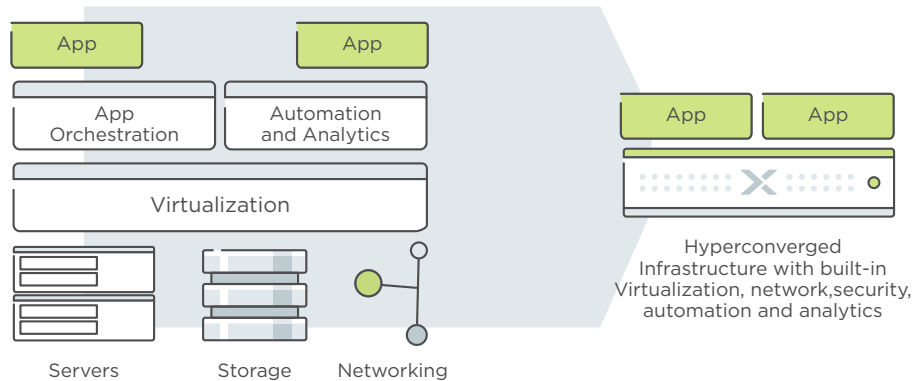


Drive higher revenues, improve customer engagement and enable an omnichannel experience with the right Enterprise Cloud

# ENTERPRISE CLOUD SOLUTION FOR RETAIL

No industry has been more impacted by digital transformation than retail. With digital expansion, retailers are seeing dramatic shifts in consumer purchasing behavior as shoppers move online to research products, read consumer reviews, compare prices, and purchase. Brick-and-mortar and e-commerce retailers are heavily utilizing technology to create a seamless omnichannel interaction. However, current IT infrastructure have failed to keep pace with demands. While retail IT applications move towards integrated platforms, high capital and operating expenditures and outdated legacy systems continue to challenge retailers making the shift.

The Nutanix Enterprise Cloud Platform helps address these challenges, delivering retail companies a best-in-class infrastructure solution that is easy to manage, cost-effective, and yields higher ROI than traditional servers, storage, and virtualization approaches.



## PAY-AS-YOU-GROW WITH A SCALABLE INFRASTRUCTURE

A persistent challenge for retailers is managing both online and offline IT environments with tighter budgets. Maintaining continuity between retailer ERPs, inventory management, and store POS while managing remote data centers, warehouses, and individual retail locations creates complexity and can require the special expertise of a larger team. Traditional storage infrastructure requires predicting long-term storage and compute needs as well as capacity planning for peak holiday and seasonal traffic, leaving many over-buying and under-utilizing, or under-buying and encountering scalability issues.

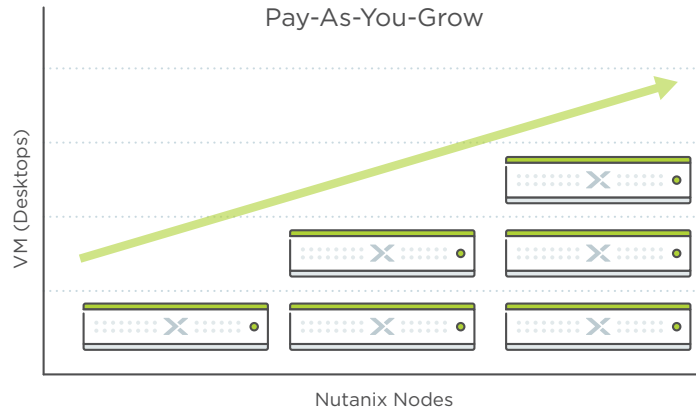
The Nutanix Enterprise Cloud distributed architecture incorporates web-scale design principles, including scale-out and data locality, and flexibly scales and adapts as your needs grow and evolve, meaning you can scale easily in response to budget and capacity fluctuations. Additionally, the simplicity of Nutanix Prism, an end-to-end IT infrastructure management solution, streamlines and automates common workflows, and eliminates the need for multiple management solutions across remote and branch offices (ROBOs).



“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 customers have regularly reported [excellent returns](#) on their investments from improved utilization and IT productivity including a pay-as-you-grow infrastructure.



### ONE CLICK SIMPLICITY TO FOCUS ON APPLICATIONS

Retail businesses depend on the smooth operation of enterprise applications. With fickle consumer behavior and increasing demands for quality service and value, IT infrastructure needs to support an agile environment for e-commerce and order processing systems, detailed qualitative analytics, remote and branch office support, robotic process automation, and development & testing. The exponential demands for application support and the complexity of business has far exceeded the support capabilities of a 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 you the power of “One OS, One Click” with a single pane, consumer-grade solution. Nutanix Prism is powered by proprietary algorithms which mine large volumes of system data and provide insights to optimize infrastructure, guest VMs, and applications. Providing a simplified representation of the infrastructure stack, Prism allows system administrators easy access to actionable data such as performance, latency, and related events, and lets them easily create test environments for new development projects.

