

Nutanix Accelerates Digital Transformation for Media and Entertainment



"More than 95% of M&E companies wouldn't characterize their organizations as being digital leaders. This is a shocking admission that requires urgent action if these businesses are to master digital as a lever for business success."

– Cognizant

"It's no longer enough for consumers to consume one mode of entertainment. We need a constant multi-platform experience to feel engaged and satisfied. That's why many brands are discovering the power of multi-channel in keeping viewers engaged. This trend has been growing consistently every year."

– Forbes

"To compete in this new ecosystem, new digital-based business strategies and associated capabilities are essential. Broadcasters, telcos and cable companies that hesitate now may spend years trying to catch up."

– Accenture

Embracing digital transformation and evolving to become a "digital enterprise" is essential for media and entertainment companies seeking to meet the needs of connected consumers and rapidly evolving business models. According to the [Institute for Digital Transformation](#), a digital enterprise is one where digital technology plays a central role in how a company operates, creates products and services, generates revenue, seizes competitive advantage, and produces value. A digital enterprise is more competitive, more efficient, and more dynamic. Media and entertainment companies are under threat from changing consumer habits and high-tech competitors such as Apple and Amazon. While many established media and entertainment companies have been successful digitizing products and services, they still have significant work to do digitizing and integrating processes across the organization to maximize returns and take full advantage of new digital business models.

Your existing backend digital infrastructure may be complex and fragmented, perhaps the result of multiple rounds of M&A activity. This is not only inefficient and expensive to maintain, it makes it difficult or impossible to deliver the multi-channel experience consumers expect. The future success of your company hinges in large part on your ability to gather, integrate, and process data efficiently across your operations. Infrastructure modernization and continued digital transformation is essential for media and entertainment companies seeking to:

- Meet the needs of a dynamic workforce.
- Deliver a seamless multi-channel experience to increase consumer engagement.
- Streamline and automate IT infrastructure management to simplify operations, eliminate workflow bottlenecks, and free up budget dollars for innovation.
- Scale quickly to tackle new projects and accommodate growth.
- Protect the security of digital assets.

THE DIGITAL ENTERPRISE

Media and entertainment companies today face growing threats from shifting consumer habits, established competitors, and well-funded startups. Industry leaders worldwide are looking for ways to gain a sustainable advantage in an increasingly competitive global economy.

Embracing digital technology and evolving to become a “digital enterprise” is essential for firms that want to survive and thrive. A digital enterprise is one where **digital technology plays a central role** in how a firm operates, creates products and services, generates revenue, seizes competitive advantage, and produces value. A digital enterprise is more competitive, more efficient, and more dynamic.

NUTANIX Powers Media Workflows

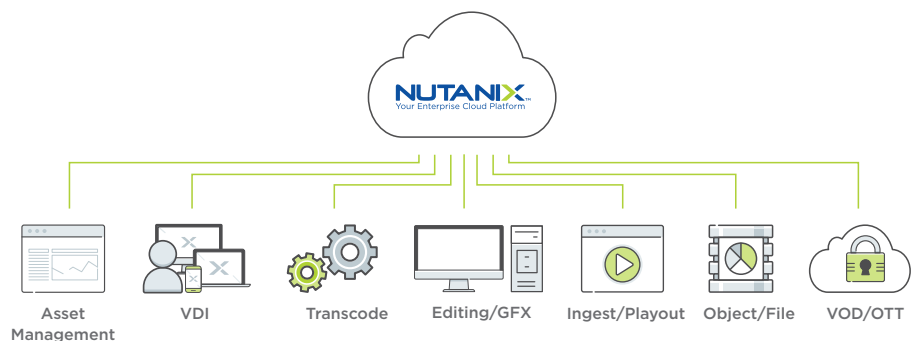


Figure 1: Nutanix Powers Media Workflows

To achieve these goals, you have to fundamentally rethink your approach to digital infrastructure and services. Nutanix Enterprise Cloud, the industry's leading hyperconverged infrastructure (HCI) solution, accelerates media workflows, simplifies infrastructure management, and frees your teams to focus on initiatives that move your company forward. Nutanix transforms operations and enables a multi-cloud environment encompassing everything from your datacenters to content creation to the public cloud. Infrastructure becomes invisible, allowing you to quickly deploy new digital capabilities and services, turning IT into an engine for agility and innovation.

