

NUTAN'S LAWS OF CLOUD DYNAMIX

NAVIGATING HYBRID CLOUD UNIVERSES



Your Checklist

Ensure you have all three of your data segments to start calling:

- Current partners
- Recruitment prospects
- Partners to promote to Cloud Professional

There are 3 calls to action to speak with these partners about on the call:

- Canalsys analyst webinar [Date: 10th June Time: From 3:30pm BST] – get them to sign up! It's relevant for all partners – New or existing!
- If they are a current partner, book their end user campaign and call out day. We have a complete campaign in a box and a dedicated virtual test drive event that we can organise with them.
- If a recruitment prospect – start them on the sign-up journey, send them the Nutans Law Playbook and begin the engagement!

Has your partner seen the new playbooks from Nutanix and Exclusive Networks?

- Current partners – send them the NEW! Matrix playbook after the call
- Potential partners – send them the NEW Nutan's Law Playbook after the call

Ensure that your partner knows that Nutanix has much more to offer above HCI

- Do they know about Flow, Beam, Frame and Mine?

Which other vendors does this partner sell that has an alliance with Nutanix?

- Check this out in your CRM before making the call so that you can tailor your approach
- Review all of the alliances in the Nutan's Law Playbook so you understand how to pitch it before you make the call

Did you fill in the lead tracker sheet?

- Ensure after each call you complete the lead tracker sheet to record your results of the day

*“If I have seen further
it is by standing on
the shoulders of giants”*



The Art of Managing Objections

We have compiled a list of recurrent objections and some recommendations on how to best handle them. See below for some examples.

OBJECTION: I know what Nutanix does. I am not interested.

ASSUMPTION: Does not appreciate the value of what Nutanix can deliver.

RESPONSE: That's great! How did you hear about Nutanix? Have you previously met them? We now offer Nutanix solutions to bridge the gap between private and public cloud and much more. Could you spare some time on XX at XX to discuss in more depth?

OBJECTION: Already invested in another competitor, not interested.

ASSUMPTION: Nutanix offer them nothing of further value.

RESPONSE: That's great, what have you deployed? (finding out if it is their core infrastructure, all to the public Cloud, outsourced?...). It's great you have invested in XX, many of our clients use XX hardware alongside Nutanix. Explore alternative areas: cloud optimisation... if outsourced: ask When is it being reviewed? What are your IT priorities and initiatives in this coming year?

OBJECTION: Cloud first strategy, everything is moving to AWS/Azure/GCP.

ASSUMPTION: Does not understand the value of what we do at Nutanix.

RESPONSE: 40% of Nutanix clients have a Cloud first strategy, which has helped their cost control... What is the driver behind your Cloud first strategy? Are you using AWS/Azure/GCP? When you understand their situation better than respond accordingly. Highlight the benefits of Beam and quote a use case to secure a meeting. ICD recommends 25% on prem and 75% in public Cloud.

OBJECTION: Already using public Cloud.

ASSUMPTION: Does not understand Nutanix.

RESPONSE: That's great that you understand the value of public Cloud. Would you give me your top 2-3 reasons for this? Then respond... If I could show you the value of having your own private Cloud on prem which is secure and as easy to manage as public Cloud and which will lower your IT spend would that be of interest to you?

SOLUTIONS... THE LAW OF CLOUD SECURITY

FLOW

Nutanix Flow delivers advanced network security, providing visibility into the virtual network, application-centric protection from network threats, malware, and ransomware and security and compliance monitoring.

Key Functions:

- VM Microsegmentation
- Application Visualisation
- Service Chaining
- Policy-based Control
- Identity Based Policy
- Network Traffic Monitoring
- Compliance Audit and Reporting

Xi FRAME

Run any software in any browser.

Frame is the only global, infrastructure-independent platform that allows you to easily roll out apps and desktops. Nutanix Xi Frame is a cloud-hosted Desktop-as-a-service (DaaS) that empowers any organization to deliver and manage their desktops via a single console for seamless control and administration, providing a true hybrid experience.

