

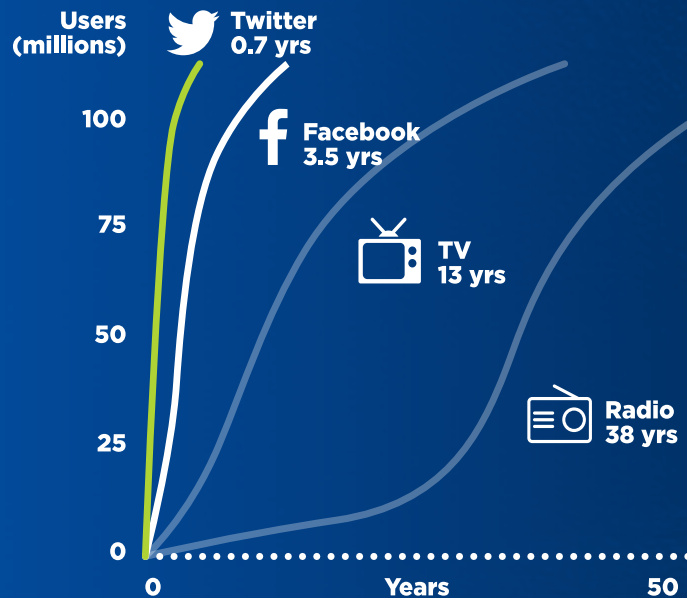
# THE TURNING POINT

**YOUR CLOUD JOURNEY BEGINS HERE**

# Your Window is **Narrowing**

**As the pace of innovation picks up**, new business models are disrupting entire industries faster than ever before. In today's digital economy, the opportunities to get ahead — or merely survive — are short lived. Recent macro economic shifts have forced some businesses to expedite transformation at unprecedented speed. For example, Microsoft saw some customers cram 2 years worth of transformation into **2 months**.

This may be your last chance to transform your company. However, don't let the pressure to move quickly force you to build on a shaky foundation.



**Pace of Change:** From Zero to Fifty Million Users





# A **Smart** Start Matters

It may be tempting to lay piecemeal solutions on top of existing functions in an effort to move quickly. Transforming disparate operations, however, makes it difficult to scale, which can not only stall transformation, but derail efforts entirely.

Business transformation starts with reframing your technology approach in a way that unites all functions rather than creating further segregation. Instead of building from the outside-in, you'll want to create a flexible foundation from the start and grow new operations from the inside-up:

- Build on a technology foundation designed specifically for cloud choice
- Augment and up-skill talent internally rather than hunting for new resources outside
- Consolidate functions and automate processes rather than laying more on top



# Enable Operational **Unity**

Businesses can no longer afford to operate in silos. Data and decision makers must become connected through a unified system where access to resources is on-demand and instantaneous. Ask yourself, what **technology** can we use to democratize resources for our **people**, helping us automate **processes** and free up hands for more innovation?

For developers and decision makers, this means less time wasted on back and forth negotiations and more immediate access to tools and resources. For IT, this means more automation and simplified deployment, leaving them hands-free to uplevel their skills and create new business value.



# Transform Three as **One**

## People

The heart of transformation. It's not enough to assign new tasks and patch talent gaps with outside resources. Promote upskilling by allocating meaningful time for special projects using new technology that builds upon existing skill sets. Focusing only on acquiring outside talent can stall progression and even cause more disruption.

## Process

Transformation requires critical evaluation of current processes. Ask yourself, "Where could staff time be used more effectively?" Identify where AI and ML can reduce manual tasks for your staff and enable more self-service for your end users. More automation and less manual work reduces human error and lets you reallocate staffing resources to higher value work.

## Technology

Re-platforming is not always an option, especially if it creates internal disruption and wastes capital investments. You'll want a technology platform that lets you build upon existing investments without having to "rip and replace" all at once. This platform eventually helps you extend to multiple clouds and scale with seamless interoperability between all environments.