BECOMING DIGITAL

Media and entertainment companies have a huge opportunity to leverage digital technology and data to not only deliver content, but to increase cross-channel engagement, empower content creators, increase operating efficiency, and improve decision-making.

However, you can't expect the necessary changes to happen on their own. Digital transformation can require significant organizational changes, skill building, and training across the company. In the organizations that are moving the fastest, executive teams are actively driving the process. Digital leaders are embracing big data, AI, cloud and mobile, and actively pursuing augmented reality (AR) and virtual reality (VR) technologies to gain a competitive advantage.

Important production workflows may depend on expensive proprietary equipment that locks your teams into a single way of working and lacks the flexibility to scale up and down as your needs change from day to day or to evolve to accommodate new standards and requirements.

The teams you depend on for success are increasingly distributed and fluid. How do you enable a complex web of creators, partners, and collaborators with the latest digital tools and up-to-date information?

Complex and fragmented infrastructure results in application and data silos that make this level of interoperability, innovation, and insight difficult. With data isolated on incompatible systems, it's hard to deliver a seamless consumer experience, get a full picture of your business operations, or identify opportunities for improvement. Important decisions may still be too often based on incomplete data or gut feelings.

DIGITAL WORKSPACE BENEFITS FOR MEDIA AND ENTERTAINMENT

- Deliver a great experience for all users, including power users
- Add workers as needed and remove access when contracts end
- Start small and scale to thousands of users without rearchitecting
- Deploy validated end-to-end solutions 8x faster
- Pay as you grow and slash TCO by as much as 60%

To learn how Nutanix Enterprise Cloud facilitates content creation, read:

Nutanix Accelerates Media Production Workflows

NUTANIX DIGITAL ENTERPRISE FOR MEDIA AND ENTERTAINMENT

Traditional infrastructure approaches—with separate servers, storage, and storage networks—are not flexible enough to meet the requirements of today's media and entertainment businesses. Teams spend far too much time and effort on mundane management tasks that don't move the business forward. With Nutanix Enterprise Cloud OS, your applications and services define your infrastructure, not the other way around. Only Nutanix enables you to embrace your digital future, with the public cloud benefits you want and the private cloud control you need. Your operations and development teams are freed to focus on innovation instead of just keeping the lights on. Nutanix Enterprise Cloud delivers:

- Advanced digital workspaces to enable media workflows and empower your workforce
- Simple, consistent infrastructure stack with the availability, security, and performance you need
- Superior support for analytics and big data initiatives
- Smarter cloud solutions that integrate with your existing operations

ADVANCED DIGITAL WORKSPACES

Worker needs in media and entertainment companies are evolving beyond the capabilities of specialized, single-purpose hardware and physical desktops, laptops, and workstations. Virtual desktop infrastructure (VDI) and application virtualization are often a much better alternative, enabling users to access important applications and information from anywhere—while valuable assets remain secure.

As a result, VDI is replacing specialized hardware for video editing, animation, and other media tasks, increasing flexibility and enabling mobility and collaboration. But, deploying and managing high-performance VDI can be both challenging and time consuming. Traditional VDI architectures with separate storage and compute create unnecessary complexity and introduce scaling challenges.

Nutanix Enterprise Cloud is the ideal platform to support your digital workspace needs, making solutions much easier to deploy and manage. Nutanix web-scale architecture provides predictable performance, linear scaling, and simplified management for VDI deployments. VDI solutions built on Nutanix are:

- **GPU-enabled.** Accelerate graphics-intensive applications with leading GPU technology.
- **More secure.** With VDI, digital assets remain secure in your datacenter during the entire workflow, rather than being copied from one physical system to the next.

