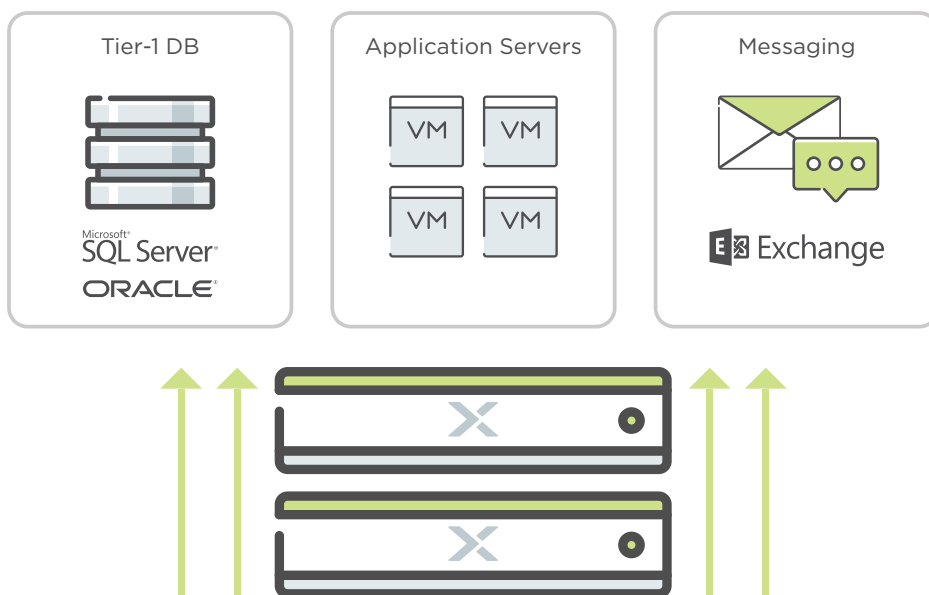# Nutanix Enterprise Cloud and Financial Services

The challenges and opportunities have never been greater for today's banks and credit unions, brokerage and investment services, and insurance firms. No matter whether you're a retail bank focused on delivering customer-centric banking services, a capital markets firm looking for a competitive edge, or an insurance company seeking to enhance analytical models—Nutanix Enterprise Cloud Platform provides the security and agility you need to address your business challenges. Nutanix web-scale solutions can help you simplify and accelerate operations, speed the delivery of new services, tackle big data analytics, and streamline your database and VDI deployments. Nutanix also lays the foundation for a hybrid IT environment that extends and secures your datacenter into the cloud.

MORE FLEXIBLE AND RESPONSIVE BUSINESS INFRASTRUCTURE

Built with web-scale technologies, Nutanix Enterprise Cloud Platform creates a foundation that helps you keep pace with changing business and customer demands, comply with tough government regulations, and mitigate new risks. Taking cues from cloud giants like Amazon, Google, and Facebook, Nutanix combines x86-server-based compute and all-flash storage resources with intelligent software, to create secure flexible building blocks that eliminate the need for separate storage arrays and cumbersome storage area networks (SANs).

Workloads ranging from tier-0 and tier-1 enterprise applications, to desktop and application virtualization, to development and testing, can all co-exist on the same platform. With a patented scale-out architecture, Nutanix delivers predictable scalability for even the most intensive environments and a pay-as-you-grow model for cost-effective growth.

A BETTER APPROACH TO SECURITY AND COMPLIANCE

Governance, security, and risk management are important goals for all financial services institutions. That's why Nutanix software is hardened to meet the most stringent security requirements. Nutanix utilizes the principle of 'least privilege' to deliver a true defense-in-depth model. Any deviation from the security baseline is self-healed. Our custom security technical implementation guide (STIG) is built off U.S. government requirements.

The Nutanix STIG eliminates the 'grey areas' that normally come with security. To check compliance, you can simply run the associated reports; any Nutanix system can be updated back into compliance quickly using built-in automation. This approach reduces the time it takes to meet compliance or regulatory standards for security from 9-12 months to just minutes, due to the intrinsic hardening properties of the Nutanix security development lifecycle.

MORE POWERFUL ANALYTICS

Financial businesses access a vast amount of data every day, and turning that data into actionable insights can be a challenge. Nutanix web-scale solutions deliver performance equivalent to bare metal in a virtualized solution. Nutanix advantages include:

- **Quicker searching and indexing:** 2-3x faster than competing solutions
- **Predictable scaling:** Balanced compute and capacity yield linear scaling
- **Extremely fast time to value:** Big data applications can be up and running in a matter of hours
- **Easier management:** Single pane management and insights using Nutanix Prism
- **Reduced datacenter footprint:** Reductions in hardware footprint of up to 4x

PERFORMANCE AND AVAILABILITY FOR CRITICAL DATABASE APPLICATIONS

By virtualizing your critical database applications on Nutanix, you can address growing performance and capacity demands while consolidating datacenter footprint, controlling costs, and accelerating provisioning. With Nutanix data locality, data is accessed locally, even at scale—shortening the I/O path and accelerating transactions. All-flash configurations deliver consistently low latencies for the most performance-sensitive applications.

A range of integrated options protect application and data availability in the event of hardware component failure, node failure, rack failure, or an entire datacenter outage. This comprehensive approach to business continuity not only protects organizations from unplanned issues, it eliminates the need for planned downtime and helps you keep pace with rapidly growing business needs—without big upfront investments or disruptive forklift upgrades every 3-5 years.

SUPERIOR DESKTOP AND APPLICATION VIRTUALIZATION

Desktop and application virtualization are increasingly popular in financial services companies. VDI enables organizations to improve security and support bring your own device (BYOD) initiatives, offering unfettered mobile access to applications and data.

Nutanix Enterprise Cloud solutions address VDI challenges by decreasing operational expenses and high capital costs. The Nutanix VDI Assurance guarantee helps you make sure that your virtual desktops always get the compute and storage resources they need to meet and exceed end-user expectations. Simple, out-of-the-box deployment, predictable scale out, an excellent user experience, and business continuity options further ensure success.

CLOUD COMPATIBILITY AND EXTENSIBILITY

Financial services companies are increasingly taking a cloud-first approach to new applications. With the cloud playing a much bigger role in the enterprise, on-premises infrastructure decisions must now be made with the cloud in mind. Complex infrastructure environments will hamper your efforts and affect results. By seamlessly integrating cloud services, Nutanix solutions enable hybrid IT and accelerate your path to the cloud.

THE ENTERPRISE CLOUD APPROACH

Financial services companies are increasingly taking a cloud-first approach to new applications. With cloud playing such a huge role, all on-premises infrastructure decisions must now be made with the cloud in mind. A complex infrastructure will hamper your efforts and affect your results as you move to the cloud. By seamlessly integrating cloud services, Nutanix solutions enable hybrid IT and accelerate your path to the cloud. Nutanix Enterprise Cloud infrastructure provides the flexibility, security, ease of management, and world-class global service and support that financial services companies require.

NUTANIX
Your Enterprise Cloud Platform

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Nutanix makes infrastructure invisible, elevating IT to focus on the applications and services that power their business. The Nutanix enterprise cloud platform leverages web-scale engineering and consumer-grade design to natively converge compute, virtualization and storage into a resilient, software-defined solution with rich machine intelligence. The result is predictable performance, cloud-like infrastructure consumption, robust security, and seamless application mobility for a broad range of enterprise applications. Learn more at www.nutanix.com or follow us on Twitter @nutanix.