



# THE WAY FORWARD

SIMPLIFY IT AND CREATE A  
FOUNDATION FOR INNOVATION

—

NOVEMBER 2021





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## THE WAY FORWARD

The COVID-19 pandemic has renewed the focus on transformation for nearly every business, accelerating a movement to digital, cloud-based operations that was already well underway. Over the previous decade, transformation priorities were highly variable across industries, causing some businesses to get ahead and others to fall behind. Forward-looking companies eagerly adopted modern digital technologies, setting standards for others to follow and precipitating a shift in consumer expectations.

The pandemic accelerated this shift, transforming not only how we work, but where. In the U.S., approximately 70 percent of full-time employees began working from home. Technology became the lifeline for sustaining basic operations and, in some instances, transforming them. In lieu of travel and face-to-face meetings, nimble companies adopted video conferencing services such as Zoom on a broad scale. Every industry discovered ways to maintain essential connections.

In healthcare, patients met with doctors virtually and telehealth visits became routine. Financial services institutions, including banks renewed their emphasis on digital services, allowing basic customer interactions to move online.

IT teams took a starring role in facilitating these changes, as formerly “nice to have” digital capabilities became “must have” services, accelerating project timelines by one to two years for many companies.

Of course, in service oriented industries such as hospitality, travel, recreation, and dining, maintaining basic operations wasn't possible, which is why more than 100,000 businesses had temporarily shut down or are now out of business.

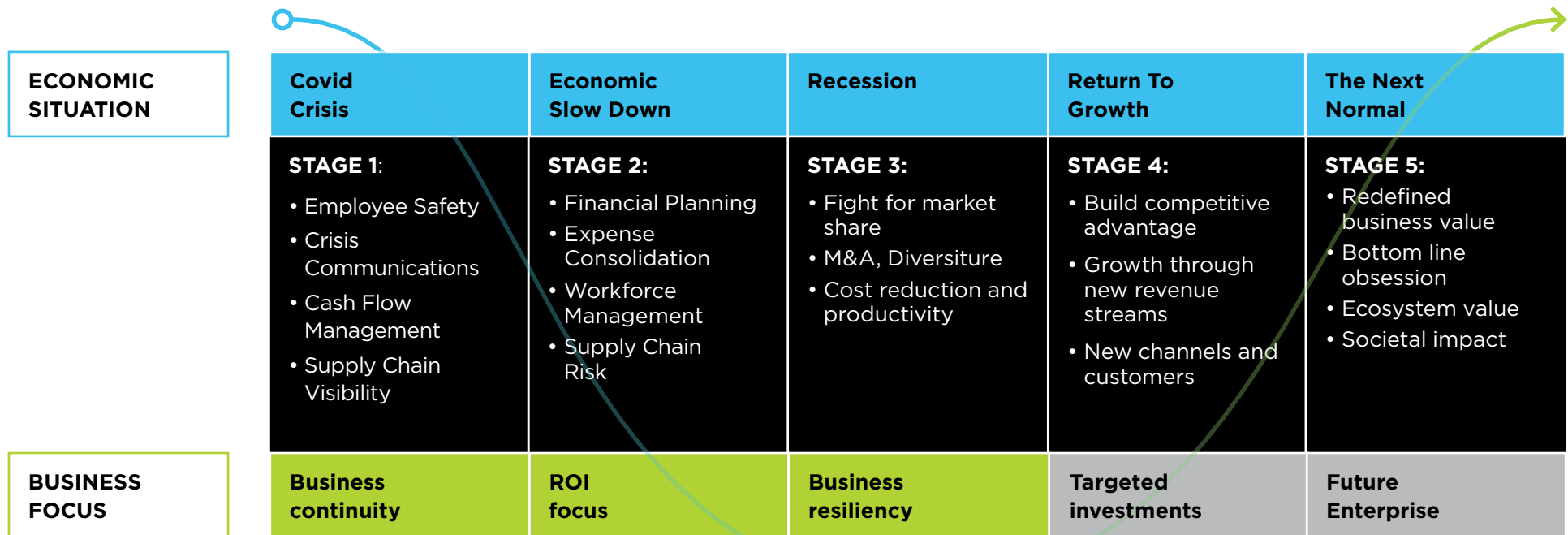
Today, there is reason for hope. As COVID-19 infection rates drop, tens of millions of citizens are vaccinated, and social activities begin returning to normal, the business world is entering into a new era of recovery. Many executives foresee a five-stage process as they help their organizations transition from managing crises and reducing costs to returning to profitability, rebuilding core business ventures, and establishing a sustainable operation for the future. The likely stages of this Journey to Recovery are depicted in Figure 1.



The business world  
is entering into a new  
era of recovery.

