SOLUTION BRIEF

Nutanix Enables Digital Transformation in Retail

Take control of your company's future with advanced HCI and hybrid cloud solutions

KEY TRENDS IN RETAIL

Omnichannel
Delight customers with complete integration across digital and physical sales channels.

Immersive experiences
Hyper personalization, VR, and advanced security take CX to a new level.

Smart Stores
Advanced digital capabilities built on advanced infrastructure keep customers coming back.

Digital supply chain
End-to-end connectivity to deliver products where and when they are needed.



93% of retailers say hybrid cloud is the ideal IT operating model

The COVID-19 pandemic has changed the face of retail forever. In the new normal, digital transformation is essential, and omnichannel operations, with integrated digital connections spanning all channels, are critical.

To satisfy growing customer expectations, retailers must collect, integrate, and analyze data from a wide range of sources—spanning datacenters, clouds, stores, and web and mobile apps—to identify purchase behaviors and unique needs, predict seasonal demands, and spot product trends.

If you lack the right infrastructure to capitalize on data across all your buying channels, you're losing ground to competitors that do. Traditional IT infrastructure can't deliver the fast and flexible scaling you need. Silos of infrastructure and data add complexity and waste valuable time and resources.

Nutanix enables retailers to quickly solve their infrastructure challenges and accelerate meaningful cloud adoption to gain a competitive advantage.

ADDRESS RETAIL CHALLENGES WITH NUTANIX CLOUD

In a recent survey, 93% of retailers said that hybrid cloud was the ideal choice to address their emerging infrastructure requirements, and 72% of respondents said they have deployed or will deploy HCI to accelerate cloud adoption.

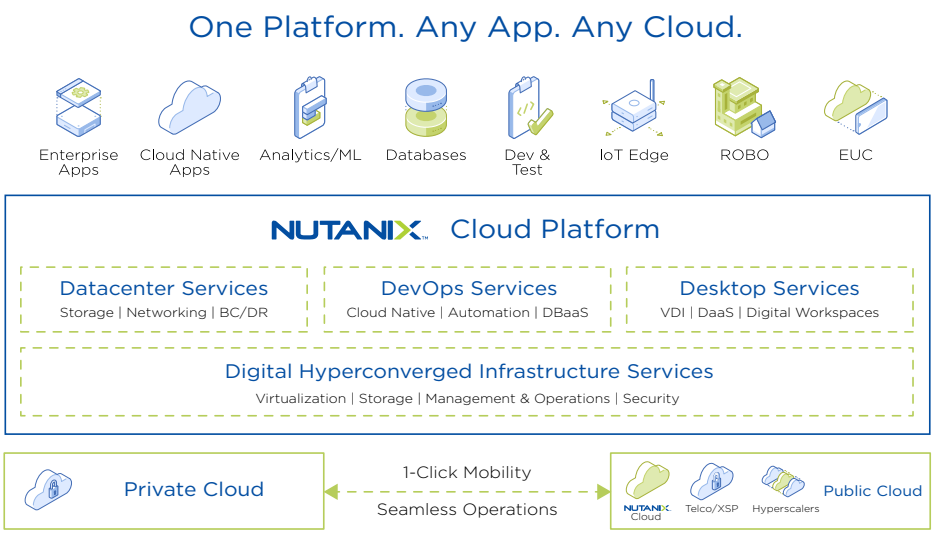
Nutanix enables retailers to capitalize on these trends. We've extended the full benefits of our industry leading HCI platform to encompass the public cloud. Our platform facilitates digital transformation, supporting all your critical workloads—including databases and virtual desktops—and providing complete visibility and control over hybrid and multicloud environments.

A single, software-defined infrastructure stack spans your datacenters, stores, and cloud environments, addressing diverse needs without adding complexity or management headaches. With Nutanix, your teams are able to focus more attention on the strategic initiatives that deliver a competitive advantage.

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72% of retailers have adopted HCI, are actively migrating now, or plan to do so in coming months



NUTANIX BENEFITS

Nutanix delivers the capabilities that retailers need to transform and thrive:

- **Elasticity:** Respond elastically to fluctuations in resource demands, using on-premises and cloud resources. No more under-utilization or bottlenecks during peaks. Your Nutanix footprint can start small and grow with your needs, with linear scaling to ensure efficient resource utilization.
- **Integration:** Nutanix brings together virtualization, storage, and networking to deliver superior performance, availability, and data protection. A robust software foundation delivers built-in security across your operations.
- **Simple management:** A single management console controls all infrastructure from datacenters to stores to distributions centers to the cloud. With self-healing, Nutanix recovers from failures without operator intervention, lowering the admin burden while reducing risk.
- **Flexible options:** Nutanix can address needs from the largest datacenter to the smallest retail location where footprint is critical.
- **Advanced automation and self-service:** Automate infrastructure and application tasks; enable self-service for developers and other users to increase productivity.

Accelerate Dev/Test Deployment by 10X

ADVANCED DATABASE DEPLOYMENTS

Database operations are essential to your retail business but can take too much time and effort and still fail to deliver the performance and availability to support critical customer transactions.

Nutanix is the optimal platform for a broad range of databases and business-critical applications. Nutanix database solutions combine exceptional performance, security, availability, and efficiency with one-click management simplicity and automation.

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Simplify Database Management by 87%



Reduce TCO by 62%

By enabling faster customer transactions, Nutanix helps you improve the user experience, preventing slowdowns that can cause lost sales as customers click over to competitors. And, with up to 5x faster time to insight, Nutanix can help you more accurately predict demand cycles and mobilize your supply chain to respond.

Nutanix Era enables database management on your terms with simple, fast, consistent management for all your database instances from a single control plane. Era dramatically improves uptime, reduces tedious manual operations, and increases cost efficiency, enabling you to transition to a database-as-a-service (DBaaS) model without giving up control over critical operations or data.

BETTER SUPPORT FOR REMOTE USERS

10+
Years of EUC Experience

1,000s
of VDI Customers

1,000,000s
of Virtual Users

Supporting employees across numerous stores, warehouses, and distribution centers has always been a challenge for retail companies. And now—as in most other industries—a large percentage of office workers may be working from home for the foreseeable future.

Traditional End User Computing (EUC) infrastructure doesn't provide a modern experience, and can pose security, business continuity, and disaster recovery risks. Projects can be complex and CapEx intensive.

Nutanix EUC solutions solve these challenges. Whether you decide to run your virtual desktops and apps in the cloud or in the datacenter, Nutanix helps you address the needs of seasonal workers more easily and deploy end user applications up to 8x faster.

ADDITIONAL RESOURCES

- Nutanix for retail
- Modernize with Nutanix HCI
- Nutanix Multicloud
- Era: One-click simplicity for database
- Nutanix VDI solutions
- Nutanix DaaS solutions

GETTING STARTED

When you're ready to get started with Nutanix, we make it simple. The best way to understand the benefits of Nutanix is by taking our platform for a Test Drive. It's free and requires no hardware or setup time. See how easy it is to build a cloud environment.

To learn more about how Nutanix can help you transform your retail business, visit nutanix.com/retail or click on one of the many links in this brief. You can also contact Nutanix at info@nutanix.com, follow us on Twitter @nutanix, or send us a request at www.nutanix.com/demo to set up your own customized briefing.

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