NUTANIX™

# Powering Creativity

## Realize the future with next-generation cloud

" Technology is indispensable to all of Sony's businesses and the key component to accelerate and generate synergy among them. Through our technical strengths in audiovisual, image sensors, robotics, and AI, we are forming links between our electronics, games, motion pictures, music, and financial services businesses."

**Kenichiro Yoshida**
*President and CEO, Representative Corporate Executive Officer*

In a world where the only constant is constant change, re-engineering an organization's technology function to embrace emerging technologies is essential for growth.

Whether you're connecting the world together via the PlayStation Network, collecting and analyzing information via artificial intelligence, or making manufacturing decisions on the fly, you need a simple hybrid IT environment that extends your datacenter both into the cloud and to the edges of your corporate network.

For Sony to stay competitive, improve performance, and achieve long-term sustainable growth, partnering for success has never been more important.

### Computing at the Edge

Create efficiency with real-time business insights at the point of manufacture using IoT.

### Pioneer the future

Utilize the cloud to power Sony's AI initiatives and pioneer industry-wide innovations.

### One Sony, one cloud

Unify the organization with a comprehensive enterprise cloud solution.

### Green IT

Achieve sustainability outcomes and enjoy up to 80% reduction in electricity consumption from reduced rack space, and power and cooling costs.
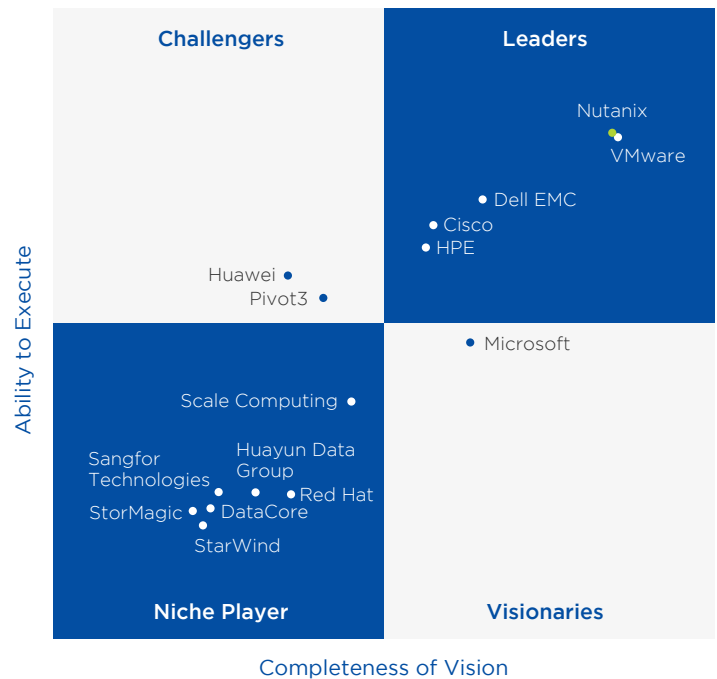
Nutanix Enterprise Cloud is a modern, software-defined solution that provides consumer-grade management of datacenter infrastructure, applications, and clouds through a single pane of glass. Join the thousands of customers around that globe who have partnered with Nutanix to simplify their datacenters and gain predictable performance, linear scalability, and cloud-like infrastructure consumption.

Don't just take our word for it. Gartner has named Nutanix a Leader in the 2019 Gartner Magic Quadrant for Hyperconverged Infrastructure for the third time in a row.

The datacenter infrastructure market is undergoing a dramatic change. IT executives are increasingly turning to next-generation datacenter technologies that support extensive digital transformation projects while improving operational efficiencies. Adoption of hyperconverged infrastructure (HCI) has increased dramatically over the past few years because of its flexibility and scalability.

We also asked IDC to interview 11 organizations about their experience running various enterprise workloads on Nutanix Enterprise Cloud Platform solutions. These interviews revealed that the participants are realizing significant value with Nutanix as a cost-effective, efficient, and business-enabling IT platform built on hyperconverged infrastructure.

**Gartner Magic Quadrant for Hyperconverged Infrastructure**



Challengers

Leaders

Nutanix

VMware

● Dell EMC

● Cisco

● HPE

Huawei ●

Pivot3 ●

● Microsoft

Scale Computing ●

Sangfor Technologies

Huayun Data Group

● Red Hat

StorMagic ● ● DataCore

StarWind

Niche Player

Visionaries

Ability to Execute

Completeness of Vision

Source: Gartner Magic Quadrant for Hyperconverged Infrastructure, November 2019. © Gartner, Inc

❯❯❯ Read the report here.

Key findings: IDC Nutanix Whitepaper

- 534% five-year ROI

- 60% reduction in five-year cost of operations

- $4.24 million in average annual benefits per organization

- 97% fewer unplanned outages

"

We are convinced that with Nutanix, we will be able to realize our plans for a flexible future, including the implementation of hybrid cloud scenarios… With Nutanix, our company is superbly equipped for future international competition."

**Martin Strickler**
*Head of IT, Schiller AG*

**Sony's leaders have a strong desire to enhance people's lives through the power of technology. We hope Nutanix can help you continue to achieve that vision today and into the future.**

Find out more:

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