



Nutanix's Enterprise Cloud, and Why You Should Care About It

The IT Infrastructure business is rapidly changing, and as an IT professional, you need to stay informed not only about what's new, but also about what's next. It is in this spirit that we provide this Quarterly Newsletter dedicated to Nutanix and their journey to the Enterprise Cloud.

Understand, we're not just doing this because we're a valued partner of Nutanix, but more so because Nutanix has the best vision and plan for helping End Users today and tomorrow.

The Enterprise Cloud is not a destination; it's a way for you, the End User, to be able to make your business better; more agile, more competitive, and more cost effective. Many of you struggle with how to determine what platform is the best one for you to deploy the IT workloads that run your business. Some are better deployed on your own IT Infrastructure (Private Cloud) and others are better served by the Public Cloud. Ultimately, most End Users will do both, forming what is referred to as the "Hybrid Cloud".

While this may be the optimal way to you to deploy your infrastructure, it introduces yet another level of complexity; you now have to manage two distinct environments, each of which have their own management platforms and operations procedures. So, while you've selected the right places for workloads to run, you've now made it more difficult to manage.

What if there was a way to be able to select the right platform to run your workload, be able to deploy it easily, and then manage both Clouds from one management console? Would there be value in that?

Of course there would, and that's exactly what Nutanix is doing for you.

Nutanix has been the leader in what was initially known as Hyper-Converged Infrastructure (HCI). The idea was to be able to give End Users the same flexibility and agility in your own Private Cloud (your data center) as you might have in the Public Cloud. The first deployments were based on a new web-scale system much like the Google File System, and it has now moved far beyond that to be about automation and orchestration of your entire environment.

Last week, Nutanix held their annual user conference called .NEXT. At the conference, Nutanix announced a number of very significant offerings and strategies, all of which, when deployed, will position you much further ahead than any other commercially available offering. We're talking about having the ability move workloads between Private and Public Clouds painlessly, the ability to provide a Dev/Ops environment that is automated and provides for easy orchestration, agreements with Google Cloud Platform, deeper analytics and ability to plan for growth, different ways to acquire Nutanix, and other announcements. See them at www.nutanix.com.

Roundstone Solutions is one of Nutanix's "go-to" partners in Northern CA because we know the platform well, and work closely with our Clients.

Contact us at 415-963-9366 or 925-217-1177 or sales@roundstonesolutions.com and we'll be happy to sit down and discuss your unique requirements. Get value in your Next Generation IT infrastructure discussions by working with Roundstone Solutions.

We send this email version of the Roundstone Solutions Quarterly Newsletter to over 20,000 contacts every quarter. We try to keep our mailing list current, and only wish to send it to those who find it useful. If you're getting this newsletter and you like it, terrific. If you're getting it and you don't wish to continue to receive it, please let us know. We'll remove you from our mailing list right away. Thanks.

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Nutanix Is All About Giving You Choice

As you begin or continue your journey to the Enterprise Cloud with Nutanix, understand Nutanix gives you choice at every step along the way. Here are the ways Nutanix gives you complete control through choice:

Deployment on an Appliance

Nutanix is available on the following hardware platforms:

- SuperMicro:** This is the way that 70% of Nutanix systems are deployed. This system is known as the Nutanix NX system, and is available configured to order.
- Dell/EMC:** Nutanix software is preinstalled on Dell servers, and is delivered as the Dell XC system. These systems are available configured to order.
- Lenovo:** Nutanix software is preinstalled on Lenovo servers, and is delivered as the Lenovo HX system. These systems are available configured to order.
- IBM:** Nutanix software will be preinstalled on IBM Power servers. This option will be available in Fall 2017.
- Others:** Nutanix is working to certify other hardware vendors.

Choice of Hypervisor

You can deploy Nutanix on the following hypervisors:

- VMware ESXi**
- Microsoft Hyper-V**
- KVM**
- Citrix Xen**
- Nutanix Acropolis:** Free with every Nutanix system sold on any platform!