And Nutanix gives you the flexibility to run the software that's best for your operations including Citrix XenDesktop, VMware Horizon, and more. Nutanix Xi Frame provides desktop as a service (DaaS) from the cloud or on-premises, virtually eliminating the complexity of VDI management while flexibly accommodating the needs of mobile users and remote locations.

SIMPLE, CONSISTENT INFRASTRUCTURE AND APPLICATION STACK EVERYWHERE

The ability to host all your applications and data on Nutanix eliminates the infrastructure and data silos that are major barriers to interoperability, insight, and innovation. This makes Nutanix Enterprise Cloud the ideal choice for media and entertainment companies that need to transform, streamline, and integrate core business processes.

Nutanix Enterprise Cloud OS provides a unified IT operating environment that melds private, public, and distributed clouds, providing a single point of control for managing infrastructure and applications. Nutanix solutions are 100% software-based and built on the industry's most popular hyperconverged infrastructure technology, delivering a full infrastructure stack that integrates compute, virtualization, storage, networking, and security to power any application at any scale while delivering exceptional performance and availability. As a result, siloed and proprietary solutions are replaced with flexible and reliable virtualized infrastructure that eliminates complexity, reduces cost, and increases performance.

With Nutanix Enterprise Cloud, all applications and services share the same infrastructure stack, simplifying operations and accelerating results.

EXTENSIVE HARDWARE CHOICE

In addition to Nutanix-branded NX hyperconverged appliances, Nutanix Enterprise Cloud OS runs on multiple hardware platforms, including:

- Dell EMC
- Lenovo
- Cisco
- HPE
- IBM
- Fujitsu

This means you can get the benefits of Nutanix without sacrificing existing relationships.

PRODUCTION COMPANY TACKLES EXPLOSIVE DATA GROWTH

For Endemol Shine UK, a successful TV and media production company, sizing platforms to cope with modern digital applications and dealing with associated unstructured data demands was becoming a real problem. With workloads changing quickly, traditional infrastructure had become far too complicated and difficult to manage.

By making the jump to Nutanix hyperconverged infrastructure, the company achieved substantial benefits, including:

- Ability to adapt to rapid unstructured data growth
- Reduced hypervisor and infrastructure cost and complexity
- Simplified management that frees administrator resources
- A 33% reduction in footprint and associated power and cooling
- Increased application performance

“We no longer have to plan ahead to deal with growth in unstructured data or the rollout of new applications. We can size workloads on the fly with the Nutanix Enterprise Cloud and quickly add resources to meet the needs of a production as they ramp up – just as with AWS or Azure but at a much lower cost and on our own terms.”

— Daniel Davis,
Infrastructure Manager, Endemol Shine UK

Simple management. With Nutanix Enterprise Cloud, everything is managed through [Nutanix Prism](#), streamlining common IT workflows and providing a single interface for managing infrastructure services.

[Nutanix Calm](#) simplifies the deployment and management of complex applications by incorporating all elements of each application into an easy-to-use blueprint, making the deployment and lifecycle management of applications automated and repeatable across datacenters and public cloud environments.

SUPPORT FOR ALL POPULAR HYPERVISORS

Nutanix Enterprise Cloud supports all popular virtualization solutions:

- VMware Sphere
- Microsoft Hyper-V
- Nutanix AHV

AHV is built on proven technology and included free with purchase, eliminating hypervisor licensing costs.

Performance without constant tuning. Nutanix Enterprise Cloud is designed to deliver application performance without the constant performance tuning required with traditional infrastructure. Intelligent tiering provides automatic performance optimization. Data locality minimizes latency, optimizes performance, and reduces network congestion.

