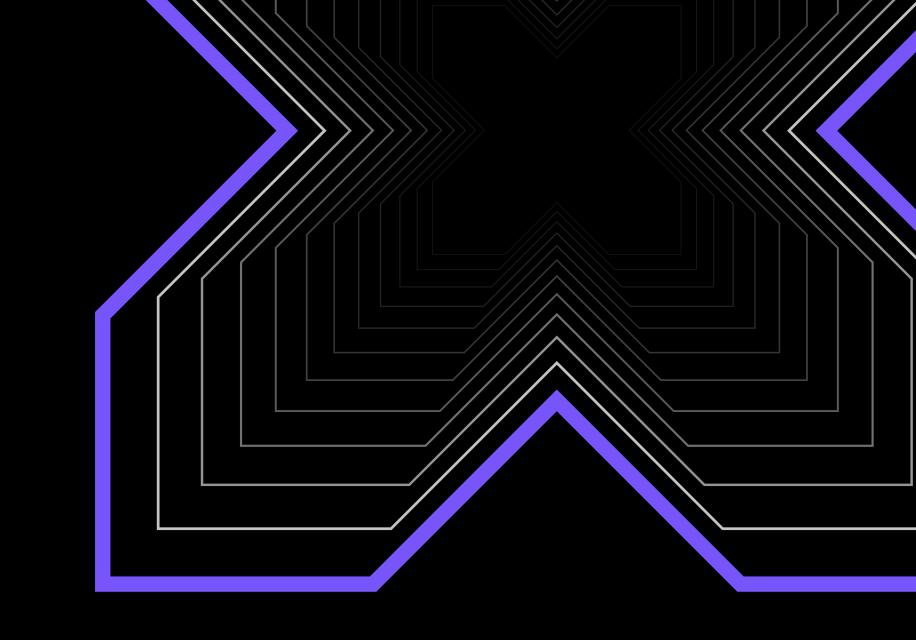
Global fashion retailer accelerates hybrid multicloud strategy for its customer-first experience



Renowned Australian retailer Forever New Clothing Pty Ltd. needed to modernize its ageing infrastructure to support its expanding global business. With Nutanix, Forever New optimized system performance, simplified management and future-proofed its technology investments, enabling seamless sales across multiple touchpoints and exceptional customer service.

Business Challenges

Outdated infrastructure hindering...

- Scalability to support expansive global business.
- Efficient omnichannel operations required to deliver a customer-first experience.

Solutions

- Adopted **Nutanix Cloud Platform** to seamlessly manage workloads across AWS, Azure and Citrix Cloud.
- Migrated from Microsoft Hyper-V to **Nutanix** AHV virtualization using Nutanix Move Migration Application.
- Positioned Nutanix at centre of hybrid multicloud strategy.

Business Outcomes

"One-click" Multi-Cloud Strategy

Single pane of glass that distributes workloads easily across private and public clouds, controlling cloud costs and ensuring applications run where they best fit.

Enhanced Customer Satisfaction

Increased accuracy of real-time inventory data to deliver a seamless shopping experience.

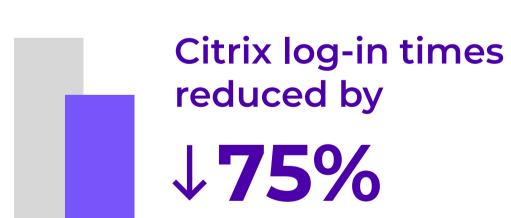
Greater Protection Against Cyber Threats

