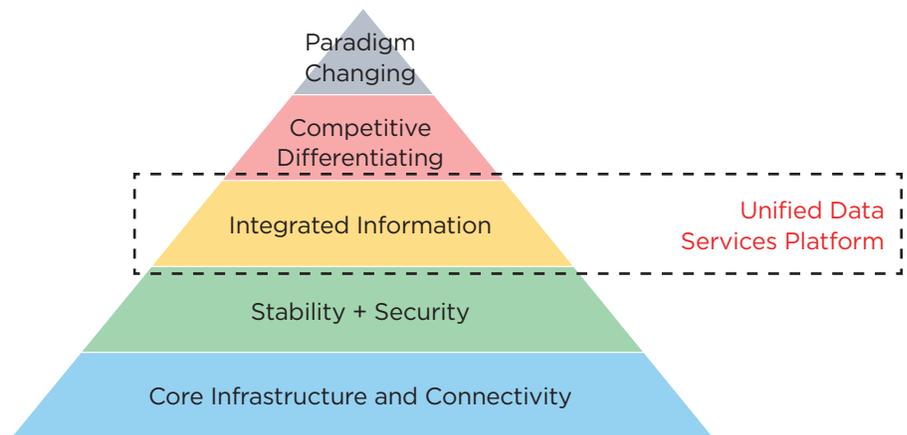


Data Services Platform for Digital Transformation

The Data Services Platform powered by Nutanix integrates your data assets to make new insights possible, while simplifying management, enhancing data protection, enabling new applications and services, and reducing costs.

ENTERPRISE DATA CHALLENGES ARE MOUNTING

To succeed in the digital era, enterprises need to maximize the value of their data—while minimizing the cost and effort necessary to store and manage rapidly growing data assets. Data is not only an essential driver of the digital services that customers—and employees—now expect, it is the key to unlocking business insights and gaining a competitive advantage.



Adapted from: The IT Value Hierarchy: Using Maslow's Hierarchy of Needs as a Metaphor for Gauging the Maturity Level of Information Technology Use within Competitive Organizations (Urwiler & Frolick 2008)

Figure 1. A unified data services platform enables data integration to accelerate digital transformation.

Many established enterprises are burdened with a bewildering variety of legacy systems that make data integration and insight difficult or impossible. For structured data, you may have multiple complex storage environments dedicated to relational databases such as Oracle, Microsoft SQL Server, MySQL, or PostgreSQL, with additional infrastructure for NoSQL databases such as MongoDB and Couchbase, plus applications like Splunk and Elastic. Most enterprises support hundreds of applications.

For unstructured data, you have network-attached storage (NAS) and file servers to address file sharing needs and a growing requirement for object storage to support cloud-native applications and other needs.

Protecting all your structured and unstructured data requires still more specialized infrastructure and a range of built-in and third-party solutions for backup/restore and disaster recovery (DR). And, you need specialists to manage all this diverse infrastructure—across primary, secondary, remote, and cloud locations—to ensure your data operations remain online and protected. For the modern enterprise, the negative consequences of this approach to data mount quickly:

“Data-driven companies operationalize data. Instead of regarding data as a retrospective report card of a team’s performance, data informs the actions of each employee every morning and every evening.”

– Winning with Data

- The time and effort spent managing data and infrastructure may not be commensurate with the value you're currently able to extract from it.
- There's a significant chance that data will be unavailable or even lost, putting critical application services—and your company's brand—at risk.
- Silos of data not only result in complex and poorly utilized infrastructure, they reduce the utility of your data, making it difficult to access and analyze information across different sources.
- You are unable to fully address your transformation goals, increase customer engagement, optimize business operations, or catalyze new business models.

Protecting all your structured and unstructured data requires still more specialized infrastructure and a range of built-in and third-party solutions for backup/restore and disaster recovery (DR). And, you need specialists to manage all this diverse infrastructure—across primary, secondary, remote, and cloud locations—to ensure your data operations remain online and protected. For the modern enterprise, the negative consequences of this approach to data mount quickly:

TIME FOR A UNIFIED DATA SERVICES PLATFORM

Are you searching for a better way to manage your company's data assets—one that can simplify your IT operations, enable you to become a more data-driven company, and accelerate the delivery of new applications and services? A unified data services platform should:

- **Accommodate all data types** including RDBMS, NoSQL, SIEM, files, objects, volumes, and more.
- **Ensure data protection** with integrated tools for backup/restore and DR that are suitable for all data types, eliminating complexity.
- **Provide a rich set of tools** to support the diverse needs of your infrastructure, development, database, and application teams.
- **Incorporate web-scale architecture** to ensure performance, scalability, resiliency, availability, and speed of deployment.
- **Include tailored services** to help you design, deploy, migrate, and operate a data platform suited to your business.

