

FOR IMMEDIATE RELEASE

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## **ZERODOWN™ Brings Business Continuity to Azure Marketplace**

*One of the most significant hurdles in enterprise cloud adoption has been the logistical issue of migration – a task that necessitates moving massive amounts of data securely. Even at saturation, moving existing data from traditional infrastructure can take months and cause slowdown and service interruption, the severity of which necessarily scales with the data involved in day to day operation. Naturally, companies with existing infrastructure haven't been keen on the idea despite the cost and operational advantages of services like Microsoft Azure Marketplace. **This changes everything.***

ZeroDown's Business Continuity-as-a-Service (BCaaS) acts as a true, managed solution to bridge Microsoft Azure, other cloud or hybrid platforms, providing day-one readiness for Multi-Cloud, critical application deployment, and migration risk mitigation via handling lost in-flight transaction replay and multi-instance synchronization. All of this is available across multiple cloud platforms, enabling lock-in free high availability architecture.

### **Multi Cloud as a Service on Microsoft Azure**

ZeroDown Multi-Cloud as a Service (MCaaS) solves one of the biggest problems in modern cloud deployment – a simple, consistent management solution for running an application on multiple platforms, from AWS to hosted services, to marrying Microsoft Azure Stack and Azure Marketplace to get the most out of Azure's services.

“ZeroDown's IP-based software offerings on Azure **provide powerful incentive to adopt cloud technology beyond remote data,**” said Alan Gin, CEO, ZeroDown. “In addition, an Azure hybrid cloud solution becomes attractive for a much wider array of business applications, enabling enterprise-grade availability and fault tolerance, previously only available to gargantuan operations, to provide flexible deployment, hybrid cloud instances, downtime avoidance through instancing across multiple cloud platforms or local hardware, and an easy, accessible way to manage it all.”

Once an application is migrated to the cloud, using the ZeroDown one-click migration system on the Azure Marketplace, the user gains access to the full range of business continuity features offered by Zerodown's cloud migration architecture – including easy deployment and management of synchronized application instances across the range of Microsoft's products. The Azure ecosystem can uniquely leverage this feature to conveniently manage **hybrid deployment.**

### **ZeroDown's BCaaS Drives Cloud Consumption through Hybrid Infrastructure and App Migration**

The biggest barrier to cloud adoption in the modern business world is, arguably, a lack of effective risk reduction available from hardware-based solutions. Many IT professionals see the organizational

disruption and complexity that migration historically introduces as too costly to be viable, leaving only the largest or niche enterprises migrating at present. ZeroDown is changing that paradigm. Not only does their suite of migration and containerization tools through AMaaS allow **one-click migration with minimal downtime, it does so in a way that minimizes risk and frees the original system to operate in the meantime**, completely removing the traditional roadblocks put up by traditional lift/shift methods. This architecture mitigates most major risks and extrinsic costs associated with cloud migration like no other solution currently available.

ZeroDown's IP-based software offerings on Azure **provide powerful incentive to adopt cloud technology beyond remote data**, and manages the risk of deployment and operation such that an Azure hybrid cloud solution becomes attractive for a much wider array of business applications, enabling enterprise-grade availability and fault tolerance, previously only available to gargantuan operations, to provide flexible deployment, hybrid cloud instances, downtime avoidance through instancing across multiple cloud platforms or local hardware, and an easy, accessible way to manage it all.

“The Enterprise Cloud Alliance Partner Program welcomes ISV partners developing and delivering best in class enterprise and cloud solutions in strategic engagements with Microsoft to accelerate business and innovation ,” said Chris Lwanga,–Principal, Cloud Ecosystem Engagement , Cloud + Enterprise Group at Microsoft Corp. “Partners who are developing solutions that can work with and leverage innovations in the Microsoft Intelligent Cloud will benefit from the promotion and access that are benefits of enrollment in the Enterprise Cloud Alliance to maximize their business opportunities.”

Cloud Solution Providers breathe life into the cloud – but without a stable, efficient architecture that prevents lock-in, progress has stagnated somewhat in the industry. IoT and mobile integration can only go so far to drive growth, and to truly transform the space, the industry needs the unique services and architecture that ZeroDown™ offers. BCaaS goes farther than any one featureset available today to offer a robust framework for building powerful applications in a variety of Cloud configurations, in a flexible way that extends into other services, on-site hosting, and legacy systems easily. For those looking to reduce risk, and build true, agile cloud innovation, ZeroDown Software is nothing less than essential, and nothing less than a transformative force on Azure Marketplace for people that build and migrate applications.

### **About ZeroDown™ Software and ZeroNines® Technology, Inc.**

ZeroDown™ Software technology provides businesses with continuous access to their company data via their Business Continuity as a Service architecture, protecting applications, and transactions in the event of network interruptions that would normally cripple the enterprise. They make this environment accessible through their Patented Application Migration as a Service software, lowering barriers to entry on cloud applications and infrastructure by eliminating downtime and lost-in-flight transactions inherent in other cloud migration systems. ZeroDown breaks away from traditional disaster recovery by empowering organizations of any size with new business continuity standard: virtually unbroken continuous uptime, delivered in and easy to manage, instantly deployable multi-cloud package via AMaaS™ Migration. ZeroNines' technology leverages and maximizes customers' current processing and storage infrastructure by operating agnostically across multiple platforms, thereby shifting the paradigm to true multi-cloud with one-click, containerized migration and deployment. ZeroDown offers proprietary BCaaS™ architecture information security and availability solutions.



Certain statements in this press release may be viewed as forward looking or speculative and therefore include certain risks such as the anticipated adoption rate of new cloud technologies as mentioned herein, the cost and challenges involved in significant cloud offerings and deployment strategies, and the inherent longer sales cycles associated with larger projects.

For further information, please visit: <http://www.zeronines.com>.

Press Contact:  
Tyson O'Ham  
+1 (980) 430-0998  
[toham@zeronines.com](mailto:toham@zeronines.com)