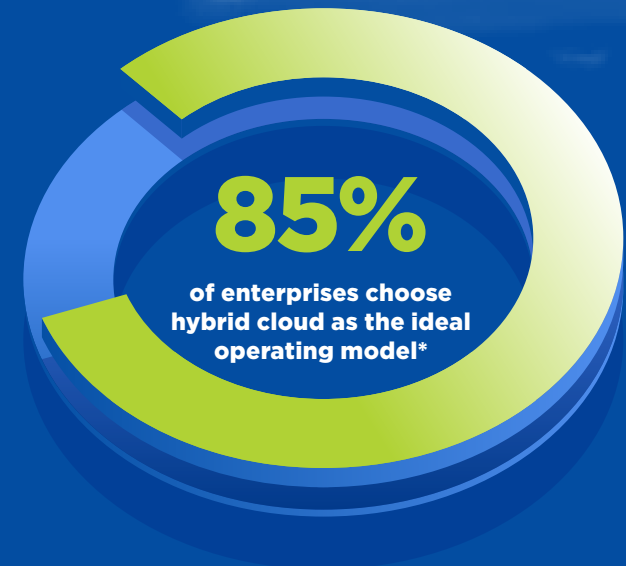
# Choice Creates Business Elasticity

As workers become more distributed and computing demands increasingly fluctuate, having the flexibility to adapt quicker to change becomes crucial. Relying on a single cloud service, however, may not be cost-effective or provide the control and security you need for managing critical apps and data.

Your IT team needs the ability and cherry-pick and match applications and workloads to their most appropriate resources without interoperability concerns. Furthermore, they'll need a simplified platform for managing and deploying resources securely across a widely distributed operation. This platform eventually helps expand operations and scale seamlessly with full interoperability between your private cloud and multiple public cloud environments, creating a hybrid multicloud.

“ I was impressed with our ability to implement the Nutanix environment with our **existing networking backbone switch**, without having to throw it out or buy something new. **Unified communications** offered within the Nutanix solution allowed us to **utilize our legacy equipment** and still gain the speed and resiliency within the environment. ”

— Ken Shaffer, Assistant Vice President for Enterprise Systems at CarMax





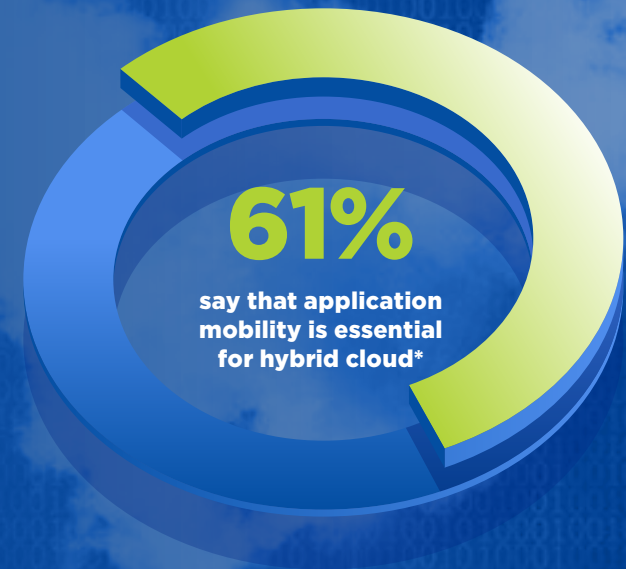
# Turn **Multiple Clouds** Into **One**

You may want to utilize one public cloud for a new workload while migrating legacy applications onto another. Concurrently, data for these applications may need to stay in your private cloud for cost-efficiency and security. Building your hybrid multicloud on a purposefully designed platform helps ensure interoperability from the start and lets you manage multiple clouds as one.

- Ensure resources and data are seamlessly shared across applications in any location
- Easily move applications between environments without refactoring
- Work around unique vendor configurations with a native integration across private and public clouds using consistent constructs and skill sets
- Bring-your-own-license (BYOL) with no vendor lock-in
- Create greater business elasticity to serve the growing workforce distribution and unpredictable fluctuations in demand

“ Nutanix forms the **core foundation** of our digitalization strategy in UII. With its **auto-recovery features**, we are confident in achieving **99% uptime availability**. Today, our team has the freedom to shift its focus from infrastructure operations to creating real business value to the university. ”

— Dr. Mukhammad Andri Setiawan, CIO at UII



# Mapping Your **Cloud** Journey

Start your journey with a purpose-built infrastructure platform that enables strategic placement, portability, and management of apps and workloads between private and public cloud environments.

## Phase 1

### Infrastructure Modernization

Consolidate and simplify systems and resources.

## Phase 2

### Automate IT Processes

Enable self-service IT.