Critical data backups

quicker

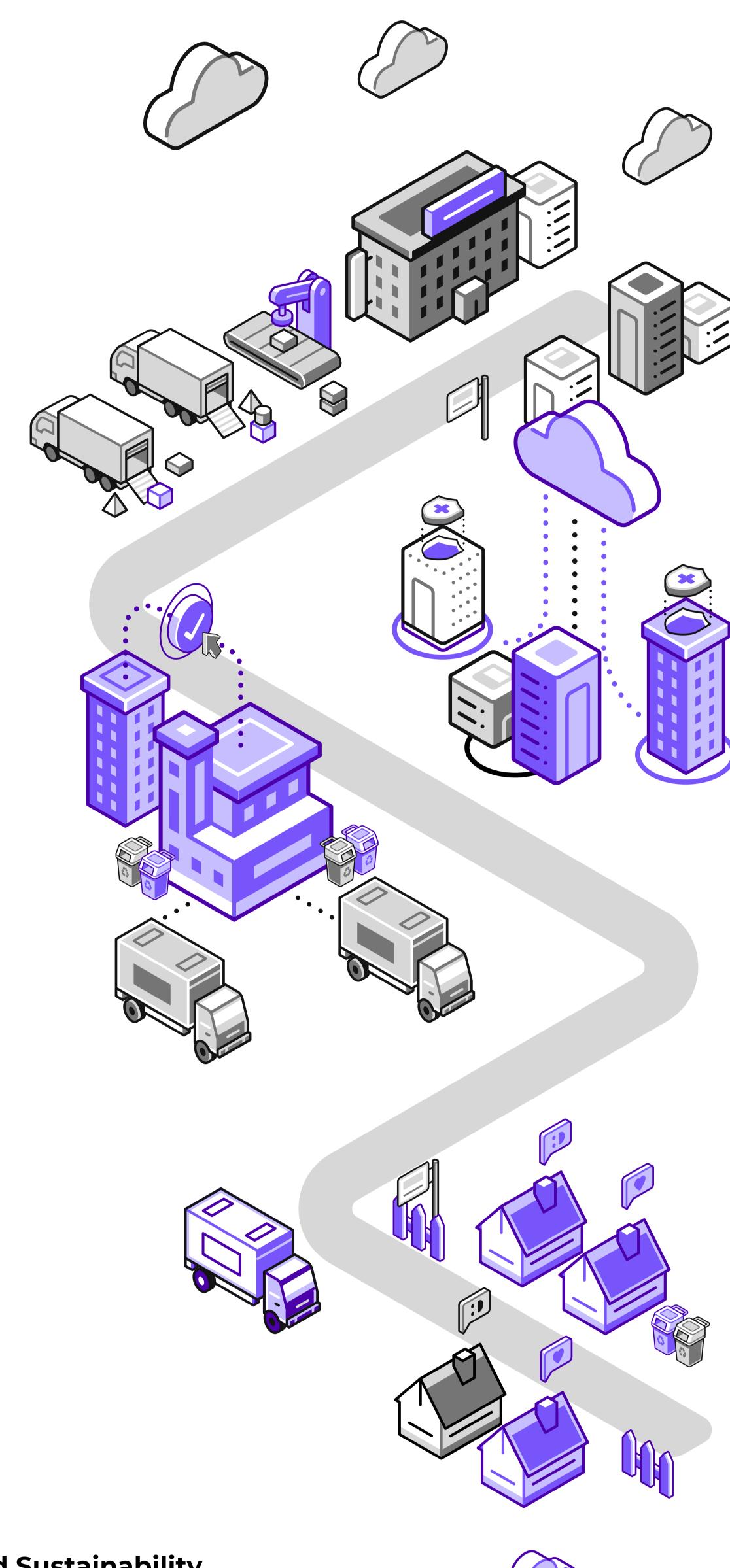
enabling more frequent backups, which reduces the risk of data loss and increases the ability to successfully recover from incidents.

Faster Access to Applications









Nutanix gives us a single management platform to balance our workloads across multiple clouds. It is the key to our hybrid cloud strategy – an in-house infrastructure that natively connects to cloud and optimizes costs.

Naresh Teckchandani General Manager IT, Forever New

NUTANIX

For more thought leadership, strategic insights and executive learning for IT leaders, please visit: nutanix.com/cxo

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