NUTANIX

5 Reasons to Run Your Database on Nutanix

Companies store almost all the data they collect, so it comes as no surprise that there's a data explosion happening in the enterprise. In 2016, **90%** of the world's data had been created in the past two years – and that data is doubling in size every two years. So much so, that by **2025** IDC predicts the world will be creating **163 zettabytes** of data a year! Think of the impact this will have on your databases and administration teams as the business tries to unlock the potential of all of this data to fuel innovation and growth!

What if there was an easy way to reign in this database explosion, where you could consolidate and manage your entire database estate under a single management plane? What if you could virtualize your databases and in doing so, potentially save on costly database licenses whilst accelerating performance by 5X?

These issues and more can all be addressed with the **Nutanix Solution for Databases**. Automated one-click operations simplify database management, eliminating tedious administrative tasks, allowing you to get back precious weekend time. Rein in your database estate and give users what they want – secure, ready to roll databases in minutes.

Here are the **top 5 reasons** to choose Nutanix to run your databases:

1

Simplify database operations
ELIMINATE TIME SPENT ON LOW-VALUE DATABASE ADMIN TASKS BY 87% [1]

Data is quickly becoming an organization's most valuable asset and teams are actively looking for ways to unlock its potential. As mentioned, companies are holding onto large amounts of data for an extended period of time hoping to unlock it's value at some point. This only adds to the data explosion and causing increased management complexity. Database administrators (DBAs) are overloaded with the number of databases they're having to manage, spending days or weeks trying to maintain and fix legacy database platforms that aren't built for these new data demands.

Nutanix Solutions for Databases **give DBAs back control of their databases** with simplified one-click management operations that help consolidate disparate and siloed databases under one roof for easier management, eliminating manual, time-consuming tasks. Think of no longer having to submit tickets for new database requests and providing specific users role-based access as a self-service capability, thereby saving a significant amount of administration time and **helping accelerate time to value**.

[1] Source/link: nutanix.com/blog/the-tco-of-dbaas-with-nutanix-era

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> "Database-as-a-Service offers the promise of making database management simpler by providing a common control plane that automates the housekeeping tasks of provisioning, snapshot replication, high availability and failover, patching, and upgrading."
>
> **DBInsights – Turn Your Database into a Service, White Paper [P10]**

2

Deliver users the performance they need
IMPROVE DATABASE PERFORMANCE BY 5X [1]

Users are demanding more access and faster performance from databases to get to key data stored for new and better business insights when they need it. The problem is that most traditional on-premise databases can't keep up with current business needs—they're not built to handle the increased load demand. Some organizations may also need to scale rapidly to meet fluctuating business demands such as end-of-quarter reporting or to meet seasonal demands but then scale back down without of the overage costs. Traditional databases can take days or weeks to provision for these needs, and businesses today don't have that time to spare to keep up with demand.

Nutanix Solutions for databases can **respond to business needs in minutes** instead of days or weeks and offers database automation for repetitive tasks. Think of being able to provision a database in minutes for a development team looking to dev/test a new application. With Nutanix, you get agile, cloud databases that run within the same secure private cloud that can manage all of your workloads – no messy migrations required ,or choose to run it in your preferred public cloud environment. You can provision, clone, patch, refresh, and back up your databases with a single click, fueling rapid application development **accelerate dev/test deployment by 10x**[1](Valpak).

[1] Source/link: nutanix.com/company/customers/gyldendal

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> "One unexpected benefit of the Nutanix migration has been a huge 5-fold improvement in SQL Server performance despite previously employing an all flash solution with NVMe acceleration."
>
> **Thomas Knappe, Head of IT Operations, Gyldendal**

3

Safeguard your organization's most valuable asset
"WITH RBAC IN PLACE, ERA MAKES SURE PRODUCTION DATABASES ARE NOT COMPROMISED."[1]

Criminals and cyber hackers have acutely become aware of this fact; which is why databases are one of the top targets for attacks and breaches. Then there's the insider threats (malicious or careless employees) the database team also has to contend with. Research shows that in most cases, a security patch existed prior to a breach occurring, but DBAs are too overloaded with maintenance and other troubleshooting tasks to get to it on time, allowing attackers to compromise valuable data. In addition to these threats, there are also internal ramifications when it comes to unexpected downtime for mission-critical databases; unplanned downtime equals lost revenue and **costs businesses an average of $8,850 per minute**[1](Vertiv).

