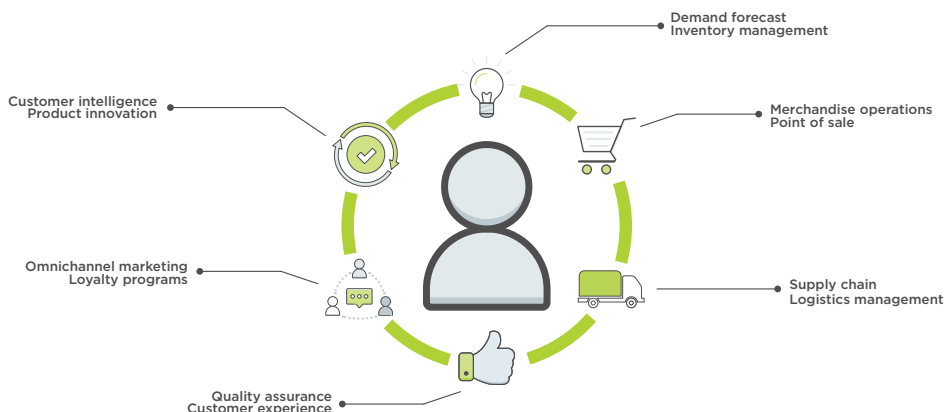


Nutanix Enterprise Cloud ensures production system reliability, accelerates app performance for the datacenter and the store, and simplifies retail IT operations, giving IT the freedom to invent.

A Comprehensive Enterprise Cloud Solution For Retail

Retailers have moved beyond a simplified focus on product and beyond a set of divergent channels for distribution. In order to compete for the business of today's consumer, retailers must look beyond traditional operating models and support an end-to-end customer experience. Datacenter modernization is necessary to achieve this vision, and while there are multiple paths toward digital transformation, only Nutanix Enterprise Cloud provides the flexibility to customize your transformation to meet your unique IT needs.

Consumers now have access to a wider range of purchase outlets, putting pressure on retailers for price, inventory, and delivery. Winning and keeping happy customers require all of your operations to go smoothly at every point in the customer journey.



Ensuring success along every step of the way takes a lot of work across organizations – product, logistics, legal, developers – and all of them are dependent on IT infrastructure.

PERFORMANCE AND AVAILABILITY WITHOUT SACRIFICING SECURITY

As the pioneer of hyperconverged infrastructure, Nutanix leads the market in providing a simplified, integrated stack that combines the agility of the public cloud with the security of private cloud. From development environments to ecommerce platforms to store operations, Nutanix enhances application performance for every part of the business.

POWERING ANY WORKLOAD

The complexities of retail IT applications have increased dramatically. IT must support a variety of use cases ranging from fast access to big data analytics, to the distributed and data-intensive challenges of remote and branch offices. Nutanix Enterprise Cloud eliminates bottlenecks, increasing I/O performance by as much as 3X, and provides faster data analysis for sales trends, inventory forecasts, and more by accelerating core workloads.

Always Available - High availability and resilience is crucial to avoid loss of business or customers. Retail IT systems require significant uptime, and the capacity to handle peak holiday and seasonal traffic. Nutanix integrates

“By moving to Nutanix, we have obtained better agility, more operational flexibility, less downtime, higher user satisfaction, and a faster return on investment. Our IT team can now focus on other more strategic projects, not just managing our IT infrastructure.”

– Jeong-won Seo,
Director, Shinsegae

NUTANIX[™]
Your Enterprise Cloud Platform

storage, backup, and disaster recovery, and eliminates the need for any secondary solution. Advanced self-healing capabilities provide 97% reduction in system downtime and smart data management features ensure data protection.

Security-first Design - As the retail IT ecosystem has expanded, vulnerabilities have also increased, and it's up to IT to protect sensitive customer information from security breaches. Nutanix is comprehensively certified to ensure compliance with the strictest international standards, and even exceeds the security standards required by the US government.

ONE CLICK SIMPLICITY TO FOCUS ON APPLICATIONS

Retail businesses depend on the smooth operation of enterprise applications.