**C-SUITE PRIORITIES ON THE JOURNEY TO RECOVERY:**

Fig .1



## ⬆️ RETURN TO GROWTH

### Build competitive advantage by starting from within:

- People – empower employees with flexible, intelligent and secured work-from-home-capabilities
- Process – automate business process to streamline operations
- Technology – accelerate growth by leveraging hybrid multicloud

### Boost opportunities by discovering new revenue streams:

- Create value with high quality data and automated business processes
- Deliver expansive online experiences with digital services
- Create a flexible and scalable future-proof technology foundation

And yet one thing hasn't changed: having a flexible and scalable technology foundation remains fundamental to achieving a competitive advantage and sustaining profitable growth. In the remainder of this book, you will learn how the right technology foundation can serve as a springboard for a sustained and successful recovery.

This widespread focus on delivering modern digital experiences is one of the most important differentiating factors for today's leading brands. As companies embark on this journey to recovery, being able to offer expansive and productive online services is more important than ever. For example, more and more consumers expect high levels of personalization—not just in the retail space, but also from healthcare providers, utility companies, government agencies, and any organization with which they regularly interact. These same dynamics pertain to B2B relationships: Just about everybody now expects a knowledgeable, personalized experience throughout the sales and service lifecycle.



80%

According to McKinsey & Company, 80 percent of consumers expect personalization from retailers. When executed well, such experiences enable businesses not only to differentiate themselves but also to achieve a competitive advantage. Personalized experiences drive up both customer loyalty and the top line.<sup>1</sup>

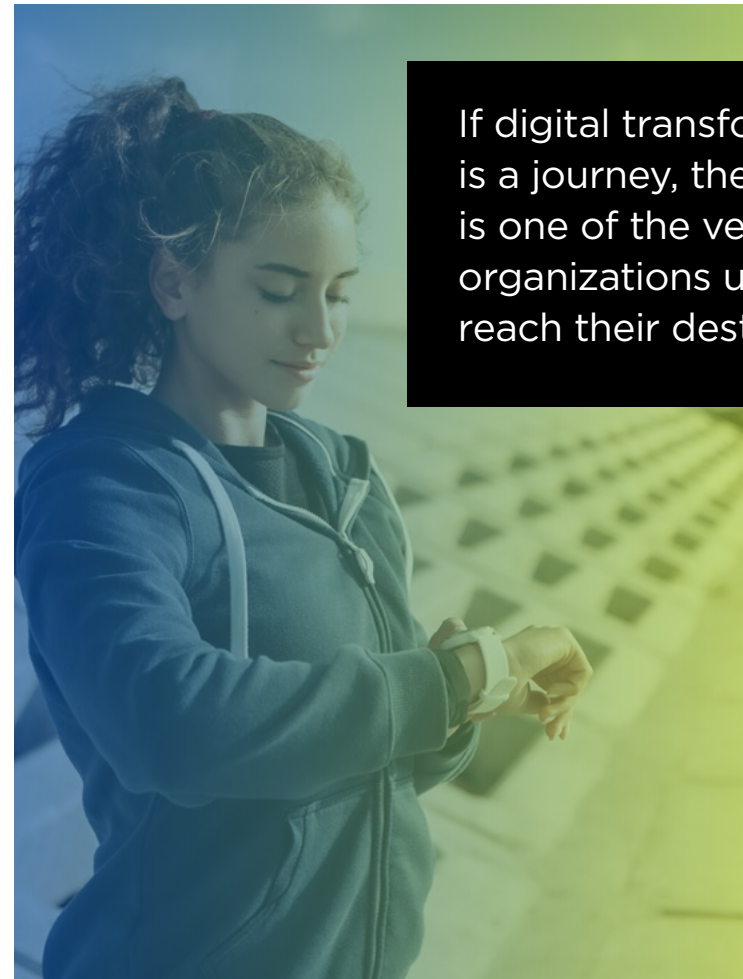
<sup>1</sup>“Personalizing the customer experience: Driving differentiation in retail” (McKinsey, April 28, 2020)

**THE NUTANIX CONNECTION:  
ELIMINATE COMPLEXITY & ACCELERATE GROWTH**

The ability to deliver customer-centric digital experiences is one of the most important differentiating factors of today's leading brands. The better you can empower your constituents via deep and knowledgeable connections, the more lifetime value you will create.

Technology holds the key to establishing and maintaining these lifelong connections. The ability for IT to rapidly respond to changing demands, for example, helped many businesses move online during the pandemic, including telehealth, online essential goods and services, order and delivery. The flexibility to quickly pivot to new services rely heavily on an IT infrastructure that is flexible and easy to use. Unfortunately, most IT experts spend the majority of their efforts maintaining complex infrastructure, leaving fewer resources for innovative projects. IT professionals are bogged down with provisioning, tuning, and maintaining legacy infrastructure. Data storage, compute, and network services are siloed into distinct entities, each requiring specialized expertise.

Nutanix eliminates this complexity with a software platform that natively integrates these disparate IT resources with a unified hybrid multicloud platform that integrates disparate IT resources to enable easy migration to the cloud or deploy existing workloads to a hybrid environment. This hyper-converged infrastructure (HCI) foundation utilizes commodity hardware, locally attached storage resources that can be efficiently provisioned, pooled and scaled on demand.