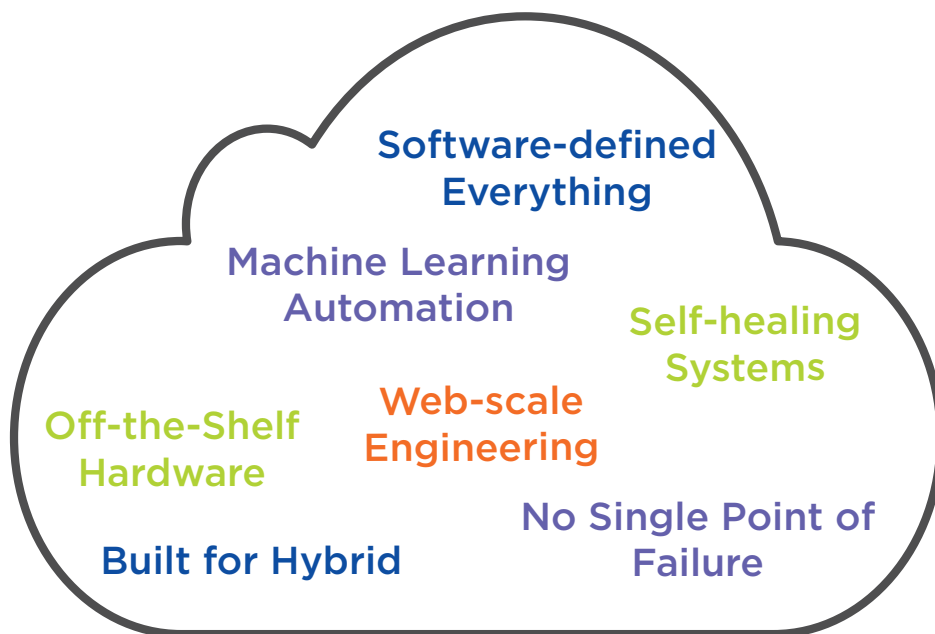


Figure 2. Core Nutanix design principles ensure the platform is simple, efficient, reliable, and cost-effective.

Superior availability. Nutanix exceeds the capabilities of traditional infrastructure with a self-healing architecture that restores full resiliency without operator intervention. Combining self-healing with nondisruptive expansion and upgrade capabilities eliminates sources of both planned and unplanned downtime, delivering superior availability. Nutanix puts an end to the fire drills that often result from even simple hardware failures.

Security from the ground up. Legacy infrastructure solutions were not designed with security as a primary consideration. The Nutanix architecture takes a security-first approach; built-in features deliver defense in depth so that your valuable IP is always protected.

Nutanix provides:

- Built-in two-factor authentication, cluster lockdown, and software or hardware-based data-at-rest encryption
- Secure installation and simplified security maintenance
- [Nutanix Flow](#) for microsegmentation and enhanced network visibility
- Deep integration with a broad ecosystem of security partners including SIEM, firewalls, and other security applications

“Nutanix has significantly reduced the time required to commission gaming systems, enabling us to be more responsive to our sales department and customer requirements. It lets us provide a much more scalable solution for a more attractive price point, while reducing the complexity of delivering the system to the customer. The result is faster and less expensive for us, and a better solution at the end of the day.”

– Steve Koven, Director of Global Solutions, International Game Technology (IGT)



Figure 3. Nutanix takes a defense-in-depth approach.

RUN ALL YOUR APPLICATIONS—INCLUDING ANALYTICS

With Nutanix Enterprise Cloud, all applications and services share the same validated infrastructure with no negative performance or availability impact, enabling greater consolidation, reducing complexity, and substantially reducing total cost of ownership (TCO).

You can use Nutanix Enterprise Cloud to support application workloads of all types: from critical enterprise applications like Microsoft SQL Server, Exchange, and SAP to big data analytics to virtual desktop infrastructure (VDI) to the latest cloud-native applications. With Nutanix Calm, a new or updated application can be deployed quickly in multiple locations with everything configured automatically and correctly.

Big data analytics and artificial intelligence (AI) have become critical for media and entertainment companies that want to predict what their customers want, maximize customer loyalty and reduce churn, improve scheduling, and streamline operations of all types.