- Xi Frame is a cloud-hosted, desktop delivery service that enables Enterprises to deliver virtual desktops from public clouds such as AWS and Azure.
- Xi Frame can also deliver secure desktops from a customer's own datacenter. IT teams can now choose the right cloud – private or public for their VDI initiatives.
- With full AHV support, Xi Frame is now available to thousands of Nutanix customers worldwide and adds another service to Nutanix-powered private clouds.
- By making virtual desktops a true hybrid service, organisations can pick the best cloud environment for each VDI project; thus, optimising the economics, security, geographical reach, and 3rd party services.
- Desktops can be simultaneously delivered via multiple clouds, private and public and managed via a single console for seamless control and administration in a true hybrid experience.

BEAM

Xi Beam delivers savings for public and private clouds.

Beam provides multi-cloud governance including security compliance and cost optimization to help organizations gain visibility, optimisation and control over their cloud deployments. Beam enables cloud operations teams to multi-cloud with freedom.

- **Visibility into Cloud Consumption:** Beam provides deep visibility into multi-Cloud consumption patterns at aggregate as well as granular levels. Beam continuously identifies anomalous behaviour to ensure cloud operators can immediately identify when new security vulnerabilities occur or when cloud spending deviations happen.
- **Optimisation of Cloud Consumption:** Beam uses machine intelligence to continuously provide cloud optimisation recommendations. Cloud operators can easily fix security vulnerabilities and right-size resources with just one-click. Beam also provides optimal purchase plans for reserved instances that drive deep cost savings; along with 250+ audit checks to ensure compliance with industry standard regulatory policies and cloud best practices.
- **Control over Cloud Consumption:** Beam helps you create automated policies that continuously maintain high levels of cloud efficiency by detecting and fixing any security vulnerabilities in real-time. Beam also helps you deliver your projects within allocated cloud budgets by automating various cost saving actions and reducing your overall cloud spend.

HCI What is it?

Hyperconverged infrastructure (HCI) combines servers and storage into a distributed infrastructure platform with intelligent software to create flexible building blocks that replace legacy infrastructure consisting of separate servers, storage networks, and storage arrays.

What problem is the solution solving ?

In the era of hybrid cloud, traditional 3-tier infrastructure can no longer keep up with IT needs. It's complex, unwieldy, doesn't provide a firm foundation for DevOps, and can't scale with the magnitude it used to. Instead, HCI is the infrastructure of choice for companies that want to stay competitive and ensure their datacenters are cloud-ready.

Key product features

HCI converges the entire datacenter stack, including compute, storage, storage networking, and virtualization.

Complex and expensive legacy infrastructure is replaced by a distributed platform running on industry-standard commodity servers that enables enterprises to size their workloads precisely and to scale flexibly as needed.

Each server, also known as a node, includes x86 processors with SSDs and HDDs.

Software running on each node distributes all operating functions across the cluster for superior performance and resilience.

Hardware platform configurations are available to fit any workload by independently scaling the various resources (CPU, RAM, and Storage) and can be provisioned with or without GPU for graphics acceleration.

Key benefits

Turnkey Infrastructure – Integrated server, storage, networking and virtualization resources along with end-to-end systems management and operations management capabilities.

FAST DEPLOYMENT – Deploy infrastructure in minutes, so IT teams can elevate their focus to the applications and services powering the business.

100% SOFTWARE-DRIVEN – Supports a wide variety of different hardware platforms – including three of the four most popular server platforms in the world.

FREEDOM OF CHOICE – Use built-in virtualization or bring your preferred hypervisor, and deploy on a wide selection of server vendors or buy a pre-integrated appliance from an OEM.

Superior Performance and Resilience – Nutanix hyperconverged software running on each node distributes all operating functions across the cluster.

UNPRECEDENTED FLEXIBILITY – A single cluster can have unlimited nodes, with node types having differing amounts of storage, CPU and memory resources, so you can run multiple workloads with maximum efficiency.