A unified data platform is an integral part of the Nutanix Digital Enterprise Architecture. This architecture places data and applications on the same infrastructure, providing a high level of data locality that eliminates latency and accelerates applications.

“By using Nutanix Enterprise Cloud software for our Elasticsearch analytics, we are now able to collect a larger amount of data and analyze it in real time. With better and faster analytics, we can be more proactive keeping our environment stable.”

- IHG

Digital Enterprise Architecture

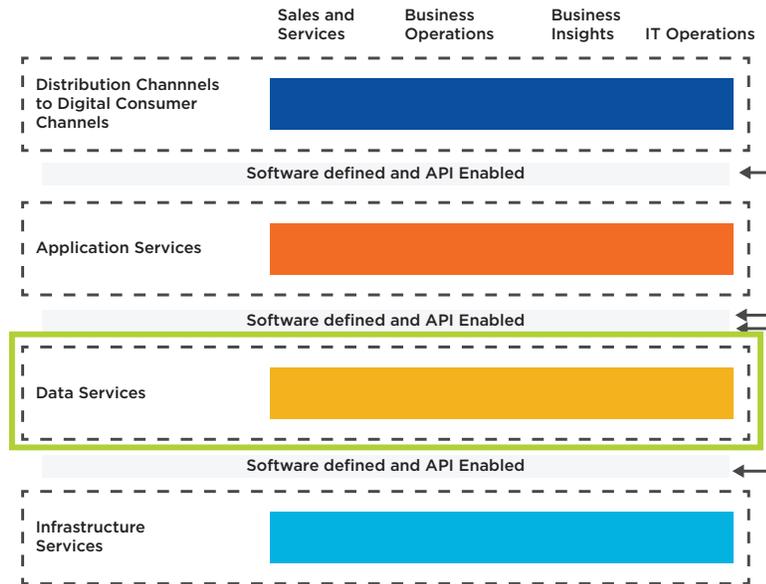


Figure 2. Nutanix Digital Enterprise Architecture.

DATA SERVICES PLATFORM POWERED BY NUTANIX

Nutanix has created a data services platform that addresses enterprise requirements for the digital age. A Data Services Platform powered by Nutanix technology delivers:

- An end-to-end platform for structured and unstructured data with raw storage.
- A cloud-like experience with full automation and self-service—without sacrificing the security and control of an on-premises solution.
- The agility you need to embrace DevOps while maintaining a high level of service for traditional enterprise apps. Developers and QA teams leverage self-service to obtain resources without delay whenever they are needed.
- Fast provisioning of new databases and simplified recovery, empowering DBAs and reducing their dependence on infrastructure and ops teams.

A Data Services Platform powered by Nutanix significantly reduces TCO, cutting both CapEx and OpEx. According to IDC, your IT team spends 60% less time and effort on operations tasks with Nutanix.

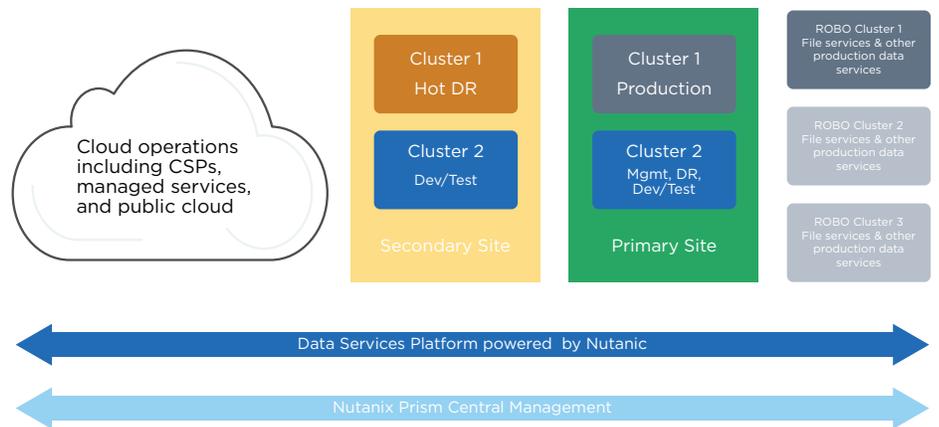


Figure 3. A Data Services Platform powered by Nutanix spans all your IT operations from the smallest edge location to the cloud. Nutanix Prism Central provides a single management plane encompassing your entire IT environment.

