



YOU DECIDE

**Take
datacenter
decisions
into your
own hands.**

NUTANIX™

WHY YOU SHOULD READ THIS



In this short paper, we'll present you with a few choices to consider as you evaluate your plans to evolve your datacenter in the way that benefits your business the most.

AT NUTANIX, WE BELIEVE...

you deserve the freedom to build datacenters and run your business without the financial, operational, and personal burden of the dreaded "vTax."

No more end of year "true ups." No more lock-in. Instead, license-free virtualization—and a business partner who acts like one. Not one who's there to collect a check...or else.

We believe datacenter control belongs to IT, not to the incumbent vendors who aren't listening to, or supporting you. That the operation of storage, compute, and virtualization should be as simple as one click through a single pane of glass.

We believe that there is more to enterprise IT than just keeping the lights on. That upgrades shouldn't take weekends. That you deserve time with your family, friends, and fish.

It's time to say goodbye to the vTax, and hello to the freedom of choice—of hardware, hypervisors, clouds. Freedom from lock-in of unknown costs, unused capacity, and consumption creep. It's time to replatform your enterprise and empower your team to lead into the digital era.

With Nutanix, you decide.

YOU DECIDE

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OR LAGGARD?

vTaxation without innovation...it's a thing, and we hear about it all the time. Companies that customers have grown accustomed to, but aren't innovating. Or giving you the tools you need to innovate. Instead, they're simply recycling, bundling, or rebranding existing tools without delivering new, cutting-edge solutions.

Since we pioneered hyperconverged infrastructure in 2011, we have been relentlessly focused on innovation to change the way organizations consume and leverage technology, melding web-scale engineering with consumer-grade design for a delightful customer experience. In just a few years, our solution expanded beyond storage and compute to include virtualization, security, networking, and multi-cloud automation, making the dreaded infrastructure management experience simple, efficient, and cost-effective.

The proof? We've been consistently recognized as **Leaders in HCI** by the top industry analysts.

- [Read](#) the New Gartner Magic Quadrant for Hyperconverged Infrastructure
- [Read](#) the Forrester Wave™: Hyperconverged Infrastructure, Q3 2018

YOU DECIDE

“TRUE-UP” SURPRISES

OR CLOUD-READY ENTERPRISES?

HERE'S A CHOICE FOR YOU: get served a surprise “true-up” vTax license bill, or sign a new, long-term lock-in ELA. Don't like either of those options? Neither do we.

Unexpected, unpleasant costs are among the top reasons IT teams choose to evaluate other options. Nutanix was designed for the cloud era—with simplicity and pay-as-you-go economics so that you're only paying for what you use - no hidden costs or unexpected charges end of the contract term. Our industry-leading solution includes built-in virtualization so you don't have to separately buy, install, and manage a hypervisor solution. No more surprise bills, shelfware, complicated contracts, or vTax—just predictable costs and best-in-class tools you need to manage your private and hybrid clouds.

Benefits of built-in, “invisible” virtualization:

- Reduces the number of datacenter management consoles by more than 70%
- Minimizes the overhead and cost of virtualization licenses
- Frees up IT teams to focus on the applications, services, and innovations that power your business
- Converges virtualization management into the same console that manages the rest of your IT infrastructure
- Releases you from buying costly bundles just to get a hypervisor, and thereby prevents costly “shelfware” buildup

“We wanted to get away from VMware and its associated licensing costs, and initially thought Microsoft Hyper-V was the way to go. However, the management overhead was far too high and support was an issue. We then saw for ourselves what Nutanix AHV could do and that we could manage it from the same console as the rest of the platform and it became a no-brainer – AHV it was.”

-- Endemol Shine

YOU DECIDE

LOCKED

OR FREEDOM?

Lock-in isn't an option in the multicloud era. More proprietary technology means more leverage for tech vendors—and higher cost and operational complexity for the customer.

We believe applications should define infrastructure decisions – not the other way around. “Lock-in” isn't in our vocabulary, and our 100% software-defined infrastructure solution wins with customers for a reason: You're in control and have the freedom of choice to build the best-of-breed infrastructure stack for your business needs. You choose your hardware, your hypervisor, and your clouds—so you can **run any application you need, at any scale.**

Meet Nutanix AHV

Nutanix AHV is the combination of mature commodity virtualization technology, performance tuned for Nutanix HCI, and enterprise-grade management, operational intelligence, security, and automation delivered with 1-click simplicity.