## Phase 3

### Integrate Public Cloud

Expand resource and deployment options.

## Phase 4

### Unify Hybrid Multicloud Operations

Manage your private and public clouds on a unified infrastructure platform for seamless interoperability and application portability.





## PHASE 1

# Infrastructure Modernization

The biggest obstacles to transforming data centers are the silos that separate storage, compute, and network services into distinct entities. Modernizing does not mean “rip and replace” but rather, reincorporate and consolidate your existing resources into a software-defined platform that unifies management.

Modern data centers are standardizing on hyper-converged infrastructure (HCI) to maximize operational efficiency and costs. IT leaders prefer this architecture because it utilizes affordable, commodity hardware and locally-attached storage resources that can be efficiently pooled, which optimizes costs. These flexible building blocks eliminate the need to purchase and maintain separate servers, hypervisors, networking equipment, and storage arrays. Together, all components are driven by an intelligent software layer that can run any application in any location.

## PHASE 1

# Unify Your Infrastructure

### CREATE A FLEXIBLE FOUNDATION WITH A 100% SOFTWARE-DEFINED INFRASTRUCTURE

- Eliminate silos and reduce cumbersome maintenance
- Improve availability, minimize downtime, and recover faster from outages
- Enable easy, fast, and economical expansion through one-click scaling

### SIMPLE, PORTABLE AND READY FOR CLOUD

- No vendor lock-in
- Fully portable software platform that supports a variety of hardware, hypervisors and clouds so you can customize to your business needs
- Standardized configuration and interoperability across multiple environments



## CASE IN POINT

# Simplified Operations, Higher Quality Care

The IT team at Presence Health, one of the largest Catholic health systems in Illinois, provides technology support for the healthcare services of 4 million people in 150 locations. The sprawl of equipment and vendors with their traditional infrastructure was growing out of control so they sought to standardize on a modern infrastructure platform.

Since implementing Nutanix, Presence Health has reduced the time it takes to procure new resources from a month and a half to just 3 days. Presence Health no longer has to contend with disparate servers, storage and networking gear. IT can promptly deliver resources to new practices, helping their teams maintain the highest quality of care.

[Read the case study on Presence Health](#)

“ The **simplicity** of the Nutanix design reduces the possibility of an extended outage. We can ensure that our EMR is always running and our patients get the **highest quality** of care. ”

— Jeremy Bernstein, Interim CTO and Presence Health

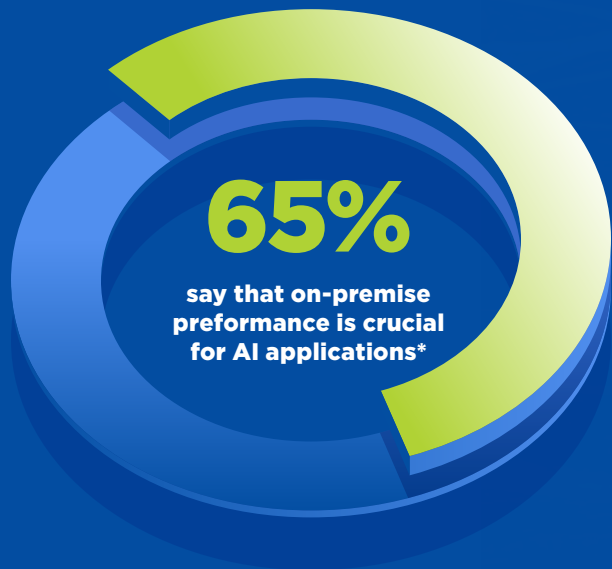




## PHASE 2

# Automate Operations and Delivery

Bringing cloud services inside enables the scalability and ease-of-use of the public cloud, with the added security, control, and performance of on-prem infrastructure. Your private cloud becomes your on-ramp to hybrid and multicloud operations. Automate management with an intelligent, versatile cloud-ready infrastructure that enables self-service so users can quickly obtain IT resources. Instead of the lengthy delays waiting for new technology resources — for example, a week for servers, another week for storage, three days for networking equipment, 3 days for a VM and other useful software — **a private cloud gives you a cost-effective and easy way to utilize new resources instantly.**