If digital transformation is a journey, then HCI is one of the vehicles organizations use to reach their destination.



## EXPERT VIEW: PHILIP DAWSON, GARTNER

As a Gartner analyst who specializes in intelligent infrastructure and hyperconvergence, Dawson knows that customers gravitate to hyperconverged platforms for one primary reason: flexibility.

HCI virtualizes all of the elements of conventional hardware-defined systems. It simplifies the three primary elements of IT infrastructure: computing, storage, and networking. It maximizes performance and efficiency. And because HCI typically runs on commercial off-the-shelf servers, it also minimizes costs.

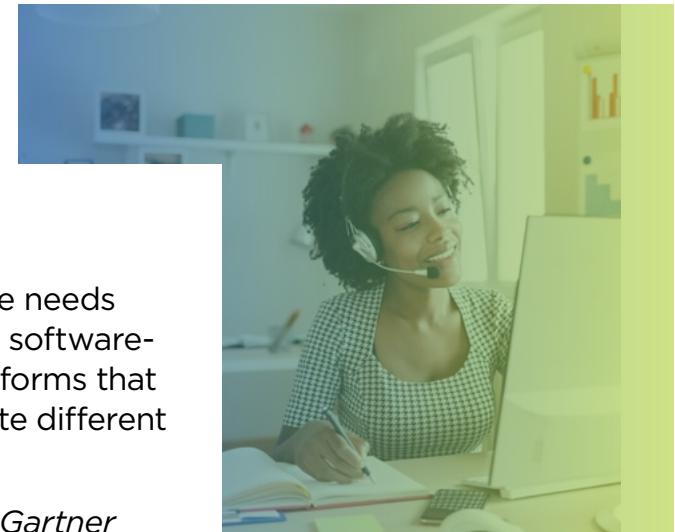
Consider data storage. Whether HCI is using a local data store, an in-memory data store, or a solid state disc data store, it is seamless to the user, the administrator, and the application. Cloud is trending and HCI also maximizes delivery options, helping ensure that each customer can utilize the right mix of on-prem and cloud-based resources. The software stack virtualizes workloads, so it's easy to deploy, migrate, and redeploy them in a public cloud, with a hosting provider, or in a private cloud in your own data center.

“The future of IT infrastructure is to have common platforms that enable you to deploy applications and data across multiple delivery models,” Dawson says. “Not everybody is going to be totally in the cloud, not everybody is going to be totally on-prem. Expect hybrid delivery, and select platforms that develop from being hyper-converged infrastructure into being a hyper-converged platform.”



The infrastructure needs to develop into a software-driven set of platforms that can accommodate different delivery models.

– Philip Dawson, Gartner



<sup>1</sup>“Personalizing the customer experience: Driving differentiation in retail” (McKinsey, April 28, 2020)

## REINVENT THE WORKPLACE

The COVID-19 pandemic and subsequent economic crisis forced many businesses to see work-from-home and hybrid work as a viable, long-term strategy. According to the U.S. Bureau of Labor Statistics, remote work more than doubled during the pandemic, from 16% to 34% of all workers. And there is room to grow: the Bureau estimates that 37% of jobs in the U.S. can be performed entirely from home.

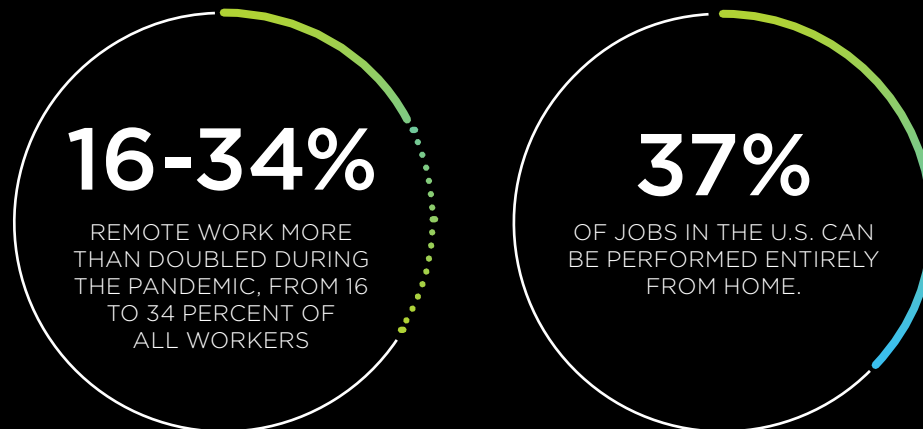
Firms that are positioned to fully support these work-from-home (WFH) initiatives will have more options in the years ahead. For example, they no longer need to adhere to geographical barriers when looking for

the right talent. This greatly widens the talent pool and creates the opportunity to more efficiently spend on labor.

Of course there are inherent cost savings as well. Investments once earmarked for real estate, office resources, and onsite perks can be reallocated to IT infrastructure, digital tools, and cultural initiatives that foster innovation.