Nutanix also makes the adoption of DevOps easier. A combination of culture and technology that aims to close the gap between development and operations, DevOps can enable retail organizations drive campaigns and initiatives to market faster. No matter where you are on the journey to integrated development and operations, the Nutanix Enterprise Cloud Platform with the One Click Prism and Calm framework will ensure your team has the required agility and flexibility needed at all layers.

### PERFORMANCE AND AVAILABILITY WITHOUT SACRIFICING SECURITY

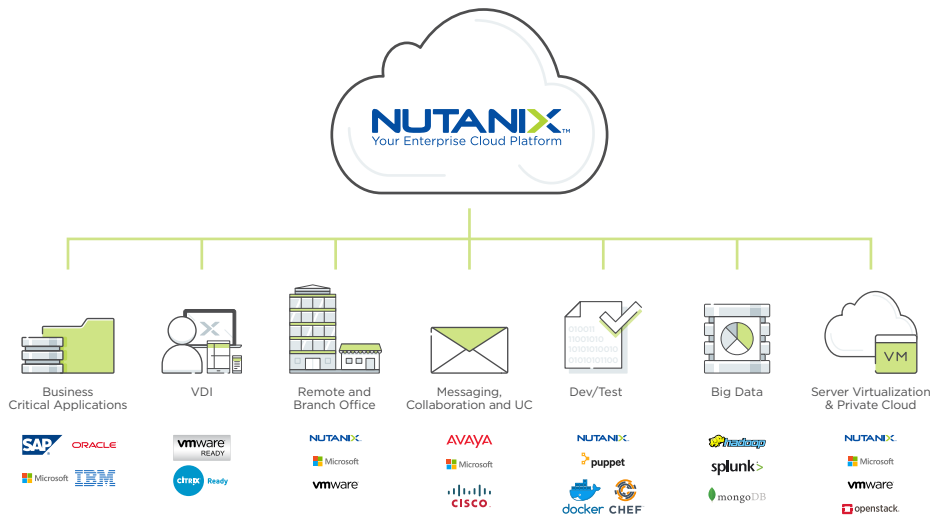
Nutanix Enterprise Cloud is a radically different infrastructure strategy combining the agility of the public cloud with the security of private cloud. Nutanix provides enhanced performance for today’s expanded retail playing field. From brick-and-mortar stores to e-commerce platforms and smartphone applications, retail IT success depends on capability, reliability, and security.



**Powering Any Workload** - The complexities of retail IT applications have increased, and to run efficiently and reliably, IT requires infrastructure that supports a variety of use cases ranging from improving data accessibility for big data to addressing the challenges of remote and branch offices. Nutanix integrated data systems with an intelligent Xtreme Computing Platform power such distributed and data-intensive activities. Hyperconvergence eliminates bottlenecks, increasing I/O performance by as much as 3X, and providing enhanced stability for the most demanding enterprise applications.

**Always Available** - High availability and resilience is crucial for retail 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 storage, backup, and disaster recovery, and eliminates the need for any secondary solution. The advanced self-healing capabilities provides 97% reduction in system downtime and data protection through smart data management features.

**Security-first design** - As the retail IT ecosystem has expanded, vulnerabilities have also increased, making it crucial to protect sensitive customer information from security breaches. Nutanix is a secure, retail-ready solution comprehensively certified to ensure compliance with the strictest international standards. With Nutanix, time taken to implement security measures such as DoD Information Assurance Certification and Accreditation Process (DIACAP) is reduced from as long as a year to less than 30 minutes



## PARTNER FOR SUCCESS

Nutanix is partnering with world-class technology partners and system integrators to deliver best-in-class Enterprise Cloud solutions. Take a [Nutanix test drive](#) to experience first hand the simplicity of Nutanix Enterprise Clouds can power your retail business.



T. 855.NUTANIX (855.688.2649) | F. 408.916.4039  
[info@nutanix.com](mailto:info@nutanix.com) | [www.nutanix.com](http://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](http://www.nutanix.com) or follow us on [Twitter@nutanix](https://twitter.com/nutanix).

©2017 Nutanix, Inc. All rights reserved. Nutanix is a trademark of Nutanix, Inc., registered 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).