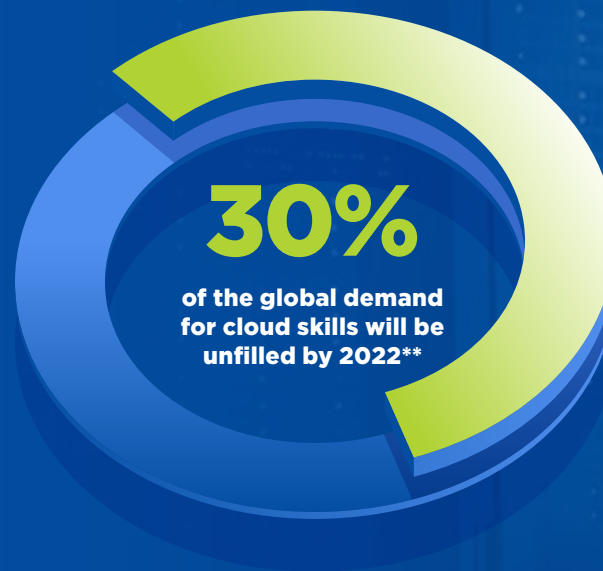
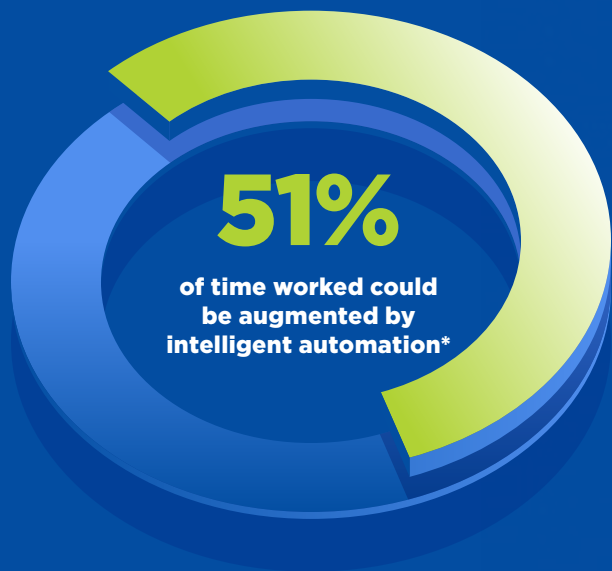


## PHASE 2

# Augment and **Upskill IT**

Transformation takes a massive culture and mindset shift from the collective organizational body. Like the technology platform itself, transformation does not mean to “rip and replace” your in-house talent, but rather amplifying existing skill sets and reallocating them to drive new business value.

The impending skills deficit is already a top 5 challenge for the future of IT and sourcing qualified talent will become increasingly challenging. Free up your existing staff's time by automating manual tasks and routine maintenance using a platform with natively integrated AI and adaptive ML, so they can focus on more strategic problem solving, collaboration, and management.



\* Research conducted by Accenture - It's Learning. Just Not As We Know It.  
\*\* Solarwinds Report: IT Trends 2019: Skills for Tech Pros of Tomorrow





CASE IN POINT

# Bike Manufacturer On-ramps to **Hybrid Cloud**



“ The next big step in IT is being able to move our workloads seamlessly from on-premises infrastructure to the public cloud, and then back in-house if our requirements change. **That flexibility is built into the Nutanix solution.** ”

— Brian Oamek, Senior Enterprise IT Architect, Trek Bikes



## PHASE 3

# Integrate **Public Cloud**

Once you have a flexible, web-scale architecture governing the systems in your data center and delivering ITaaS through a private cloud, it's time to start enabling public cloud integration. This can include, for example, implementing cost governance with showback and chargeback across clouds, security and compliance auditing, and delivering desktops from both on-prem and cloud but with a common broker. This sets the groundwork for a well-architected hybrid cloud.

