturer in Management at Stanford Graduate School of Business, where he teaches courses in entrepreneurship, ethics and sales organization. Leslie also serves on the New York University (NYU) Board of Trustees and as a member of the Executive Board of the NYU Innovation Fund. Leslie received a Bachelor of Arts degree in physics and mathematics from NYU in 1966 and completed Harvard Business School's program for management development in 1980.

## Erez Ofer

Erez joined Greylock Partners in 2005 and in 2006 was a founding partner of Greylock IL, now 83North. He currently focuses on Enterprise IT infrastructure, cloud technologies, virtualization, security, storage, and software. For investing activities please see the 83North Site. Previously, Erez held senior executive positions with EMC Corp. in Hopkinton MA.

## Ziv Kedem, Co-Founder and CEO

Ziv Kedem is founder and Chief Executive Officer for Zerto. He leads the company's corporate direction and vision. Previously, he co-founded Kashya Inc., now EMC RecoverPoint, where he served as Chief Technology Officer and developed the industry's most widely used storage replication solution for disaster recovery. Prior to founding Kashya, Ziv co-founded a successful outsourcing business, which provides expertise in algorithmic optimization, security techniques and sophisticated communication technologies for leading international technology companies.

## Oded Kedem, Co-Founder and CTO

Oded Kedem is co-founder and chief technology officer for Zerto. His responsibilities include managing the company's technology roadmap as well as delivering Zerto's innovative, hypervisor-based business continuity and disaster recovery solutions. A seasoned storage industry veteran, Oded previously served as director of software development for EMC, where he managed the entire RecoverPoint (formerly Kashya) research and development organization. Prior to leadership roles at Kashya and EMC, Oded worked on algorithmic research at Expand Networks, specializing in networking and WAN optimization.

## Jacques Benkoski

Jacques joined USVP in 2005 and focuses on fostering USVP position as an active investor in the Israeli market. He is working with several USVP companies such as BPT, Factory, Kilopass, Qnovo, and Trusteer. Previously, he has advised several companies including ClearShape (acq. CDN), Dune Networks (acq. BRCM) and served as executive chairman of Certess (acq. Springsoft) and Synfora (acq. SNPS). Jacques was CEO of Monterey Design (acq. SNPS) and previously served as Europe General Manager of Epic Design Technology (NASDAQ:EPIC). Earlier in his career, Jacques held a number of research and management positions at IMEC in Leuven, Belgium, at IBM's Scientific Center in Haifa, Israel and STMicroelectronics in Grenoble, France. Fluent in English, French and Hebrew, Jacques holds a B.Sc. in computer engineering from Technion Israel Institute of Technology, and an M.S. and Ph.D. in computer engineering from Carnegie Mellon University and has published over 30 technical papers.

## Scott Tobin

Scott Tobin is a General Partner at Battery Ventures where he focuses on software and business services investments. Scott joined Battery Ventures in 1997. His investments include Akamai Technologies (NASDAQ: AKAM), @Stake (acquired by Symantec), Cortera, FreshPoint, ITA Software, Kashya (acquired by EMC), The London International Financial Futures and Options Exchange (acquired by Euronext), More Magic Solutions, The NewsMarket, ProfitLogic (acquired by Oracle), Ruckus Network, The Tennis Channel, and Ximian (acquired by Novell). Prior to Battery, Scott spent time in corporate finance and prior to that ran Corporate Development at Future Vision, a venture-backed software company that was sold to Softkey International. He graduated with honors from Brandeis University with a BA in International Relations and Islamic and Middle Eastern Studies.

# OUR INVESTORS

FUNDING RAISED \$110 MILLION

## 83NORTH



83North, formerly Greylock II, is a global venture capital firm with more than \$550 million under management. The fund invests in exceptional European and Israeli entrepreneurs, across all stages of consumer and enterprise companies. With offices in London and Tel-Aviv, 83North is the sum of the latitudes of these two main hubs of operation. 83North started as Greylock II, and remains deeply rooted in the US tech hubs, with over half of its portfolio companies having operations in the US.

Battery Ventures invest in technology-driven companies run by exceptional individuals and management teams. For more than 25 years, it has partnered with great entrepreneurs across stages, sectors and geographies. Its mission is to support these entrepreneurs as they build extraordinary companies.



Harmony Partners helps entrepreneurs craft the ideal financing. We lead expansion rounds with flexible checks and eliminate typical deal constraints to partner with the most promising companies. The Harmony approach is more flexible, friendly, and efficient so entrepreneurs save time and maximize ownership.



IVP is a US-based private equity investment firm focusing on later-stage venture capital and growth equity investments. IVP is one of the oldest venture capital firms on Sand Hill Road founded by Reid W. Dennis in 1980. Founded in 1980, IVP has invested in over 300 companies and 103 have gone public. IVP is one of the top-performing firms in the industry and has a 34-year IRR of 43.2%. IVP specializes in venture growth investments, industry rollups, founder liquidity transactions, and select public market investments.

## USVP

U.S. VENTURE PARTNERS

U.S. Venture Partners (USVP) is a leading Silicon Valley-based venture capital firm, helping entrepreneurs build world-class companies since 1981. USVP focuses on early stage opportunities in sectors where the Partners have the domain expertise, operating experience and network of relationships to contribute to the success of an enterprise.

The Zerto logo, featuring the word 'Zerto' in a white, bold, sans-serif font, set against a red, abstract, overlapping geometric background.