5 Reasons You Win with Nutanix
The Time Is Now

Partners have been the key to introducing Nutanix to 20,000+ delighted customers in the past decade, and you continue to lead the way.

With major shifts in the vendor landscape and tightening economic conditions - we know you are taking a deeper look at which strategic partners to build your future on. With Nutanix, you'll gain key advantages that enable you to perform, profit, and compete for the long term.
What are the top reasons why Partners win with Nutanix?

01 Market Making Platform
02 Enterprise Ready Architected
03 Lower Cost & Risk
04 Channel First Model
05 Ecosystem Strength
Market Making Platform

Nutanix created the hyperconverged infrastructure (HCI) category, and since then has continually been recognized by customers, partners, and third party analysts as the leader in this space.

And while we pioneered HCI, we didn’t stop there. The Nutanix Cloud Platform has become an operating system to span hybrid multicloud environments, with a complete set of management and data services - that enable your customers to support any application and workload from any location.

And, focusing on Nutanix as your cloud infrastructure software platform of choice means unparalleled flexibility in the applications, workloads, hardware, hypervisors, cloud services you can run and support. Time and again, partners have referred to the freedom of choice that Nutanix provides as a huge advantage.
Why choose Nutanix?

Gartner Peer Insights

Learn More

IDC Software Market Share

Learn More
Enterprise Ready Architected

The pace of application growth is redefining your customers’ hybrid infrastructure needs. IDC has forecast that 750 million net new applications will be created by 2026. That’s more than in the prior 40 years of computing.

Enterprise IT is now chartered with applying security, sovereignty, compliance, performance while managing cost across this new hybrid multicloud world. And the legacy three-tier infrastructure with its silos of compute, storage, and networking that they have traditionally relied upon are unable to meet this challenge. Choosing the right platform is critical to them and to you, their trusted advisor.

Only Nutanix can enable your customers to easily deploy, manage, and provision this app-centric charter of enterprise IT. Why?
Why choose Nutanix?

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Don’t just take our word for it. Visit [www.nutanix.com/customers](http://www.nutanix.com/customers) for hundreds of examples of customer success with Nutanix.
Lower Cost & Risk

Any downtime event is an opportunity for a vendor to perform, to retain and even grow the prized trust of your customers. At Nutanix, we take that seriously. That’s why we continue to invest in industry leading customer support, so you have peace of mind when you introduce Nutanix to a new account.

Additionally, we know that long term success is based on economic return. Your customers can reap improved savings by moving to the Nutanix Cloud Platform, with the built-in AHV hypervisor. Nutanix AHV offers an attractive alternative to drive costs out of the datacenter and simplify operations. Not only can you eliminate the direct costs associated with hypervisor licensing but can drive down ‘soft costs’ too.

Where-as some vendors encourage your customer to become entrenched in their products, to create vendor lock-in, Nutanix at its foundation is built on flexibility and choice. Nutanix AHV enables enterprises to keep their options open to choose products and services that suit their business needs. And, all of that while enabling your customer's journey to hybrid cloud.

De-risk and prepare for the future, by strengthening your business with the committed market leader.
Why choose Nutanix?

Studies have shown significant savings by leveraging Nutanix for private and hybrid cloud environments across a range of workloads. Now is the time to deliver this important value for your customers as they prepare their IT strategies for the future ahead.

90 Customer Net Promoter Score (NPS)

7 year average

US customer experience: CarMax Maintains Its Lead in the High-Speed Automotive Marketplace

“Moving to AHV gave us a one-stop-shop to manage the entire environment using a single management console, Nutanix Prism Central.”

EMEA customer experience: Nutanix Takes the Drama Out of a Content Crisis

“We wanted to get away from VMware and its associated licensing costs.

We saw for ourselves what AHV could do and that we could manage it from the same console as the rest of the platform and it became a no-brainer – AHV it was.”

APAC customer experience: Nutanix Chosen to Boost Efficiency and Improve Business Outcomes

“We hit the ground running when we transitioned to Nutanix. It was amazing to see how quickly we were able to get up and running and build new environments for our business.”

477% five-year ROI
Channel First Model

Nutanix has been built on and remains committed to a channel first selling model. We continue to strengthen our channel-first go-to-market (GTM) motion, in contrast to the increasingly direct nature of many enterprise software players.

And, while many vendors have been making the move to subscription, it’s Nutanix you can lean in with to make this transition successfully. We’ve been hard at work to evolve the Nutanix Elevate Program to become even easier for partners to do business with us, and to enable your profitability along the customer journey. This includes a simplified product portfolio; greater order processing automation with partner tools; and enablement on selling, technical, marketing, and services resources – ultimately to help you lead the sale end-to-end and accelerate your business velocity.

With the potential for some enterprise software players to boost their own profits through price increases and to take more business direct – you can reduce your own business risk by leaning in with Nutanix.
Why choose Nutanix?

Nutanix Elevate Program unified framework supports a broad partner ecosystem. Competency-based program structure rewards partners for increasing selling, technical, and services expertise - not on legacy approaches based solely on revenue.

Digital partner platforms to easily learn, market, size, quote, transact, and manage your total business.

Hungry, humble, and honest organization of dedicated field and inside based channel professionals to support you every step of the way.

CRN 5-star Program

Canalys Leadership Matrix

Did You Know? For every $1 of Nutanix software in a typical deal, partners can potentially close up to $2 of additional hardware, and $3 to $4 of partner services.*

*From phone-based interviews of 12 Nutanix Elevate Champion & Professional Reseller Partners, Summer 2021

Access Elevate Program resources on the Partner Portal
Ecosystem Strength

An ecosystem of technologies must work together seamlessly for your customers to achieve strategic value from their IT assets.

Leverage an extensive ecosystem of 700+ Nutanix Ready validated solutions, so you can deliver the right interoperable multi-product stack to meet each unique customer need.

Together we can address a $60B+ opportunity across HCI and adjacent storage; cloud management; security; and database, desktop, and disaster recovery as-a-service markets.
Why choose Nutanix?

“"We have a vision to enable open hybrid clouds, where customers have choice and flexibility. Our partnership with Nutanix brings a leading hyperconverged offering to the open hybrid cloud, driving greater choice for our joint customers in how they deploy their containerized workloads and backed by a joint support experience.”

Paul Cormier, President & CEO, Red Hat

Visit www.nutanix.com/partners/technology-alliances for a complete list of all 700+ Nutanix Ready validated solutions.
Your Next Steps

With Nutanix, you have a winning combination of channel-first GTM, sustainable profit opportunity, and a market-making platform that you can build your differentiation on. Let’s get started immediately on strengthening your Nutanix business. We win when you win!

1. Reach out to your Nutanix account team to get a refresher on the benefits of the Nutanix Cloud Platform and Nutanix AHV.

2. Identify key target accounts where Nutanix can help - whether it’s to solve a specific solution need, prepare for cost and efficiency challenges, or design a path for key strategic projects.

3. Leverage our Nutanix Partner Demand Center for a wealth of content and campaigns, and Development Funds if eligible - to get the conversation started with your customer. The sooner we start, the sooner we can get your customer onto a more simple, flexible, and cost effective platform to support their future.

Your Nutanix Channel Sales and SE team will be there to help every step of the way.

Contact Us