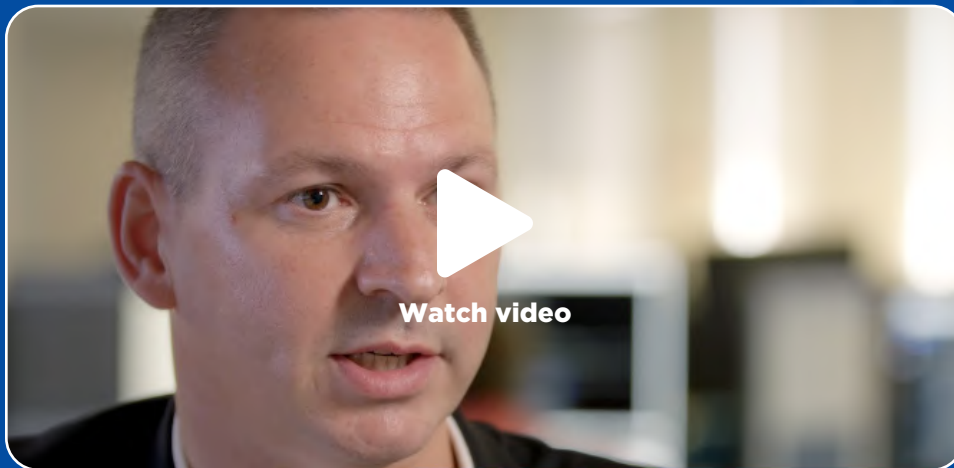
### **DON'T GET LOST IN THE CLOUDS**

Unlike the typical approach of separately interfacing with different public cloud resources, Nutanix provides a native extension into public cloud with an architecture designed from the ground up. This allows you to easily move application workloads and burst capacity across clouds without re-architecting.



## CASE IN POINT

# E-tailer Boosts Customer Experience with **Hybrid Cloud**



“ We have been working with Nutanix for a number of years and we have the **tremendous confidence** in their technology and innovation. ”

— Paul Cash, director of IT operations at Smartbox

smartbox

When Smartbox wanted to improve the responsiveness of its popular gift experience platform, its IT leaders turned to Nutanix for help consolidating multiple brands and technology platforms into a hybrid cloud environment. Previously, software engineers at Smartbox lacked granular visibility into resource usage, which made it hard to balance the load during busy holiday shopping periods. The new infrastructure allows them to simultaneously monitor activities in the data center and in the cloud, and better control the cost of a diverse IT environment. Engineers can accurately predict upcoming needs based on historical analysis and reliably anticipate spikes in demand.

“Availability and uptime is crucial to our business, and being able to circumvent issues is critical,” says Paul Cash, director of IT operations at Smartbox. “We are maintaining 100% uptime and availability.

As a result, customer experience is number one in our industry.”

## PHASE 4

# Unify Your **Hybrid MultiCloud** Operations

Interoperability between your on-prem and cloud environments is a crucial piece of your transformation puzzle. Many organizations will task IT with recreating processes to manage these new environments. This often results in dedicated teams and specialized skill sets just to maintain the infrastructure. You may ask yourself, “Is this solving the problem or creating more complexity?”

Nutanix was purposefully designed to avoid this issue. A 100% software-defined architecture, Nutanix provides a single platform that unifies hybrid multicloud management using a native integration between private and public clouds. Seamlessly move your workloads, apps, data, and licenses across any location. Easily deploy services from any environment for any application using a single management console — accelerating support for your rapid pace of innovation.

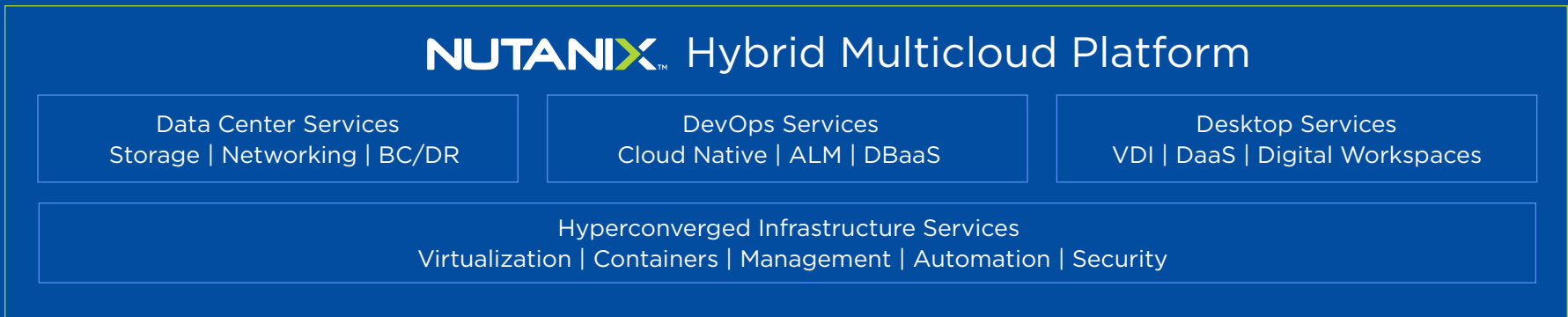
- On-demand elasticity to instantly scale up or scale down
- Seamless business workload mobility between clouds with no re-platforming
- Always-on operations with one click DR to cloud
- Maintain familiar workflows and toolsets enabled by cloud native integration
- Support large scale VDI deployments and I/O intensive apps utilizing cloud
- Save costs by hibernating unused resources





