

## Nominee: Nutanix

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### **Nomination title: Why Nutanix is the best Cloud Computing Provider**

Nutanix has pre-configured its products, to give all of its customers an easy start. Customers can build their infrastructure rapidly, but cost effectively, without ever limiting their options or creating long-term costs. They can scale up and scale down at will, while keeping costs down. This is because Nutanix pre-engineered all the details, and configured them into its modules. This saves engineers an immense amount of time and money, when they are building an infrastructure. But if they do want to tailor their environment, they can easily personalise it. Nutanix stands alone in pioneering constructive technology and distributed architecture that is now accessible to mainstream organisations, not just the elite brands such as Facebook and Google.

Nutanix is deceptively easy to use, because the sophistication of the underlying software, which creates this flexible, powerful cloud of computing resources, isn't something that everyone wants to get into. They just want to enjoy the end results.

One company, that exemplifies the cost effectiveness and flexibility of the cloud is eBay. Drew Trieger, eBay's Virtualization Architect, is one of those who appreciates the underlying sophistication of the design, as it's saved him huge amounts of time and expense as eBay continues to build its infrastructure to ensure it remains ahead of growing demand.

"The total cost of internal cloud creation, usage and maintenance is often larger than one initially expect. Nutanix helped us bring this down significantly," says Trieger.

"Nutanix's NX-3000 series continues this trend of savings through better density, lower latency, and keeping the simplicity. For us, at scale, simplicity is key," says Trieger.

The best cloud engineering deals with all the complexity, but creates something that's easy to use – Nutanix plays a pivotal part in developing and delivering this simplicity to its customers and it's extraordinary growth rate - the company exceeded an annualised bookings run rate of \$200 million since availability in 2011 – is testament to this.

## About Nutanix

The Nutanix Virtual Computing Platform is a converged infrastructure solution that consolidates the compute (server) tier and the storage tier into a single, integrated appliance.

Nutanix uses the same design principles and technologies that power IT innovators such as Google, Facebook, and Amazon. It tailors these for businesses and public sector organisations of all sizes.

The Nutanix solution is radically simple compared to traditional datacentre infrastructures.

- Rapid time to value: deployment in under 30 minutes
- No disruption to ongoing operations
- Easily scales
- Powerful off-the-shelf, non-proprietary hardware
- Reduces the cost and complexity of storage
- Works with legacy components, protecting investments you've already made
- Delivers advanced, enterprise-class storage capabilities

The modular building-block design allows organisations to start with small deployments and grow incrementally into very large cluster installations. With one appliance, users can move from a small operation to handling large-scale server virtualisation deployments, virtual desktop initiatives, test and development applications, big data (e.g. Splunk, Hadoop) projects, and more.

The Nutanix Virtual Computing Platform integrates high-performance server resources with enterprise-class storage in a cost-effective 2U appliance. It eliminates the need for network-based storage architecture, such as a storage area network (SAN) or network-attached storage (NAS). The scalability and performance that the world's largest, most efficient datacentres enjoy are now available to all businesses of all sizes.

## **Why nominee should win**

- Nutanix stands alone in pioneering constructive technology and distributed architecture that is now accessible to mainstream organisations, not just the elite brands such as Facebook and Google.
- By creating a better construction module, Nutanix has made infrastructure building faster, more predictable and more profitable.
- Nutanix Technical Support offers world-class service. The team recognises the investment customers have made in Nutanix products and complement this with highly responsive, quality services to ensure success.
- Nutanix is easily scalable – meaning companies can buy based solely on current needs, and easily scale when they need to – enabling them to rapidly adapt to new requirements.
- Nutanix is the blueprint for application-optimized and policy-driven infrastructure.