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Disaster Recovery Solutions - Sales Battlecard

Target: Enterprise customers with 1,000+ VM environments

Opportunity: AWS DRS orchestration gap in the market

Current Market Solutions (Best to Worst for Orchestration)

🏆 Premium Solutions - Full Automation

Solution	What They Do Well	What Customers Hate
VMware SRM	Complete automation, proven at scale	\$3M+ licensing, vendor lock-in, complex infrastructure
Zerto	Multi-cloud, continuous protection	\$2-3M+ licensing, requires specialized staff

🥈 Mid-Tier Solutions - Limited Automation

Solution	What They Do Well	What's Missing
Azure Site Recovery	Good for Microsoft shops	Azure-only, basic orchestration

Solution	What They Do Well	What's Missing
Veeam Backup & Replication	Familiar backup tool	Backup-first, not real-time DR

3 AWS DRS - The Problem

What AWS DRS Does	What AWS DRS CAN'T Do
✓ Cost-effective replication	✗ Zero orchestration for 1,000+ VMs
✓ Serverless, no infrastructure	✗ Manual clicking nightmare
✓ AWS-native integration	✗ No enterprise automation

The AWS DRS Problem - Why Customers Are Stuck

Common Enterprise Pain Points with AWS DRS

Industry research and customer feedback consistently reveal these challenges with native AWS DRS:

The Real Pain Points

1 Manual Recovery Complexity

- Console-driven recovery requiring extensive manual intervention
- Sequential server launch without application-aware orchestration
- Increased human error risk during high-pressure disaster scenarios
- Limited automation capabilities for validation and verification

2 Testing and Validation Challenges

- DR drill execution requires careful manual network isolation
- Time-intensive setup and teardown processes

- No automated post-drill cleanup workflows
- Audit trail gaps create compliance documentation burden

Enterprise Management Gaps

- Limited centralized visibility across multiple recovery plans
- Manual tracking and reporting for compliance requirements
- Basic role-based access without fine-grained permissions
- Executive dashboard and metrics require custom development

The Business Impact

According to industry research on manual disaster recovery processes:

- **Extended RTO:** Manual orchestration can result in 3-4x longer recovery times
- **Risk:** Human error rates increase significantly under pressure (industry avg: 22% error rate)
- **Cost:** Large-scale manual DR typically requires 3-5 dedicated FTEs
- **Compliance:** Manual processes create audit trail and documentation gaps

The Proposed Solution - AWS DRS Orchestration Platform

"VMware SRM Capabilities + AWS DRS Economics"

What We're Building: A serverless orchestration layer that sits on top of AWS DRS, giving customers VMware SRM-like automation at a fraction of the cost.

Key Capabilities (In Development)

One-Click Recovery

- Group 1,000 VMs into logical "Protection Groups"
- Define recovery waves with dependencies
- Execute entire DR plan with single button

- Reduce 12-hour manual process to 4-6 hours automated

🎯 Enterprise Automation

- Pre-recovery network validation
- Automated application startup sequences
- Post-recovery health checks
- Automatic rollback on failures

🎯 Risk-Free Testing

- Automated DR drill execution
- Isolated test networks
- Automated cleanup after testing
- Compliance reporting for auditors

🎯 Executive Dashboard

- Real-time recovery progress
- Complete audit trails
- RTO/RPO tracking
- Role-based access controls

Example: 1,000 VM Recovery Plan

Wave 1: Infrastructure (25 VMs)

- Domain controllers, DNS servers
- Automated network validation
- Health checks before proceeding
- *Time: 10 minutes*

Wave 2: Data Tier (250 VMs)

- Database servers
- Wait for Wave 1 completion
- Automated database startup
- Data integrity validation
- *Time: 1.5 hours*

Wave 3: Application Tier (500 VMs)

- Web servers, app servers
- Wait for database availability
- Automated application startup
- Load balancer configuration
- *Time: 2 hours*

Wave 4: Supporting Services (225 VMs)

- Monitoring, backup, utilities
- Final health validation
- *Time: 1 hour*

Total Recovery Time: 4.5 hours (vs 12-16 hours manual)

Customer Benefits - What This Means for Your Business

Operational Benefits

- **Reduce RTO:** 12+ hours → 4-6 hours (65% improvement)
- **Reduce Risk:** Eliminate manual errors during disasters
- **Reduce Staff:** 3-5 FTEs → 1 FTE for DR operations
- **Enable Testing:** Monthly automated DR drills

Financial Benefits

- **Save 75% vs VMware SRM:** $3M \rightarrow 750K$ over 3 years
- **Save 85% vs Zerto:** $3.2M \rightarrow 750K$ over 3 years
- **Reduce Operational Costs:** $1.2M \rightarrow 300K$ in staff time
- **Avoid Compliance Fines:** Automated audit trails