# What **Unified Cloud Operations** Look Like

**One Platform. Any App. Any Cloud.**



CASE IN POINT

# Less Maintenance, **More Innovation**

DELEN  
PRIVATE BANK



Alexandre Delen, executive director, Delen Private Bank

With \$40 billion in assets and a series of corporate acquisitions, Delen Private Bank was growing so fast that its legacy data center infrastructure couldn't keep up. Since partnering with Nutanix, Delen Private Bank now benefits from a unified hybrid cloud architecture that gives them more deployment and building options while reallocating 50% of IT budget to new technology.

"We can run application loads inside our data center or move them from one cloud to another cloud," adds Delen Alexandre, executive director at the bank. "Nutanix is enabling this with Containers and Docker strategy. We don't have to look at the metrics because it is running so smoothly. Nutanix is enabling us to grow and evolve quickly."

“ We can switch vendors and still have the **same interface** and the **same platform**...and that has made our lives a whole lot easier. ”

— Sammy Bogart, infrastructure Lead at Delen Private Bank

# Measuring Transformation Success

What does success look like for your business? Over **16,000** companies are discovering significant outcomes using Nutanix as a foundation for transforming their business.

**62%**

lower 5-year cost of operations\*

**85%**

less unplanned downtime\*

**53%**

less staff time to deploy  
compute resources\*

**58%**

more efficient IT  
infrastructure management\*



# Infinite Resources, Infinite **Delight**

Successful transformation allows you to join your customers in an endless ecosystem of data and information. No longer tethered to the complexity of legacy systems, your innovators are free to build with infinite scale, helping your business forge deeper relationships with your customers.

The journey to cloud is about more than technology, it's about fundamentally changing how we do business based on three principles:

## **Simplicity**

How quickly you can innovate is dependent on how simply you can turn ideas into action. Companies become their own gating factor when processes and technology are too complex and stall movement.

## **Choice**

Match applications to the best resource for optimal performance and cost. Gain the true cost savings and performance of hybrid cloud with options to build on existing investments and seamlessly extend resource and deployment options to multiple clouds.

## **Delight**

Successfully transformed businesses can deliver exceptional, personalized experiences to all customers. Internal users benefit from seamless, on-demand access to resources and end customers experience a frictionless partnership that is focused on value and trust.

Independently recognized by customers as a trusted partner in [Gartner Peer Insights](#) 2 years in a row.

## CASE IN POINT

# Hands-free IT Focused on **Customer Delight**



Wendy M. Pfeiffer, CIO, Nutanix

Nutanix, growing at rapid pace and implementing a wide variety of technologies, needed to offload maintenance from IT and scale operations while also reducing IT budget. With resources distributed in multiple locations, both on-prem and in public cloud, we needed an all-encompassing solution to effectively manage and move our applications and workloads interchangeably without specialized re-tooling.

By standardizing on our own unified operating system, designed purposely for cloud management, we created a flexible hybrid cloud architecture allowing us to build upon existing investments and augment our IT output by “automating everything possible.”

“Many employees now see the team as a consultative body,” said Wendy Pfeiffer, CIO at Nutanix. **“This confluence of operational expertise, technical expertise, and people skills is the IT magic that companies need to be productive.”**

# 35%

of IT tasks now automated

# 200%

ROI resulting from transformation

# 300%

reduced IT operating budget

# Chart Your Course to **Cloud, Your Way**

Imagine a future where your business and customers are deeply linked in an infinitely connected, data-driven relationship. Your data becomes new revenue, predicts your next move, informs real-time decision making, and scales with you as your business grows. Business and technology leaders are united, driving accelerated innovation together. Your IT team has maintenance on auto-pilot and innovation as their top priority. Resources come in a snap and ideas go to market faster than ever. Successful transformation makes this future a reality and we're here to help you make that happen.

[View Nutanix Solutions](#)