



## How Has Your Public Cloud Experience Been?

We work with many companies and public-sector entities, and each of them have experience using the Public Cloud for some workloads. We pay close attention to what our Clients are tell us, as it's usually very instructive.

There are some common threads we're hearing from Clients:

- Public Cloud had been further along than on-premises environments for quick workload deployments
- Public Cloud is NOT for every workload
- Costs for Public Cloud are higher than expected and grow over time (EVERY Client told us this)
- Not all workloads area suitable for Public Cloud; critical workloads are most often kept on-premises
- It would be helpful to have a tool to be able to determine the best environment for a specific workload to run
- For predictable workloads, on-premises is a better fit

When you're managing to two different IT environments to run your workloads, there's more planning that has to go into it. *Which goes against the concept of simplifying IT, doesn't it?*

Until now. Nutanix has a way to make it all very simple. It's called Calm, and it's part of the Nutanix Cloud OS.

Would there be value to you if you could model your workloads and be able to compare the various Public Cloud vendors, and your on-premises environment, to determine where the

workload should run? Using your own costs from the Public Cloud vendors and your internal costs?

Here's how it works...

- For each workload you need to handle, whether it's a simple VM or larger environment, you scope out the performance, latency, and cost parameters (you probably do this already).
- You put the required characteristics into the Nutanix Calm platform sizer.
- Based on your company's negotiated pricing and performance guarantees from the Public Cloud vendors, the sizer tells you the optimal place for workload to run.
- Using Calm's templates, you can actually launch and manage the applications from Calm, even if they run at Amazon, Azure, or Google.

The benefit for you, the IT Professional, is that you now have an objective tool to be able to assist you in achieving the best results for your workloads. You'll be able to find the best costs for your required parameters, reducing your overall cost of IT.

**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](mailto: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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# A Way to Simplify Communications

By now, you've probably eliminated an on-premises PBX and replaced it with a server-based UC system, most likely from Cisco, Avaya, ShoreTel, or some other vendor. If you haven't, what are you waiting for?

The move from PBX to UC was, most likely, a good one. You traded the proprietary nature of a PBX for one where you could run UC software on industry standard components. That was fine, but the complexity increased, because now YOU had to run everything. As long as the telco circuits were OK, it was all up to you to make it work. Then, you added video, chat, and other applications, none of which were connected.

It's time to look at a better way, as the on-premises UC approach is now pretty dated. **UC as a Service (UCaaS)** has arrived, and it solves two problems:

- It takes you out of the hardware/software business of managing your UC environment
- It combines all aspects of UC into one platform that is easy to deploy, operate, manage, and pay for.

We partner with Fuze, one of the leaders in the space. Fuze is geared towards Enterprise users than others in the space, which is why we chose Fuze.

Fuze operates as an application, and combines:

- Voice service; phones can be hardwired desk phones, soft phones on your PC or notebook, or an app of your smartphone.
- Video conferencing; again, it can be accommodated on your desk phone, on your computer, or as an app on your smartphone
- Collaboration: you can share files of any kind on the app, including during a voice or video call
- Chat; the application includes the ability to chat with individuals or groups

Most companies and public-sector entities are using a combination of these services from different vendors. That's not efficient, nor cost effective. *Wouldn't it be easier to combine all of these services into one application that you can pay for on a monthly basis?*

That's what Fuze does. Check them out at [www.fuze.com](http://www.fuze.com). If you need to add users, simple. If you need to reduce the number of users, just as simple. You can control the whole thing, with the exception of the hardware and software infrastructure, which is no longer on-premises. Things are simplified, and costs are lowered. All good.

Let Roundstone help you with UCaaS. 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](mailto:sales@roundstonesolutions.com).

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## Considering All Flash Storage?

Pure Storage has done an excellent job of marketing All Flash Array (AFA) storage solutions. These days, most of our Clients look to see if AFA solutions make sense. It's not as easy as "every disk drive should be a Flash drive". AFAs work for some environments, and for others, it's an unnecessary expense.