These trends are further supported by the gradual shift to a new generation of employees. Led by Millennial and Gen Z workers, a growing population of the workforce is extremely comfortable with mobile and digital technologies. These younger consumers make up a larger portion of the workforce—and of the customer demographic—with every passing year.

Retaining these young workers presents additional challenges. A recent poll by Gallup showed that only 50% of Millennials intend to stay with their current employer for longer than one year and 60% are open to new opportunities.<sup>2</sup> This increases the need for flexible working environments that support the digital, “work-from-anywhere” culture that many in this generation favor—an environment that fosters collaboration through a variety of digital mediums. A 2021 survey from the Enterprise Strategy Group found that 30 percent of IT executives believe that the ability for workers to incorporate collaboration tools will be the most important lasting result from the pandemic.<sup>3</sup>



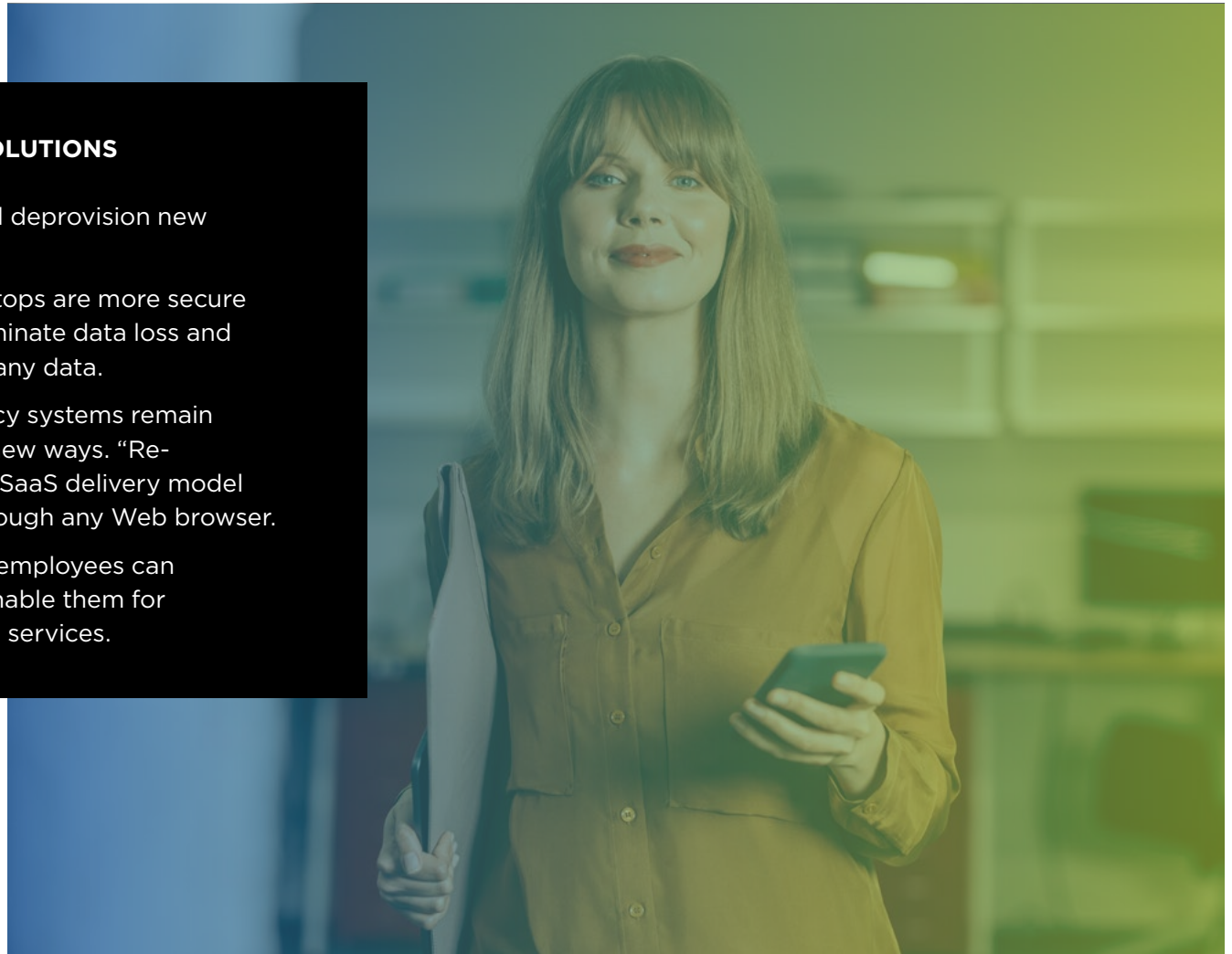
<sup>2</sup> Adkins, Amy, “Millennials: The Job-Hopping Generation” (Gallup Business Journal) | <sup>3</sup> “Enterprise Strategy Group Study Finds Knowledge Workers’ Desire to Return to the Office is Directly Correlated to Personal View of COVID-19 Risk” (ESG, February 16, 2021)





### IMPERATIVES FOR REMOTE WORK SOLUTIONS

- Easy scalability – rapidly provision and deprovision new users, devices and applications.
- Enhanced Security – EUC virtual desktops are more secure than physical desktops, helping to eliminate data loss and prevent unauthorized access to company data.
- Intelligent re-platforming – Many legacy systems remain critical but they must be delivered in new ways. “Re-platforming” these applications into a SaaS delivery model makes the functionality accessible through any Web browser.
- Work from anywhere on any device – employees can often choose their own devices and enable them for productive end user computing (EUC) services.