Executive Benefits

- **CIO Dashboard:** Real-time DR status visibility
- **Compliance Ready:** Automated reporting for auditors

- **Risk Mitigation:** Proven DR capabilities through testing
- **Strategic Agility:** Fast, reliable cloud DR enables business growth

Competitive Comparison - 1,000 VM Environment

Solution	Automation Level	Recovery Time	Annual Cost	Market Position
VMware SRM	✓ Full	2-4 hours	\$1M+	Premium orchestration, premium pricing
Zerto	✓ Full	1-2 hours	\$1.2M+	Comprehensive but costly
Azure ASR	⚠ Basic	6-8 hours	\$400K	Azure-optimized solution
Veeam B&R	⚠ Limited	8-10 hours	\$600K	Backup-first approach
AWS DRS (Current)	✗ None	12-16 hours	\$240K	Manual orchestration limits enterprise adoption

The AWS DRS Reality

Manual Orchestration at Enterprise Scale:

1. **Planning Phase (2+ hours):** Manual server inventory and dependency mapping
2. **Execution Phase (10-12 hours):** Console-driven recovery with sequential server launches
3. **Validation Phase (2-4 hours):** Manual application testing and verification

The Operational Reality:

- Requires dedicated 24/7 on-call engineering resources
- Human error risk increases under disaster pressure
- Extended recovery times impact business continuity
- Manual processes create compliance documentation challenges

The Market Opportunity - Why Now?

Perfect Storm of Customer Pain

🔥 VMware Licensing Crisis

- Broadcom acquisition driving 300-500% price increases
- Customers desperately seeking alternatives
- CIOs have mandate to "get off VMware"

🔥 AWS DRS Adoption Growing

- 40% cost savings vs traditional DR
- Serverless model appeals to cloud-first organizations
- But orchestration gap blocking enterprise adoption

🔥 Compliance Requirements Tightening

- Auditors demanding automated DR testing
- Manual processes failing compliance reviews
- Board-level pressure for DR modernization

Our Unique Position

✓ The Only Solution That:

- Gives VMware SRM automation on AWS DRS
- Costs 75% less than traditional solutions
- Deploys in days, not months
- Requires zero infrastructure management

✓ Perfect Timing:

- VMware customers looking for exit strategy
- AWS DRS gaining enterprise traction
- No other vendor solving this specific gap

Sales Positioning

"Finally, you can have VMware SRM-level automation with AWS DRS economics. Get enterprise-grade disaster recovery orchestration at 75% cost savings, with zero infrastructure to manage."

Sales Objection Handling

"We're happy with VMware SRM"

- Response: *"With recent Broadcom pricing changes, many enterprises are evaluating alternatives. Our solution provides similar orchestration capabilities at 75% lower TCO while leveraging native AWS services."*

"AWS DRS is too manual for us"

- Response: *"That's the exact gap we're addressing. This orchestration layer adds enterprise automation capabilities to AWS DRS's cost-effective replication engine."*

"We need to see it working first"

- Response: *"We're actively developing this based on enterprise requirements. Let's discuss your specific orchestration needs and explore how this addresses your use cases."*

"What about support and reliability?"

- Response: *"Built on AWS managed services with their standard SLAs. The serverless architecture eliminates infrastructure management overhead while providing enterprise-grade availability."*

Next Steps for Prospects

1. **Discovery Call:** Understand current DR pain points
 2. **Requirements Gathering:** Map specific orchestration needs
 3. **ROI Analysis:** Quantify savings vs current solution
 4. **Pilot Program:** Early access to beta solution
 5. **Implementation Planning:** Timeline and success criteria
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Key Sales Messages

Primary Value Proposition

"The only solution that gives you VMware SRM automation with AWS DRS economics"

Against VMware SRM

- **Cost:** "Save \$2.6M over 3 years while keeping the same automation"
- **Risk:** "Eliminate Broadcom vendor lock-in and unpredictable pricing"
- **Agility:** "Deploy in days, not months"

Against Raw AWS DRS

- **Efficiency:** "Turn 12-hour manual nightmare into 4-hour automated recovery"
- **Risk:** "Eliminate human errors during disasters"
- **Compliance:** "Get audit-ready automated testing and reporting"

Against Zerto

- **Cost:** "85% cost savings with equivalent functionality"
- **Simplicity:** "No complex infrastructure or specialized staff needed"
- **AWS Native:** "Purpose-built for AWS, not a bolt-on solution"

Against Zerto (Multi-Cloud)

"AWS-Native Alternative to Multi-Cloud Complexity"