YOU DECIDE

3 WEEK UPGRADES

OR 1-CLICK UPDATES?

Tired of slogging through upgrade procedure manuals, countless planning meetings, clunky disparate interfaces, outages, and weekends spent doing system upgrades? Along with financial costs, more vTax is hidden in the operational burden of legacy infrastructure management and virtualization tools.

One-click simplicity is in our DNA and is the foundation of everything we build for our customers. One-click automation, one-click upgrades, one management interface for your full stack and all your clouds, and one shared mission: making infrastructure invisible, and enabling you to easily build and operate private and hybrid cloud architectures.

A few facts you likely already know about vSphere:

- Requires 9+ unique software products as opposed to delivering a full stack with one management interface
- Introduces complex, risky software-lifecycle dependencies
- Network virtualization and security requires additional products to purchase, deploy, and maintain

YOU DECIDE

2-HOUR HOTFIX

A small, East Coast company called us in mid-December and said that their box had stopped working because rodents had chewed through a sprinkler system in their datacenter, which caused water to leak all over the box. At this point, most companies would (rightfully) say that the issue was an out-of-warranty condition and that the customer would have to contact their insurance company and file a claim. Even though that is technically accurate, that's not what the customer wants to hear, as resolution typically takes several weeks. What are they supposed to do in the interim?

Our support engineer found a way to go above and beyond. She told the customer that it was an out-of-warranty condition, but that she knew that the claims process takes time. So, she offered to overnight a new box and to send a tech onsite the next day to install it. "You'll be up and running. Then, when your claim is finalized, you can send me a check for the new box."

OR 2 WEEKS OF CRICKETS?

Does customer "support" feel more like suffering? Tired of being handed from rep to rep while your problem goes unsolved—for weeks on end? Lost productivity, downtime and outages, and endless fire drills add up to more vTax.

At Nutanix, each of our support engineers is a highly trained technologist who stops at nothing to get your issues resolved in hours, not days or weeks. Our proactive support technology identifies and alerts you of issues long before they turn into problems.

Consider this anecdote from the recent [NEXT Magazine](#) article by David Sangster, our EVP, Engineering and Operations at Nutanix:

What a different response! It was a risk for us because we were sending a box without getting payment, but it made a big difference to the customer. He became a great reference for us. He went on Twitter and told everyone how happy he was with our response and we got some leads out of it. But even if he hadn't posted anything, we all knew it was still the right thing to do.

It's no wonder our Net Promoter Score is consistently over 90 for 5 years running, and thousands of customers are happy with their decision to run on Nutanix virtualization.

YOU DECIDE

WEEKEND THRILLS

OR FIRE DRILLS?

Tired of missing nights and weekends with your friends or loved ones because of infrastructure upgrades or unplanned outages? Do you feel like you and your team are spending more time keeping the lights on than driving business value? It's time to say good-bye to the personal toll of the vTax.

Our mission is to revolutionize the way businesses use technology and put IT back in control of their operations and their lives. Built with simplicity and reliability at our core of our design foundation, Nutanix eliminates the vTax of mundane infrastructure management tasks and outages, and gives time and control back to IT pros so they can elevate their careers—and get back to enjoying their weekends.

“ It's really easy to use the Nutanix platform. After working with it for just a few days, I told my colleagues that 'Nutanix works the way that VMware should.' Prism Central manages not only HCI but also AHV virtualization. By easing the management burden, I've been able to focus on more strategic projects.”

-- Ruffalo Noel

YOU DECIDE

A WORLD

OF ENCOURAGEMENT

Let's face it: change is hard, and sometimes the prospect of "overhauling" the status quo convinces us to abandon plans to do it altogether. But simply maintaining the status quo won't do either—particularly in a hybrid cloud era where limiting yourself to one cloud or vendor may also mean limiting your growth. Because we know this feeling is a reality, we want to make your move to Nutanix as simple, effortless, and pleasant as possible.

We're ready to get you started! Visit www.nutanix.com/decide today to get started, or feel free to contact us [here](#).

NUTANIX[™]
YOUR ENTERPRISE CLOUD

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