## THE NUTANIX SOLUTION FOR REMOTE WORK: DEPLOY VIRTUAL DESKTOPS AND APPLICATIONS

In order to extract the most productivity and value from today's mobile workforce, companies need to offer the collaborative tools and resources that today's mobile workers expect. Instead of IT becoming a roadblock to accessing data and applications, IT must create a flexible foundation that simplifies the adoption and provisioning of new technology. IT teams must be able to support computing needs for workers in any location. As remote workplaces blend with onsite environments, IT needs secure and cost effective ways to service and manage multiple devices (including personal devices) while maintaining a frictionless user experience.

Nutanix fulfills these requirements with easy-to-deploy End User Computing (EUC) environments that include both Virtual Desktop Infrastructure (VDI) and Desktop-as-a-Service (DaaS) solutions. Application virtualization provides remote access to application instances, such as an electronic health records (EHR) client for mobile healthcare workers. Desktop virtualization—also known as VDI—provides remote access to full desktop environments running multiple applications.

These solutions enable organizations to quickly deliver applications using a Software-as-a-Service (SaaS) model, more easily support Bring Your Own Device (BYOD) and Choose Your Own Device (CYOD) initiatives, and increase security from end to end. This makes life

easier for IT professionals, while also leading to deeper employee engagement, longer retention, and greater productivity.

Forrester Research summed up the value of Nutanix EUC investments in a recent Economic Impact™ report. Highlights from the report include the following: 85% less unplanned downtime, an average ROI of 164% over a three-year period, and an average payback on EUC investments of less than six months. According to Forrester's extensive research, customers favor Nutanix EUC deployments for the following reasons:

- Faster time-to-value
- Higher uptime
- More rigorous security
- Greater operational efficiency
- Measurable reductions in overall costs

Nutanix provides a modernized infrastructure platform that helps businesses deliver excellent end-user experiences, at scale, while maintaining availability and security.



**In the year of COVID, many organizations have had to figure out how to cut costs while funding innovation.**

**MONICA KUMAR, SVP MARKETING & CLOUD GTM, NUTANIX**



## INSIDER VIEW: MONICA KUMAR, NUTANIX

Despite sweeping changes across society and the workplace since the onset of the pandemic, the key focus areas for many organizations have not changed: improving revenue streams, bringing new products to market, connecting with customers, and delighting those customers.

As Monica Kumar points out, what has changed is the need to streamline business operations for efficiency and resilience.

Nutanix helps organizations preserve IT investments while also allowing them to innovate. Once a customer deploys applications on a Nutanix hybrid multicloud platform, they can take that platform to any infrastructure of their choice, whether the infrastructure happens to be on-premises or in the cloud.

IT teams can easily “lift and shift” application workloads without having to change, modify, or rewrite those workloads.

“Our customers don’t need to re-platform applications because we provide the same exact Nutanix hyperconverged infrastructure (HCI), whether they utilize a public cloud like AWS or Azure, or whether they decide to keep workloads in their own datacenters,” Kumar reports. “There is no need to re-platform or rewrite any of the applications. That’s a huge cost savings.”

Hyperconverged infrastructure (HCI) automates how compute, storage, and network resources are deployed. Automation frees

administrators from having to execute mundane tasks. They can scale systems effortlessly, such as adding compute or storage capacity—without downtime. Applying software patches, keeping up with security updates, complying with consumer privacy regulations—Nutanix makes it seamless and automatic.

Having a software-driven infrastructure makes it easy to deploy new applications, even as it simplifies the tasks that IT administrators need to perform on a daily basis—such as replacing physical desktops and laptops with VDI and DaaS solutions.

It’s also easy to create disaster recovery environments with automatic failover, as well as to build cloud-native applications that are integrated with on-premises applications.



Watch the video  
with Monica Kumar,  
Ray Wang, and  
Virginia Gambale



**Today's customers don't want to be locked into rigid technology decisions. They want the freedom to choose where they deploy their applications.**

**MONICA KUMAR, SVP MARKETING & CLOUD GTM, NUTANIX**



## DRIVE BUSINESS GROWTH EFFORTLESSLY ON HYBRID MULTICLOUD

Once you have modernized your datacenter, you need a platform that allows you to deploy mission-critical data, applications, and services on any cloud environment: private, public, hybrid, or multicloud. According to PwC, the challenge lies in meeting not just traditional data center needs, but also the need for cloud-based technology, services and intelligence that provide compelling growth opportunities.