Deployment as Software only

Nutanix can be installed on the following hardware platforms as software only. Nutanix has certified the platforms as being capable of running the software with no issues. Hardware support is provided by the hardware manufacturer (Cisco and HPE) and software support provided by Nutanix. Remember, Nutanix is simply an application that runs on the hardware platform, like any other.

- Cisco:** Nutanix has certified their software on popular models of both the Cisco UCS B and C series.
- HPE:** Nutanix has certified their software on popular models of the Proliant DL series.
- Others:** Nutanix is working to certify other hardware vendors.

Deployed in Private or Public Cloud

Nutanix typically runs in the Private Cloud (your own data center). However, the future is that most End Users will deploy a Hybrid Cloud for their workloads. As a result, Nutanix has relationships with all three major Public Cloud vendors.

- Amazon AWS:** Nutanix can run at AWS
- Azure:** Nutanix can run at Azure
- Google:** Nutanix can run at Google Cloud Platform

How to Pay for Nutanix

Nutanix was initially offered as an appliance only, and the only way to acquire the appliance was through a purchase. This purchase includes all hardware, software, licensing, and support. It's a turnkey approach. It's how most Nutanix systems are still acquired.

Nutanix has recently announced the ability to pay for Nutanix the same way you pay for Public Cloud; on a pay-as you-go, monthly billed basis, based on use.

- Purchase:** Nutanix, through their Channel Partner, offers the appliance for sale
- Nutanix Go:** Nutanix, through their Channel Partner, offers the appliance for rent on a monthly basis, based on use of the appliance. Use can go up, down, or stay the same on a monthly basis. You pay for what you use.

As you can see, Nutanix clearly gives you choice of how you deploy your Private or Public Cloud, and how you pay for it. When was the last time you were given this kind of choice from a traditional hardware vendor?

Let Roundstone help you with Nutanix. We're experts, and can help you figure out the most effective way for your organization to deploy. We can be reached at 415-963-9366 or 925-217-1177 or at sales@roundstonesolutions.com. Learn more about Nutanix at www.nutanix.com.



How Does Nutanix Compare to Others?



Since 2011, Nutanix has been delivering Next Generation IT Infrastructures, through their hyper-converged infrastructure (HCI) offering. The Nutanix platform is well tested by End Users, with almost 7,000 organizations having deployed the platform.

The first phase of HCI was about eliminating the complexities of a SAN, by combining compute and storage into one appliance, managed by a new, web-scale file system. Nutanix was the first to deploy this approach successfully, and today, remains one of the only vendors to offer true HCI.

But Nutanix's vision wasn't to just combine compute and storage. The vision was to make IT Infrastructure invisible, so that you didn't have to give it a thought when you looked to run your organization's workloads. HCI was only the first part of this, albeit the enabling component, and it remains so today.

Most of Nutanix's competitors have jumped into the hyper-converged market with converged offerings. However, most look like a loose combination of their already available offerings. Remember, the key to HCI is the web-scale file system, and most competitors haven't done that. As a result, it's not fair to even call them true competitors.

A few months ago, HPE realized their offering was far behind, so they bought Simplivity, which was a Nutanix competitor that was struggling to compete. HPE offers Simplivity software on their flagship Proliant servers. However, when you look at the offering, it's just a hardware deployment. Nothing more than that. And HCI and the Enterprise Cloud is much more than that.

To help HPE customers, Nutanix has gone ahead and certified their software stack on HPE Proliant. HPE has launched a major effort to tell their customers that there is no formal agreement between the two companies, but who cares about that if the SW works? And it does.

Cisco is the same. They offer Springpath on their UCS servers, which is SW that allows partial HCI. But customers want Nutanix SW on UCS, so Nutanix went ahead and certified their SW on UCS. Cisco doesn't recognize it, but again, who cares? Nutanix is just an application that runs on UCS. Hardware issues belong to Cisco, SW issues belong to Nutanix, just like it would be for any vendor.

