

Zerto Messaging

[**Note:** this is an excerpt from a much larger go-to-market brief I wrote; due to confidentiality, I cannot share the entire document. However, this gives an example of my work focused on messaging in particular. The full GTM brief also covers: ICP and personas; buyer preferences & buying behavior; partner strategy; marketing execution; competitive overview; use cases; market narratives; routes to market; target industries; portfolio positioning, and much more.]

Overarching Story:

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 eliminates the risk and complexity of modernization and cloud adoption across private, public, and hybrid deployments. The simple, software-only solution uses continuous data protection at scale to solve for ransomware resilience, disaster recovery, and multi-cloud mobility. Zerto is trusted by over 9,500 customers globally and is powering offerings for Amazon, Google, IBM, Microsoft, Oracle, and more than 350 managed service providers.

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Detailed Story:

What holds customers back (headaches): Disruptions from downtime and data loss; complexity of implementing & managing multi-cloud infrastructure; evolving threats from ransomware and other malware

What they need (aspirins - reactive): Downtime of mere minutes and recovery of data within seconds of a disruption with orchestration and automation across on-premises, cloud, and hybrid environments.

What they need (vitamins – proactive): Ability to move and leverage data with ease and without risk, whether for cyber needs, AI projects, datacenter modernizations, or other strategic priorities.

What Zerto can do for them: 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.

How we do it:

Continuous Data Protection: Near-synchronous replication, journaling, and application-centric recovery delivers RPOs of seconds and RTOs of minutes

Real-time Encryption Detection: streaming, inline detection offers earliest warning alarm of the detonation phase of a ransomware attack

Orchestration and Automation: Simplified management, non-disruptive testing, and API-first architectures

Simplicity at Scale: consumer-level simplicity brought to the enterprise to reduce complexity whether running 50 VMs or 5,000 VMs

Analytics and Reporting: One pane-of-glass view of data protection health, automated reporting, and predictive insights across entire multi-cloud deployments

Key outcomes:

- Mitigate risk and disruptions after natural disaster, hardware failure, or human error
- Rapid recovery after a ransomware attack without having to tolerate untenable amounts of data loss
- Help meet compliance requirements and prove recoverability
- Continuously protect the workloads of today while innovating for the future