In other words, the move to cloud is only beneficial if companies can simultaneously gain the control, agility, and flexibility necessary to pivot their businesses.<sup>4</sup>

Having a multi-cloud strategy enables you to select the cloud providers that are strongest in each geographic region, an important consideration for regulatory compliance and data residency mandates. Gartner predicts that by 2021, more than 75% of midsize and large organizations will have adopted a hybrid multicloud IT strategy.<sup>5</sup>

However, not all cloud platforms are created equal. As you eye the alternatives, make sure you standardize on a technology foundation that makes it easy to integrate and manage multiple clouds in a unified manner. The platform should allow you to spin up new environments in minutes, while giving users the flexibility to develop and deploy their apps in the cloud or on-premises. It must include intelligent, highly automated management utilities. Above all, platform assets must be secure and highly available to minimize risk and maximize uptime.

### THE STAMPEDE TO CLOUD

**78%**

of CIOs look to the cloud to speed up their transformation efforts

**80%**

of business executives look to the cloud to mitigate risks

**87%**

of business leaders consider the cloud to be critical to achieving their corporate growth goals

- Source: Accenture<sup>6</sup>

<sup>4</sup>PwC, op. cit. | <sup>5</sup>“Multicloud Strategy: Future of Integrated Solutions” (June 2020) | <sup>6</sup>“Revive the business in 2021 with tech-enabled transformation” (Q4 2020 CIO Outlook)



## THE NUTANIX HYBRID MULTICLOUD ADVANTAGE

Nutanix enterprise cloud services are based on a portable and consistent software platform that spans multiple types of hardware, hypervisors, and clouds. This allows customers to choose the best infrastructure for their specific applications, databases, and business processes—as well as to choose the most appropriate and cost-effective cloud environments for each business workload. Nutanix makes it easy: our flexible consumption model allows you to use existing technology licenses in multiple clouds and locations.

Nutanix prioritizes interoperability and creates cloud-like experiences—whether on premises or off, on any device. Whether you are running applications as traditional VMs or leveraging modern container technology, Nutanix automates infrastructure operations and application delivery across public and private clouds. This enables a hybrid multicloud strategy that allows you to utilize commodity cloud options from Amazon, Google, Microsoft, and other vendors, while still keeping critical corporate data on premises for data sovereignty and compliance reasons.

While these public cloud services are extremely useful, you may be constrained by regulatory requirements that require you to keep your data on-premises.

Nutanix unifies your hybrid and multicloud operations on a single platform that lets you custom-build your cloud for maximum cost efficiency. For example, you may want to utilize one public cloud for

a new workload while migrating legacy applications onto another. Concurrently, data for these applications may need to stay in your private cloud for cost-efficiency and security.

Building your hybrid multicloud on a purposefully designed platform helps ensure interoperability from the start and lets you manage multiple clouds as one.





**Businesses and government entities alike will likely continue to need greater infrastructure capacity — computing, storage and networking. However, they are increasingly seeking cloud-centered hybrid architectures to provide those services.**

**PWC<sup>7</sup>**

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<sup>7</sup>PwC, op. cit.

**THOUGHT LEADER PERSPECTIVE:  
RAY WANG, CONSTELLATION RESEARCH**

Ray Wang is the founder, chairman, and principal analyst of Constellation Research, a research and advisory firm that studies disruptive business and exponential technology trends. He is also a popular speaker, commentator, and often positioned as a futurist for his prescient predictions about business and technology.

Coming out of the pandemic, he believes forward-looking companies should concentrate on refining business models, improving digital monetization capabilities, and—in many instances—moving critical operations to the cloud. He says cloud adoption continues to increase, partly because public cloud vendors have done a great job of providing multiple options, such as specialized types of databases, support for certain types of workloads, along with various types of tooling.

Wang envisions a migration of services from in-house datacenters to hybrid configurations to an all-cloud deployment in which customers can choose the best and most available providers from moment to moment. Whether it's content or processes, workloads can be operated from anywhere and can act anywhere—so long as you have a single plane for orchestration that provides a level of control, a level of security and a level of convenience.”<sup>8,9</sup>

Companies can maximize their deployment options by formulating hybrid multicloud strategies, and by adopting flexible infrastructure that supports many different delivery models.



“It’s a question of where you put your portfolio,” Ray adds. “How much have you moved to the public cloud, and how much should you retain on-premises.”

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<sup>8,9</sup>“Seeing the Future Through Cloud Computing” (The Forecast, January 24, 2020)



People are shifting to hybrid cloud at all levels. They're trying to reduce complexity wherever they can.