RETAIL IT TRENDS TO NOTE

-  Shift to the cloud
-  Automation and standardization
-  Big Data analytics
-  Security
-  Server-less computing
-  Rise of IoT
-  Machine learning and artificial intelligence
-  Increased computing at the edge

IT infrastructure needs to support an agile environment for ecommerce and order processing systems, detailed qualitative analytics, remote and branch office support, robotic process automation, and development & testing. The increasing demands for application support, coupled with the growing complexity of business, has far exceeded the capabilities of traditional IT infrastructure. To tackle infrastructure-related issues, IT teams rely on a collection of complex management tools, which have a non-intuitive GUI, and take the focus away from the needs of business-critical applications.

Nutanix brings the power of one click simplicity with a single pane, consumer-grade solution. Nutanix Prism is powered by advanced algorithms that provide insights to optimize infrastructure, guest VMs, and applications. Through an easy-to-understand visual representation of the infrastructure stack, Prism gives system administrators quick access to actionable data such as performance, latency, and related events, and lets them effortlessly create test environments for new development projects.

Nutanix also streamlines DevOps practices to enable retailers to drive campaigns and initiatives to market faster. Within Prism, Nutanix Calm orchestrates and automates application management through a common framework that allows multiple teams to rapidly create and deliver applications. A self-service marketplace empowers application owners to provision services directly, while granular policy controls enable administrators to retain governance. The result is agility and flexibility for all parts of the organization.

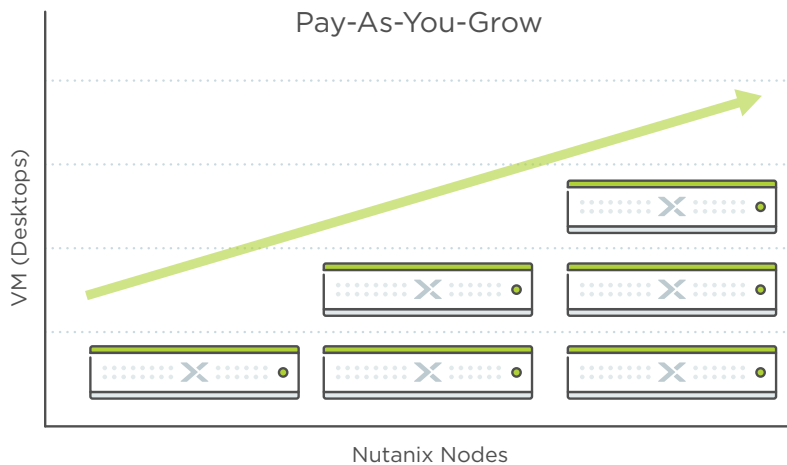
START SMALL AND EASILY SCALE

Managing both online and offline IT environments is an ongoing challenge when business grows and markets expand but budgets remain the same. Traditional IT planning involves long-term predictions that often result in upfront investments that are underutilized, or underestimated infrastructure needs that add long cycles to scale up.

The Nutanix Enterprise Cloud distributed architecture incorporates web-scale design principles, including scale-out and data locality. It flexibly scales and adapts as your needs grow and evolve, meaning you can quickly respond to budget and capacity fluctuations to keep your business running. A pay-as-you-grow model further simplifies and optimizes utilization.

Additionally, retailers typically need to maintain continuity between ERPs, inventory management, and store POS while managing remote data centers, warehouses, and individual retail locations. The resulting complexity can require the special expertise of a larger team.

With Nutanix solutions for retail, you get a turnkey infrastructure with the management simplicity of Nutanix Prism, eliminating the need for multiple solutions across remote and branch offices (ROBOs). And with configurations as small as a single node, you can reduce space and power consumption by up to 80%.

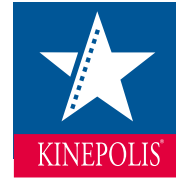


READY TO TRANSFORM?

Nutanix is ready to help you transform your datacenter, your IT operations, and your business, giving you the freedom to invent. To learn more, contact Nutanix at info@nutanix.com, follow us on Twitter [@nutanix](https://twitter.com/nutanix), or visit nutanix.com/try to try it free.



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info@nutanix.com | www.nutanix.com | [@nutanix](https://twitter.com/nutanix)



"All of our management and patching processes can now be done with just one click. Firmware upgrades that used to take multiple hours on the previous infrastructure finish 5 times faster on the Nutanix systems. By moving to Nutanix, we have seen an almost 500% reduction in IT management time, enabling our IT team to focus on more strategic projects that move the business forward and improve the customer experience."

– Bjorn Van Reet,
CIO, Kinepolis Group

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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