We work with **Kaminario**, which is a highly rated AFA vendor. Kaminario is a higher rated AFA than Pure Storage.

Kaminario AFA arrays have higher performance characteristics than Pure Storage, and their costs are less. You get a better solution for less money. Of course, Kaminario hasn't had to spend all of the marketing money Pure Storage did to get the market off the ground. Thanks, Pure Storage!

Contact us for a discussion about whether AFA's make sense for you, and if they do, we'll see what Kaminario can do for you. We're at 415-963-9366, 925-217-1177, or [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com).



# New Options for Network Attached Storage

For years, no one has done a good job of competing with NetApp and Isilon for NAS; namely NFS and CIFS. Until now.

We work with two vendors that can help, depending on your approach to your IT infrastructure.

If you are planning on keeping a separate compute and storage environment, and run a SAN, then **Qumulo** is an excellent option. Qumulo is the leader in NFS/CIFS software defined storage. They've recently introduced their newest generation of their Core Platform, and users love it. Check up on Qumulo at [www.qumulo.com](http://www.qumulo.com).

If you're already deploying or ready to deploy Hyper-converged infrastructure, Nutanix offers Acropolis File

Services, allowing you to run File storage on the Nutanix platform. No need to keep acquiring expensive NetApp and Isilon arrays; just run it all on Nutanix.

Both Nutanix and Qumulo are delighting customers, because their respective technologies work as advertised.

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](mailto:sales@roundstonesolutions.com) for more details.

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## How Do You Use Partners?

Most IT hardware and software vendors use reseller partners to transact business for their End-User customers. Manufacturers would rather invest their monies into advanced product development than in hiring thousands of sales reps, especially when there are thousands of resellers already in the market, who should be able to do the sales part of things for them.

We've been doing this for long enough that we know a lot about the Partner community. We've been on numerous Enterprise Partner Councils for major manufacturers, so we have a good idea of what our competitors are like. Frankly, we're not that impressed by what most Partners do for their Clients. There are some very good Partners, but most aren't. Your odds aren't that good.

So, how do you work with your reseller partners? What do you ask them to do for you? Do they do a good job of it?

When we're talking with new Clients or Prospective Clients, we will often hear that "we don't need another reseller". Fair enough. But, once we ask what their current resellers are doing for them, we find most are just quoting prices. That's a **part** of it, but it shouldn't be all of it.

A partner is supposed to be "the last mile" for the manufacturer. That means the partner is expected to know all about the Client's business goals and be

able to intelligently translate them into actionable things IT can assist with. That takes people that know what they're doing...put another way, it takes business people. Do your current partners do that for you?

One of the things we find interesting is that the larger resellers in the business (you know who they are) typically charge higher prices than we can. In other words, the "large" companies that should be able to deliver lower prices because of scale don't. Don't believe me? We'll show you...give us a chance.

Roundstone Solutions has determined the best way to service the Northern CA market is to combine local service/support with an aggressive price point. That, combined with a face-to-face approach allows us to create a relationship that assures our Clients of knowledgeable advocacy, combined with the best price available in the market. You win every time.

We work closely with the resources available from our manufacturers Partners to make sure our Clients get the best of everything. Our manufacturer partners like working with us, because we know the technology and how to work with Clients. Our Clients like us because we're good at what we do.

Contact us at 925-217-117, 415-963-9366, or [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) and let's start a conversation.



## If You Missed Fleet Week in SF

We're based in San Francisco, and every year, we love the Fleet Week air show. Wherever you happen to be that week, if you're in SF, you will hear the Blue Angels. They never disappoint.

This past Saturday, I was riding my road bike in the Marina in the mid-afternoon, right when the Blue Angels started their Air Show. I recorded a few short videos that I'd like to share.

First video, the Blue Angels doing their six plane formation where they split apart at the end: <https://youtu.be/wTL1ppwoWkY>

Second video, the Blue Angels doing their final fly-by at the end of the show: <https://youtu.be/197eIMlow74>

We'll see them again next year!

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## 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.

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## 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](http://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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