RAY WANG





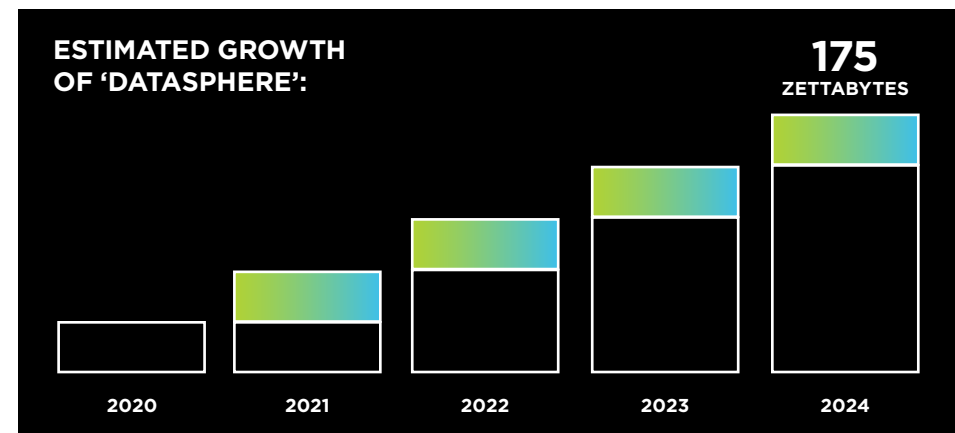
## MAKE YOUR DATA THE NEW CURRENCY FOR INNOVATION

The business world has a greater need to store, manage, and share data than ever before. In its 2020 Global DataSphere report, IDC estimated that the world's total "DataSphere" will grow 26% per year between 2020 and 2024 to 175 zettabytes (ZB) total.<sup>10</sup> In its recent "Data Never Sleeps" report, Domo encouraged CEOs to take the reins and help their companies establish a data driven organization.

Data is the key to launching new business strategies and acquiring new customers. Data plays a critical role in solidifying business ventures and improving the lifetime value of customers. However, discovering opportunities in your data may require a shift in perspective: While COVID-19 forced companies to look inward as they mobilized workforces, the opportunities for leveraging data lie outward.

One thing is clear: Having a data-centric operation is no longer optional. Data is the universal currency that supports innovation, and it is utilized by a growing assortment of analytic, business intelligence, and data science tools. For example, marketers use analytics to deepen their understanding of customers and their purchase habits.

Finance and IT teams use analytics to optimize operational processes. Logistics companies use data and analytics to select carriers, monitor deliveries, and generate freight audit reports. Retailers depend on analytics to fine-tune their merchandising promotions and adjust stock levels based on ever-shifting consumer demand.



<sup>10</sup> "Global DataSphere Forecast Shows Continued Steady Growth in the Creation and Consumption of Data" (IDC, May 8, 2020)

### **THE NUTANIX CONNECTION: MORE DATA, LESS MAINTENANCE**

In order for businesses to unlock the full value of their data, they need to simplify how databases are managed. Nutanix delivers the ideal infrastructure to run databases with one-click provisioning, patching, cloning, refresh and backup, allowing database administrators to let go of tedious maintenance tasks and focus on building data models, assisting with data governance initiatives, and appropriating new data sources—including semi-structured data from Internet of Things (IoT) devices, weblogs, and social media platforms.

Nutanix helps you to rapidly implement secure, high-performance databases—on premises and in the cloud—that can grow and scale with your business.

Today's companies depend on robust, scalable processes for managing, securing, and sharing data. They need current, accurate data to manufacture goods, sell products, support customers, and automate a wide array of business functions. Easy access to data can help organizations improve efficiencies, automate operational processes, and launch new revenue streams.





## INDUSTRY PERSPECTIVE: VIRGINIA GAMBALE, NUTANIX

According to Virginia Gambale, an industry veteran and Nutanix board member, the pandemic-induced economic downturn has imbued today's cost-reduction mandates with a new level of urgency. Liquidity is top of mind for senior executives, and preserving capital has motivated many firms to utilize operating budgets to embrace low-cost, pay-as-you-go cloud services.

Researchers at Pricewaterhouse Coopers (PwC) agree. "The current crisis has only intensified this preference for OpEx versus CapEx solutions," PwC reported, adding that cloud spending surged 37% during the first quarter of 2020.<sup>11</sup> The massive growth of the cloud infrastructure market from \$97 in 2019 to \$129 billion in 2020 further demonstrates that companies have been relying on cloud computing during the pandemic.<sup>12</sup>

In the first phase of the pandemic, Gambale notes, there was a desire to capture liquidity. However, wise managers were also looking ahead. They were thinking beyond mere survival as they focused on how to reallocate resources—not just monetary resources, but human resources as well—a trend that continues to this day.

Gambale advises customers to pursue multi-cloud environments based on the qualities and the attributes of each cloud. Be aware of the strengths of each cloud, she says, and be prepared to create a hybrid multicloud portfolio.

"Tune in to innovation, and look beyond today's short term needs," she adds. "I think it's an incredibly exciting time. Because when demand comes back, we're going to be much better prepared for it, if we have made the investments that we need to make."