Dell/EMC, Lenovo, and IBM have all stuck OEM deals with Nutanix. That means that these vendors put Nutanix software on their hardware, and the result is a true HCI system. All of these approaches are supported by the vendors, and all of these vendors report significant increases in sales of their products with Nutanix software.

Simply put, Nutanix is far and away the most advanced vendor for HCI and the journey to the Enterprise Cloud. Check out Nutanix at www.nutanix.com for more information.

Roundstone is one of the most experienced and hands-on Solutions Providers/VARs in Northern CA. We know technology well, and we'd like to understand your environment and goals so we can help you select the best approach for your company.

Contact us at 415-963-9366 or 925-217-1177 or at sales@roundstonesolutions.com for more details.

Nutanix By the Numbers

As a public company, all of their results are available to anyone to review. Because Nutanix is in one business, the numbers allow readers the ability to see how the business is growing and how the company is doing.

Through Nutanix's 3Q'17, there were roughly 6,600 customers running their platform. Nutanix has over 2,500 employees, ships to over 150 countries, and has "follow the sun" customer service support. Nutanix has achieved a Net Promoter Score of 90, which measures how existing customers feel about the products and services Nutanix provides. That's the highest score, by far, of any technology company.

Nutanix's FY2017 ends at the end of July, and it expects total annual sales to be over \$800M. That will be almost twice what 2016 sales were.

Nutanix went public in September 2016 at \$16.50 per share. In a tough environment for newly IPO'd technology vendors, Nutanix's stock has risen to roughly \$20/share, an increase of over 21% in 10 months. The future is bright for Nutanix and their Customers.



Join Us for a Tour of AT&T Park and Learn About Nutanix

As one of Nutanix's primary partners in Northern CA, we partner closely with Nutanix to reach out to organizations that might be able to benefit from the Nutanix Enterprise Cloud.

We regularly send information to you and others about Nutanix, and this time, we decided to have a little fun at the same time.

Roundstone is hosting a private tour at AT&T Park on August 10th at 10:00AM. You're invited. Space is limited, so you'll want to register now.

We'll take a private tour of the stadium, see the Visitor's Clubhouse, dugout, batting cages underneath the stadium, Club level, see the stadium from a Suite, and quite a bit more. It's a 90 minute tour, followed by lunch across the street at a restaurant to be named later. We'll be done by 1PM.

So, in the span on 3 hours, you'll be able to see what's behind the scenes at AT&T Park, and also learn all about Nutanix, the new announcements, and how you'll benefit from the platform.

To register, click here: <http://www.roundstonesolutions.com/registration-page-nutanix-webinar.html>

We hope to have you join us on August 10th. Contact us at 415-963-9366 or 925-217-1177 or at sales@roundstonesolutions.com for more information.

Want to Try Nutanix for Free?

Hey, we've been telling you all about Nutanix and how it can help your IT Infrastructure. Want to give it a try? For free?

Nutanix has a free version of their software, called Nutanix Community Edition. You can load it onto your laptop or server or run it in the Cloud. Take a look. No cost. Play around with it, see what you think.

To download it, click here: <https://www.nutanix.com/products/community-edition/>

You're going to be impressed. Then, contact us for more details on what it can do for you.

About Roundstone Solutions

Roundstone Solutions is an IT Infrastructure solutions provider based in San Francisco. We help our Clients make their businesses better, by enabling much higher performing, lower cost, simpler, infrastructures.

Roundstone Solutions was founded in 2012 by experienced IT infrastructure executives. Our relentless focus is to be the Northern CA VAR/Reseller with the highest level of satisfaction by our Clients. We accomplish this by understanding our Clients' business objectives, and then matching the appropriate technology solutions to get the job done right. **We succeed by providing superior value to our Clients.**

Please see more about Roundstone Solutions at www.roundstonesolutions.com. Our blog can be found at <http://timjoyce-roundstonesolutions.blogspot.com>, and is updated regularly. We can also be found on Twitter at @TimRoundstone.

Let us help you create a Next Generation IT infrastructure!

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