Migration With ZINSTALL

Untapped High Margin Opportunity

Your customers are moving.
Don't get left behind.

Everywhere you look, customers are on the move. Consumers are replacing their PCs with newer ones, which requires transferring over their stuff; SMBs are looking for an immediate revert when one of their workstations or servers crashes; Enterprises are working on massive projects to upgrade their servers to new hardware / new OS / new platform (physical, virtual, cloud).

Reinstalling and reconfiguring everything takes hours for a PC, and days for a server - in a planned transfer. If it is a revert from a crash, things are even worse.

Zinstall reverts an **entire computer / server, completely and automatically**. **It transfers programs, profiles, settings and files** from anything to anything: laptop to laptop, server to server, backup to live system, physical to virtual, on-premise to cloud, or cloud to another cloud.

> *"Zinstall's ability to make the transfer seamless led to an extremely successful deployment and made it an easy decision to continue to use Zinstall for all future large deployments."*
>
> Brian O'Toole, Manager of IT Operations, Endicott College

Join The Movement.

Since 2009, Zinstall products have been used on more than *2,600,000 of PCs*, and more than *200,000* of servers, in *118 countries* across the globe.

In *Japan*, *Sourcenext Corporation* (Tokyo Stock Exchange: 4344), sells Zinstall nationwide to Japanese *consumers*. Zinstall is proven to comply with highest Japanese standards of quality.

In *North America*, *SHI International Corp.* makes money by distributing Zinstall products to its *IT Service providers, System Integrators and Government*, focusing on corporate server migrations and revert from disaster.

In *Northern Europe*, *QBS Distribution* focuses on offering Zinstall to *Financial and Manufacturing* sectors, for larger scale revert and hardware renewal projects.

With Zinstall's value proposition based on high margins, distributors and resellers are generating solid profits - while having the flexibility they need in end-customer pricing and discount levels.

Among Zinstall Customers

UCSF — University of California San Francisco

JOHNS HOPKINS MEDICINE

BOEING

FUJITSU

bp

Government of Canada

PHILIPS

What's The Big Deal?
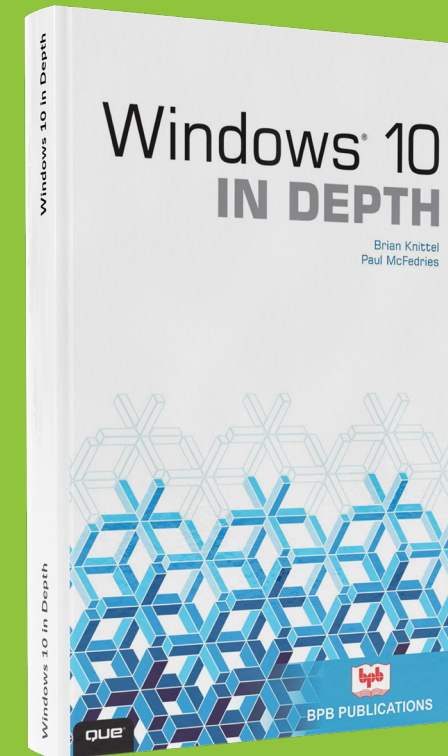
The King Is Dead, Long Live The King!

Everything flows, everything changes.

Some replacements are planned: transfers, upgrades, platform changes. Some occur accidentally: sudden system failures, hardware crashes, or a ransomware attacks.

No matter why a revert is required, it always means moving everything to *new hardware* or to *new Windows* version – whether it is a workstation or a server.

There are dozens of backup & recovery products on the market. Most of them are cheaper than Zinstall. *So why are our partners able to sell Zinstall so successfully?*

The truth is that *tools do not actually matter*. They are just means to an end. What customers actually want is not one product or another; they want to *prevent disruption* on the move. Whether it is a planned migration or an emergency revert, the question is always the same - *how to get the business fully operational again in the fastest possible way.* After all, *downtime is money.*

"Zinstall can carry users, data, and applications across an upgrade or clean reinstall of Windows 10 from any prior Windows version."

Windows 10 In Depth,
by Brian Knittel and Paul McFedries

Here is what Zinstall does to revert customers back to business, fast:

✓ **Revert the business to its normal operation:** the reverted system must be just like the original one. It's definitely not about just copying files over. The entire system – applications, settings, profiles, personalization – has to be *fully operational, with all interfaces, integrations and interconnectivity preserved "out of the box"*, so that work on the new system continues *as if nothing happened.*

✓ Revert *everything as fast as possible*. This means not only operational efficiency, but also minimal manual involvement requirements – or, better yet, none at all.

✓ **Anything to Anything:** It must be possible to recover (including applications) to:
- Different hardware (e.g. HP to Dell)
- Different Windows (e.g. Server 2008 to Server 2019)
- Different system type (e.g. physical system to a virtual machine / to Cloud)
- For Cloud systems – to different Cloud vendor (e.g. Amazon to Azure, breaking vendor lock-in).

✓ **Guaranteed revert:** The only way to guarantee a full revert no matter what, is to have a recoverable capture of the entire system – maintained always up to date and verified using automatic revert drills.

✓ **On-premise + Cloud:** Cloud infrastructure is an obvious choice for off-site data storage. On the other hand, it is much slower than on-site. While the Cloud promise is enticing, it is important to not give up on availability of on-premise target storage, alongside with a cloud one.

"The product will transfer everything – programs, settings and files – to your new system."

CNN

Precision Engineering vs Tedious Effort

Zinstall covers a unique gap in the market - solving the vastly complex problem of total revert and migration. From the ground up, the product has been designed to satisfy all of the requirements listed above.

The biggest challenge is the ability to recover a complete system (not just files), to a different hardware, different Windows version, different platform type.

To achieve this, Zinstall has developed its unique product core: *layer dissociation*. Instead of handling a Windows system as a whole, this allows to break it down into distinct layers - applications, profiles, settings, data. These layers can then be captured and transported to the intended destination, and everything needed implanted into another system.

This requires a most in-depth, intimate knowledge of Windows internals, and surgical mastery of picking the right system components – software, settings data – adapting them for the target system, and then implanting them into the target as if they have always been there.

To ensure precision and efficiency, Zinstall implements this with a hybrid disk-level / file-level approach, on-the-fly compression and on-the-fly encryption. This allows for minimal consumption of CPU / Network / Storage IO resources, increases the lifecycle of storage components, and ensures that Zinstall execution on Windows client and server machines is completely non-annoying – due to its minimal impact on the overall system performance.

> *"One of our senior Windows engineers has used Zinstall and said it felt like magic. Hearing that, I decided to try it myself, on a highly equipped home lab machine – and Zinstall migrated it, with hundreds of different applications. I have experienced the same thing as our engineer."*
>
> Robert "Rocky" Livingston, CIO and Senior Vice President of Operations, USAN

The product is the result of decade-long evolution of ongoing development and improvement, of feedback from myriad customers, large and small, and of "nanometric" level of Windows internals expertise of Zinstall engineers. Today, it is the most comprehensive, complete and efficient migration and revert solution for workstations and servers alike.

In fact, the main alternative that Zinstall products face in corporate projects is not a competing product, but IT dirtying their hands with tedious manual effort.

Whenever your customers are on the move, take them there with Zinstall.

> *"We've used Zinstall for about 3 years. It's totally changed our company in terms of technician efficiency, completeness, and customer satisfaction. We've taken our valuable transfer time in front of a computer from 3 hours to about 15 minutes!"*
>
> Scott Henke, CEO, Onsite Consulting

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