Watch the video  
with Monica Kumar,  
Ray Wang, and  
Virginia Gambale

<sup>11</sup>"Can you meet customer demand for cloud-based computing?" (PwC, 2020) | <sup>12</sup>"Cloud Market Ends 2020 on a High while Microsoft Continues to Gain Ground on Amazon" (Synergy Research Group, February 2, 2021)

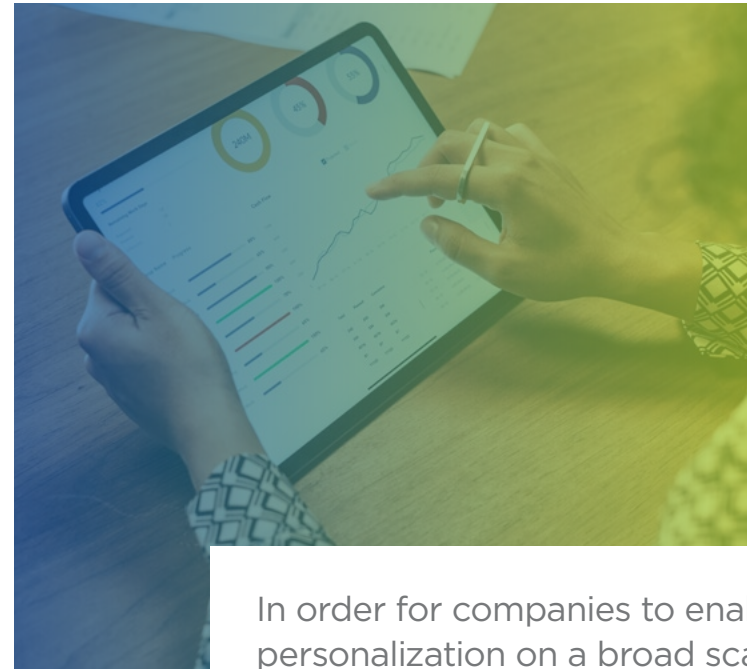
## REIGNITE INNOVATION WITH COST INTELLIGENCE

Business leaders prefer the Nutanix platform because it utilizes affordable, commodity hardware and locally attached storage resources that can be efficiently pooled. All components are driven by an intelligent software layer that can run any application in any location, on any device.

Why is this so important? Most IT pros spend the majority of their time maintaining complex technology stacks, leaving very few hours for innovation. Nutanix allows these highly paid staff members to automate time-consuming maintenance operations and simplify the process of provisioning IT resources. They can manage the entire infrastructure from a single console, and update capacity on-demand—all with a few clicks.

### **Why standardize on Nutanix to ensure a successful recovery?**

- Empower your Workforce with remote and hybrid work options
- Delight your Customers with modern data management practices
- Accelerate Innovation with the flexibility to choose hybrid multicloud options.



In order for companies to enable personalization on a broad scale, the underlying technology and processes need to be as simple, efficient, and scalable as possible. Nutanix allows IT teams to create more agile technology services by automating time-consuming manual operations.

**IT LEADER PERSPECTIVE:  
WENDY M. PFEIFFER, CIO, NUTANIX**

Nutanix CIO Wendy M. Pfeiffer likes to describe what makes IT operations so versatile, and why the hybrid multicloud model makes so much sense—not just for customers, but for Nutanix’s internal operations.

“You want to compose your infrastructure in a way that maintains good cybersecurity, good scale-out capabilities, and that gives you the ability to easily monitor, manage, and track costs,” she explains. “By running the Nutanix operating system and Nutanix hypervisor, I can run the same workload and the same code set in any cloud. There is no need to rewrite code or reconfigure containers. Nutanix runs identically in Amazon AWS and Microsoft Azure, as well as in our on premises data centers—regardless of what hardware we use.”

According to Pfeiffer, this flexibility allows Nutanix business units to consume the best resources for the best workloads, as well as to achieve application mobility: the ability to move workloads from node to node. IT administrators can use the same scripts, the same monitoring tools, and the same automations throughout the network, even when the infrastructure resides on different types of hardware and in different vendor clouds.

“Having a common operating system and a common hypervisor allows me to control my destiny both financially and operationally,” she adds. “That’s a huge advantage.”



Ideally the best consumption model is hybrid multicloud, and the best infrastructure for hybrid multicloud is Nutanix.



Hear Wendy M. Pfeiffer discuss  
The Importance of  
Deployment Flexibility

## GET A HEADSTART ON THE RECOVERY JOURNEY WITH NUTANIX

Today's digital leaders have set a new standard for personalization: get it right or risk being left behind. As the gap between leaders and laggards widens, so does the disconnect between customer expectations and experiences. Consumers want unfettered access, human-level personalization, and consistent experiences at each touchpoint.

Simplifying IT complexity and automating routine administrative functions gives IT the opportunity to invest in new things, as well as to do old things better. This is the starting point for a sustained recovery focused on delighting customers, business partners, and employees.

Experience the power of Nutanix—in the cloud and in your data center.

Innovate with the Market Leader Today



NUTANIX™

CONTINUE YOUR PATH  
**FORWARD**

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