With Nutanix HCI, security is integrated and applied across the entire platform – no more siloed security practices that are applied piecemeal across compute, storage, networking, and virtualization environments which can cause gaps and inconsistency leading to vulnerability and attacks. The system can **identify and proactively heal itself** before these gaps and inconsistencies become major problems, disrupting the business flow.

Upgrades, which previously were very time-consuming and highly disruptive to the business can now happen seamlessly and work behind the scenes without having to shut everything down. Security patches can now be performed on your lunch break instead of over the weekend, **so you can spend more quality time with your friends and family.**

[1] Source: Simon Hoggart, IT Manager, Sennex

> ❝
> "[Nutanix] enterprise-grade HCI can help mitigate risk to the application owner, the DBA and the IT decision maker by offering enhanced performance, unlimited scalability, higher availability, and at a lower cost to acquire, own and operate. Nutanix makes database management a one-click experience with built-in provisioning, patching, copy data management, and data protection."
>
> **The Taneja Group**

4

Increase DB operational effciency
REDUCE TCO BY UP TO 62% WITH AUTOMATED DATABASE OPERATIONS [1]

Like any other technology, databases require constant upgrades and major refresh cycles every few years to keep up with business demands. This requires high CapEx and OpEx costs for all specialist resources needed to perform the refresh across different areas of expertise. To meet peak business demands and future growth of users, IT is often forced to overprovision the infrastructure to cater to their projected needs as well as buy expensive equipment that is often underutilized—which leads to a lot of unnecessary IT spend.

Many organizations also suffer from database sprawl—numerous requests from multiple users for database instances that can run into the thousands. This results in an administrative nightmare for DBAs. The cost impact is huge too – think of the the hundreds of database copies out their, many buying them but all incurring huge storage costs.

Data management is a serious problem for nearly every IT organization, and Gartner indicates that a quarter of all organizations will embrace a data and analytics solution from a cloud provider for reduced overall costs by 2023.

Nutanix scales flexibly on the fly to meet business needs. Organizations can start small with one node at a time and scale bigger without disrupting the business, keeping costs down to only what they need. They can then scale back down once the project is done, thereby reducing IT spend. With Nutanix, there is no need to overprovision.

Nutanix database services allow you to spin up database instances in minutes by cloning databases that use zero bytes to save on storage. With Nutanix, you can now manage the entire database estate under one console to **save up to six times in storage costs** while also streamlining your database admin costs by managing your estate from one management plane. You also get the benefit of using the latest technology that offers the best performance and **only paying for what you need when you need it.**

[1] Source/link: nutanix.com/blog/the-tco-of-dbaas-with-nutanix-era

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> "By moving to Nutanix, we were able to realize a 10x reduction in aggregated capital costs."
>
> **Vin VanBrocklin, IT Manager, Valpak**

5

Get your weekends back
STREAMLINE DATABASE UPGRADES FROM 2 WEEKS TO 1 DAY [1]

Siloed, legacy databases become so complex to manage that DBA's spend much of their time on cumbersome maintenance and troubleshooting tasks, rather than optimizing database security and performance. Simple tasks like patching and upgrading take days at huge interruption to businesses – hence why DBA's end up spending too many weekends completing these manual, time-consuming tasks.

Nutanix Solutions for database offers **one-click patching, upgrade and backup services** that automate the steps needed to perform these tasks. By utilizing intelligent database operations, you no longer have to bring the system down and employ specialists resources to complete the tasks. Users can continue to work while the upgrades are happening, thereby **maintaining user and database productivity.**

[1] Source/link: Lenior City Utility Board (LCUB)

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> "As shown, these organizations have not only significantly reduced the impact of unplanned downtime (85%) but have realized substantial improvements in metrics related to data backups and recovery, including 72% more frequent data backups, 41% faster data recovery windows, 36% reduction in data backup windows, and more than one-quarter increase in number of data recoveries, backups, and failovers meeting even more stringent target windows."
>
> **IDC report**

Become a data superhero by accelerating business performance, and delivering modern, cloud-ready database services in a consumer-grade fashion that enables users to have their databases available in minutes. **Learn more about Nutanix Solutions for Databases here:** nutanix.com/solutions/databases