With Nutanix Enterprise Cloud, analytics runs on the same infrastructure stack as your other applications, eliminating silos, simplifying management, and reducing costs. [AI functions can be incorporated](#) as part of your Nutanix Enterprise Cloud operations; Nutanix brings the full benefits of HCI to deep learning.

THE RIGHT PLATFORM FOR THEME PARKS, TRAVEL COMPANIES, AND MORE

The benefits of Nutanix Enterprise Cloud extend beyond digital content creation to encompass a wide range of entertainment companies including casinos, hotels, and other businesses such as theme parks.

Experiencias Xcaret, a leading ecotourism company based in Cancun and the Mayan Riviera, decided to standardize on Nutanix Enterprise Cloud across all resort properties in 2017. Among the many benefits of the change, the company:

- Reduced management complexity and costs
- Achieved better business agility and time to value
- Reduced ERP application process times from hours to minutes
- Improved the customer experience for millions of park visitors

“Nutanix Enterprise Cloud software and AHV are enabling us to not only support our on-prem deployments, it works seamlessly with our applications in the public cloud. Going forward, all of our infrastructure will be based on the Nutanix platform.”

– Dagoberto Hernandez, Director of Technology, Experiencias Xcaret

INTEGRATED CLOUD SOLUTIONS

Nutanix enables media and entertainment companies to build and operate powerful multi-cloud architectures. Our Enterprise Cloud OS software melds private, public, and distributed cloud operating environments and provides a single point of control to manage IT infrastructure and applications at any scale. Nutanix software runs across different cloud environments to harmonize IT operations and bring frictionless mobility to all applications. Nutanix Calm blueprints can be used to deploy applications in public clouds such as Amazon Web Services, Google Cloud Platform, and Microsoft Azure.

Nutanix Xi Cloud Services enable you to adopt hybrid and multi-cloud environments using cloud services delivered by Nutanix, creating an integrated cloud environment that can be instantly provisioned and automatically configured to enhance your application environment and streamline and optimize your IT operations.

Choose the Xi Cloud Services you need, whether it's Xi Frame for Desktop as a Service, Xi Leap for cloud-based disaster recovery, Xi Epoch to increase application observability, or Xi Beam to monitor and optimize multi-cloud operations.

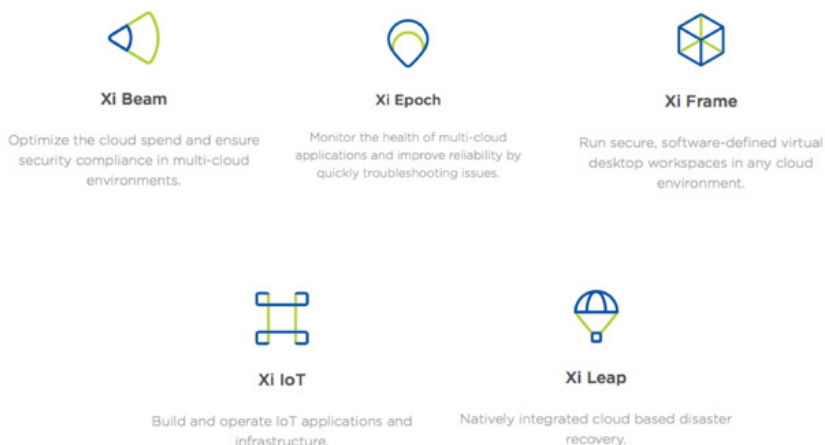


Figure 4. Nutanix Xi Cloud Services

READY TO EMBRACE DIGITAL?

Nutanix enables your IT team to quickly and easily deploy and manage infrastructure and applications while increasing availability, security, and performance and simplifying management.

When you're ready to accelerate your digital transformation, Nutanix serves as a trusted partner. To learn more about how Nutanix can help your business go digital contact Nutanix at info@nutanix.com, follow us on Twitter [@nutanix](https://twitter.com/nutanix), or send us a request at www.nutanix.com/demo to set up your own customized briefing.



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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](https://twitter.com/nutanix)

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