

## You are now free to roam about the clouds.



### The Last Mile In Digital Transformation Is Here

Cloud consumption promises lower costs, higher availability, and better security. Yet deployment risks, migration risks, and doubts about cloud reliability are hindering its adoption. Business managers are concerned about the safety of their mission-critical processes, applications, and data.

ZeroDown Software™ from ZeroNines Technology, Inc. virtually eliminates the risks of migrating to the cloud. It uses patented Always Available™ technology to protect applications and data hosted on multiple cloud instances from downtime. ZeroDown Software provides a seamless application migration experience into the cloud ecosystem; be it Public, Private, Hybrid or Multi-Cloud configurations.

The ZeroDown Software Suite provides the next generation of Application Availability and Business Continuity with 3 key components:

The **Application Migration as a Service™** feature addresses the most challenging element of a cloud strategy; moving your applications to the cloud without impacting availability during the migration exercise.

With the **Business Continuity as a Service™** functionality, your Web-enabled applications can run synchronously in geographically

distributed environments in an "Active-Active" configuration providing more than five 9's of application availability.

And the most coveted feature is in the **CloudNines™** functionality, which enables one or more cloud instances simultaneously processing the same transactions and hosting the same applications in multiple zones. ZeroNines technology can bring application availability in the cloud up to virtually 100%.

### Use Case: A Nationwide Enterprise

This hypothetical use case outlines how a large organization could use ZeroDown Software to facilitate a migration to the cloud and to subsequently protect its applications and data from outages and downtime.

This representative company is headquartered in the southern United States and sells products and services nationwide. It manages much of its technology in-house to control quality and efficiency, and also relies upon some key third-party SaaS applications. The entire system must always be available so it can serve customers and partners 24/7. Hurricanes are a common threat, having caused significant downtime in the past.

The company has determined that to cut costs and remain competitive, it should move applications and data to the cloud. But

perceived problems with cloud reliability have delayed this change. A failed initial migration to the cloud or downtime caused by a future cloud outage would be disastrously expensive.

### ZeroNines Technology as an Enabling Factor

ZeroDown Software uses ZeroNines Technology to make it possible for enterprises to migrate confidently to the cloud because it addresses and overcomes the cloud's weakest points: migration risk and long-term reliability.

Migration to the cloud is made far safer because one or more cloud instances can be methodically brought online while legacy systems continue to process as usual. Similarly, downtime is virtually eliminated in the event of storms, hardware failure, software failure, power outages, and other disasters that would ordinarily block applications and data.

### Benefits of ZERODOWN Software:

- Reduced risk when deploying business critical applications to the cloud
- Safe, simple and seamless migration to the cloud
- Significantly greater cloud reliability

## ZeroDown Software offers Easy, Methodical, and Safe Cloud Migration

The company's in-house Primary network was hosted at a nearby third-party colocation facility. Upon instigating the move to the cloud, the Primary was copied and migrated to two distinct cloud nodes at a major cloud service provider. Cloud migration took place in pre-planned stages, utilizing the ZeroDown Software CloudNines product by ZeroNines to build first one cloud node and then another. The Primary continued in operation at the colocation facility.

The first cloud node was created, tested, and brought online once it was proven to be stable. The process was then repeated on the other cloud node. CloudNines provides parallel processing between the two cloud instances and the Primary. If problems had occurred during one of the migrations, the other instances would have continued processing with no interruption to applications or data.

### A New Approach to Availability

The company's former disaster recovery plan utilized scheduled database backups on key applications, reversion to development machines, and a failover system. However, when the last hurricane knocked out power at their Primary colocation facility, they experienced 48 hours of downtime when applications and data failed to load properly at the third-party disaster recovery location.

With ZeroDown Software, applications and data will still be available via the company's two cloud instances even if a storm completely wipes out the Primary data center. Likewise, if a cloud instance gets knocked offline for any reason, the Primary and the other cloud instance will continue to operate.

### Performance Benefits and Effects

The overall benefit of ZeroNines and its Always Available™ technology is the virtual elimination of application downtime.

### During Cloud Migration

There is no one-time, do-or-die switch to the cloud, where problems with application startup or integration can knock the business offline.

### During Maintenance and Upgrades

There is no need to take the business offline for maintenance, repair, and upgrade. Always Available enables any application or machine to be taken out of the array for maintenance or repair, and be reinstated only when it's ready.

### During a Disaster

The same paradigm enables full uptime during disasters such as hardware failure, software failure, earthquakes, fires, storms, and power outages.

### Economic Benefits

Maintaining business continuity during and after cloud migration maintains the revenue stream and cuts costs.

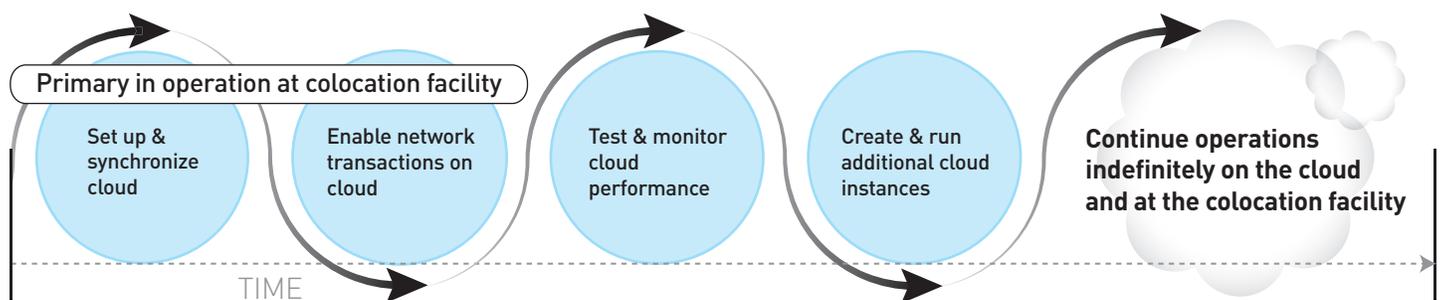
- **Virtually eliminates** business losses due to downtime
- **Bolsters customer satisfaction** and protects company reputation
- **Reduces costs** associated with delayed orders
- **Reduces costs** for unnecessary backups, third party recovery, and failover
- **Helps maintain** regulatory compliance
- **Maintains** and increases shareholder value

## How Your Cloud-Based Business can be Always Available™

ZeroDown Software removes the uncertainty from hosting critical applications in the cloud. It breaks away from traditional cloud migration and disaster recovery by empowering cloud users with a new business continuity standard: **virtually 100% uptime, anytime, all the time.**

*Contact ZeroNines today for more information about how it provides an entirely new level of reliability, security, and ROI to cloud-based businesses.*

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ZeroNines® Technology, Inc. provides a new standard in network disaster recovery, shifting the paradigm from reactive recovery to proactive business continuity. Our Always Available™ information security and availability technology pushes application uptime beyond five nines (99.999%) to virtually 100% anytime, all the time – zero nines. This enables uninterrupted access to business data, applications, and transactions despite disasters or network disruptions that would otherwise cripple the enterprise. Always Available™ processes all transactions in parallel on geographically dispersed servers that are all hot and all active, eliminating single points of failure. It operates agnostically across multiple platforms, leveraging existing processing and storage infrastructure. We also

offer enterprise infrastructure assessment, program management and project implementations. Founded in 2000 and based in Denver, Colorado, ZeroNines' primary target customer base includes Global 2000 companies. 110816

Contact ZeroNines Technology, Inc. today to find out how your business can be Always Available!

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