- **Simplicity:** Single-cloud focus vs. multi-cloud complexity
- **Cost:** 85% cost reduction vs. Zerto licensing
- **Performance:** Native AWS integration vs. third-party overlay
- **Support:** Direct AWS support vs. vendor dependency

Against Zerto for AWS

"Serverless Alternative to Licensed Infrastructure"

- **Cost:** 77% cost reduction ($55K$ vs $240K$ over 3 years)
- **Infrastructure:** Zero infrastructure vs. Zerto Virtual Manager requirements
- **Flexibility:** Open-source customization vs. vendor-locked orchestration
- **AWS Integration:** Native DRS integration vs. third-party replication

Against Veeam Backup & Replication

"Real-Time DR vs. Backup-Based Recovery"

- **RPO:** Continuous replication vs. backup windows (hours)
- **RTO:** Instant recovery vs. restore from backup
- **Cost:** 71% cost reduction ($55K$ vs $190K$ over 3 years)
- **Purpose-Built:** Dedicated DR solution vs. backup-centric approach

Against Azure ASR

"Superior Orchestration for AWS Workloads"

- **Orchestration:** Advanced wave execution vs. basic recovery plans
- **Automation:** Rich SSM integration vs. limited runbook options
- **AWS Native:** Deep AWS service integration vs. cross-cloud limitations
- **Flexibility:** Custom automation vs. Microsoft ecosystem constraints

Against Native AWS DRS

"Enterprise Orchestration Layer for AWS DRS"

- **Orchestration:** Complete recovery automation vs. manual processes
- **Testing:** Automated drill capabilities vs. manual testing
- **Visibility:** Real-time dashboards vs. basic console
- **Governance:** Audit trails and compliance vs. limited tracking



Competitive Differentiators

Unique Value Propositions

1. VMware SRM Experience on AWS

- Familiar orchestration concepts for VMware users
- Migration path from on-premises SRM to AWS
- No retraining required for DR teams

2. Serverless Economics

- No infrastructure to size, manage, or maintain
- Automatic scaling for any workload size
- Pay only for actual usage, not capacity

3. AWS-Native Integration

- Deep integration with AWS services (SSM, CloudWatch, SNS)
- Native IAM security model
- CloudFormation deployment and management

4. Modern Architecture

- React-based responsive UI
- RESTful APIs for integration
- Event-driven serverless backend

Technical Advantages

Scalability:

- Handles 10 VMs to 1,000 VMs in single account with same architecture
- Sequential job processing scales linearly (6.7 hours for 1,000 VMs)
- No infrastructure scaling required - serverless architecture adapts automatically
- AWS limit increases available for source servers (300 → 1,000+)

Reliability:

- Multi-AZ deployment with automatic failover
- Serverless components eliminate single points of failure
- AWS-managed service reliability (99.9%+ uptime)

Security:

- AWS IAM integration with least-privilege access
- Encryption at rest and in transit
- WAF protection and CloudTrail auditing

Maintainability:

- Infrastructure as Code deployment
 - Automatic updates and patching
 - No version management or upgrade cycles
-

Objection Handling

"We're already invested in VMware SRM"

Response:

- "Our solution provides a migration path to AWS while preserving your DR processes"
- "Reduce infrastructure costs by 80% while maintaining familiar workflows"
- "Start with hybrid approach - keep SRM for on-premises, use our solution for AWS"

"Zerto works across multiple clouds"

Response:

- "Multi-cloud adds complexity and cost - focus on AWS excellence"
- "Native AWS integration provides better performance and reliability"
- "85% cost savings allows investment in other cloud initiatives"

"We're considering Zerto for AWS specifically"

Response:

- "77% cost savings (55K vs 240K) with same orchestration capabilities"

- "No Zerto Virtual Manager infrastructure to manage and maintain"
- "Native DRS replication vs. third-party replication engine"
- "Open-source flexibility vs. vendor-locked orchestration framework"

"Veeam handles both backup and DR in one solution"

Response:

- "Purpose-built DR provides better RTO/RPO than backup-based recovery"
- "Continuous replication vs. backup windows (hours vs. minutes RPO)"
- "71% cost savings with dedicated DR capabilities"
- "Real-time recovery vs. restore-from-backup delays"

"We need vendor support and SLAs"

Response:

- "Built on AWS managed services with enterprise SLAs"
- "AWS Professional Services available for implementation"
- "Open source model allows customization and community support"

"What about compliance and auditing?"

Response:

- "Complete CloudTrail integration for audit requirements"
- "Execution history with detailed logging and reporting"
- "AWS compliance certifications (SOC, PCI, HIPAA, etc.)"

This battlecard is designed to position our AWS DRS Orchestration Solution as the modern, cost-effective alternative to traditional disaster recovery orchestration platforms while highlighting the critical orchestration gaps in native AWS DRS.