



## ZERTO AND BARFOOTS

# Zerto

## Ensuring business continuity through simple, powerful replication

### Context

Barfoots grows, processes, packs and markets a range of semi-exotic produce, prioritising quality and freshness. Its customers include the major supermarkets within the UK and leading national restaurant chains. To help manage the necessary logistics in getting fresh produce from ground to shelf, the company invests in Prophet enterprise resource planning (ERP) and material resource planning (MRP) software, applied in the supply chain, processing, and order fulfilment.

Working with Barfoots to deliver a leading edge data centre, Ideal needed to ensure the solution had the required robust continuity and disaster recovery (DR) performance. A powerful replication solution was required.

### Solution

Ideal specified and deployed Zerto Virtual Replication to maintain near-synchronous data replication between Barfoots' two data centre sites, offering failover protection of the entire virtualised environment and its workload.

Among the advantages Zerto offers are:

- Virtualisation aware - Zerto integrates directly with VMware vCenter, giving full visibility of virtual machines and their workstates
- Use of journaling, not VMware or SAN snapshots - constantly replicates changes in VM states with up to 14 days of recovery points. No need to stun the target for snapshot creation
- Extremely low recovery point objectives (RPOs) - continuous replication means RPOs can be as low as a few seconds
- Very short recovery time objectives (RTOs) - replicated applications can be mounted and resumed within seconds
- Effective data reduction due to compression - low inter-site bandwidth requirement
- Non-destructive DR testing

Ensuring rich and simple business continuity, and maintaining tight, next-to-real-time protection is crucial for a fast-paced business like Barfoots. We are now supplying IT services with superior agility.

**Alex Spragg**  
IT Manager, Barfoots



A key additional benefit is that the platform's functions and analytics are wrapped up in an elegant and simple management console that's available anywhere.

### Result

Zerto's powerful features are helping deliver the seamless business continuity and robust DR the client requires. Barfoots has access to a powerful replication and DR suite, but one that is simple to effectively manage and use - driving further value. With Zerto's help, Barfoots' new data centre comfortably exceeds its performance targets, and the overall solution is providing a robust and scalable IT foundation for the company's ambitious business strategy.