The foundation of the Data Services Platform is Nutanix Enterprise Cloud OS. Nutanix Enterprise Cloud 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, meeting operational needs from the largest datacenters to DR sites to remote and branch offices (ROBO) to the cloud.

The Nutanix infrastructure stack integrates compute, virtualization, storage, networking, and security to power any application. Nutanix management tools eliminate the need for specialized IT teams, and advanced machine learning technology reduces complex tasks to a single click.

A fully distributed, self-healing architecture with no single points of failure scales beyond the limits of other infrastructure solutions, and provides full support for both VMs and containers while integrating all the data services and application services your enterprise needs.

DATA SERVICES PLATFORM BUILDING BLOCKS

Nutanix Enterprise Cloud incorporates all the building blocks necessary to architect a data platform fully tailored to your business, enabling you to support diverse storage and data management needs in any location:

- [Nutanix Enterprise Cloud](#) is the industry’s leading hyperconverged infrastructure platform delivering compute, storage, and networking services on a wide range hardware platforms.
- [Nutanix Era](#) automates and simplifies database management, bringing one-click simplicity and invisible operations to database provisioning, lifecycle and copy data management. Era delivers a simple 1-Click path to delivering Databases as a Service (DBaaS).
- [Nutanix Files](#) is a software-defined scale-out file storage solution that supports both SMB and NFS, eliminating the need for NAS systems or file servers.

“Adding new shares and seeing how much space each share is using with Files is very easy. You just go to the file services tab, and boom! All of your stuff is there. There’s a histogram of what you’ve consumed, and you can easily see the capacity usage runway.”

- International Speedway Corp

- [Nutanix Volumes](#) provides native scale-out block storage with direct block-level access that replaces the cost and complexity of managing legacy SAN architectures.
- [Nutanix Buckets](#) is a software-defined object storage solution with an S3-compatible REST API interface. As your portfolio of cloud-native applications grows, flexible object storage is an essential enabler.
- [Nutanix Mine](#) extends the integrated data protection to include secondary data backup and archiving all in a turnkey backup solution powered by our platform partners.
- [Nutanix Calm](#) provides advanced application-level orchestration across multiple clouds.

BUILT-IN DATA PROTECTION AND DR

One of the most significant limitations of data management in enterprises today is the complexity of infrastructure and software in use for backup and DR. Nutanix provides a uniform set of tools, so you can more easily protect all your data assets to the appropriate level.

Nutanix data protection and disaster recovery capabilities include space-efficient snapshots, replication (asynchronous, near synchronous, and synchronous), and cloning. These capabilities encompass all data types, giving you a single set of tools to address your data protection needs, greatly reducing complexity.

YOUR SERVICES PARTNER

The Data Services Platform powered by Nutanix provides consulting services to help you design, deploy, and operate a data platform tailored to your business needs. The implementation process includes:

- A detailed analysis of your applications, databases, and data storage to help understand your existing environment and identify shortcomings.
- Identification of your business and technical goals. Typical goals include:
 - Business: Increase output, improve outcomes, increase productivity, reduce risk, control cost.
 - Technical: Consolidate and simplify, increase application focus, adopt agile methodologies, increase automation, lower operational overhead and capital cost.
- An assessment of your teams' skills to address gaps.
- Design and deployment of a proof of concept (POC).
- Design and implementation of a plan to enter production.

This process results in a data platform that closely matches your needs and future plans, while minimizing the risks that are inherent in any significant data migration.

Find Out More

Explore how to build an application strategy and accelerate your software delivery with Nutanix:

- [Moving On Up: Hierarchy of IT Needs and the Cloud](#)
- [Building a Software and Application Strategy:](#)
 - [Part 1: Catalog](#)
 - [Part 2: Tools](#)
 - [Part 3: Roadmap](#)

READY TO FAST TRACK YOUR TRANSFORMATION?

Nutanix is a trusted partner, helping enterprises transform their businesses. To learn more about how Nutanix can help your business build a power unified data services platform and become more data-centric, contact Nutanix at info@nutanix.com, message 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.



T. 855.NUTANIX (855.688.2649) | F. 408.916.4039
info@nutanix.com | www.nutanix.com | [@nutanix](https://twitter.com/nutanix)

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)

© 2019 Nutanix, Inc. All rights reserved. Nutanix, the Nutanix logo and all product and service names mentioned herein are registered trademarks or trademarks of Nutanix, Inc. in the United States and other countries. All other brand names mentioned herein are for identification purposes only and may be the trademarks of their respective holder(s).