NUTANIX™

HOW TO SUCCEED WITH
PRIVATE
CLOUD

8 REAL-WORLD SUCCESS STORIES

BRINGING PUBLIC CLOUD POWER INSIDE

Increasingly, businesses are looking up to the clouds to **enable agility**, **scalability**, and **simplicity**—but no two models are created equal. And because businesses cannot afford to sacrifice control and security, going all-in on a public cloud-only approach isn't always feasible.

The middle-ground is hybrid cloud, but getting there starts with a powerful private cloud foundation. Built on industry-leading hyperconverged infrastructure, the Nutanix private cloud solution is that crucial first step, delivering and rapidly scaling applications, services, and data. And with automation and self-service capabilities, businesses can still benefit from public cloud power —without vendor lock-in.

Keep reading to meet the real-world companies, like airline leader JetBlue and student-savvy Swinburne University, who've realized these benefits and more.

We're proud to be recognized as a Leader in the Gartner Magic Quadrant for Hyperconverged Infrastructure 3 years in a row, and we have our customers to thank.

JETBLUE

COMPANY
The 6th-largest airline in the US, JetBlue carries over 40 million customers to 100+ cities, with an average of 1,000 flights a day.

CHALLENGE
After outsourcing its data-center through a different solution, JetBlue realized they weren't able to keep pace with growth and encountered delays.

SOLUTION
A powerful partnership that enables rapid, frictionless scaling and support for all mission-critical applications

JETBLUE SOARS INTO THE CLOUDS

On average, **JetBlue flies out 1,000 times every day**, reaching cities in the United States, the Caribbean, and Latin America. And to maintain their motto of being a "customer experience"company, JetBlue knew it couldn't continue running on its previous infrastructure solution. After running into walls of complex infrastructure management, poor scalability, lengthy application rollout delays, and other com-plications, Dan Feliz, General Manager of IT Infrastructure, set his sights on Nutanix.

Here's how it happened: Feliz came into contact with Nutanix at a Citrix Synergy conference, and his first impression was hard to ignore. He says, "to be frank, the Nutanix solution looked too good to be true...so we spoke to our Citrix account team, and they agreed that it was an excellent choice for our VDI deployment."

Since deploying Nutanix, Feliz has gone from surprised to committed to the platform:

"Many of our critical systems and applications are now running on Citrix and Nutanix. That's the faith we have in the Nutanix Enterprise Cloud platform."
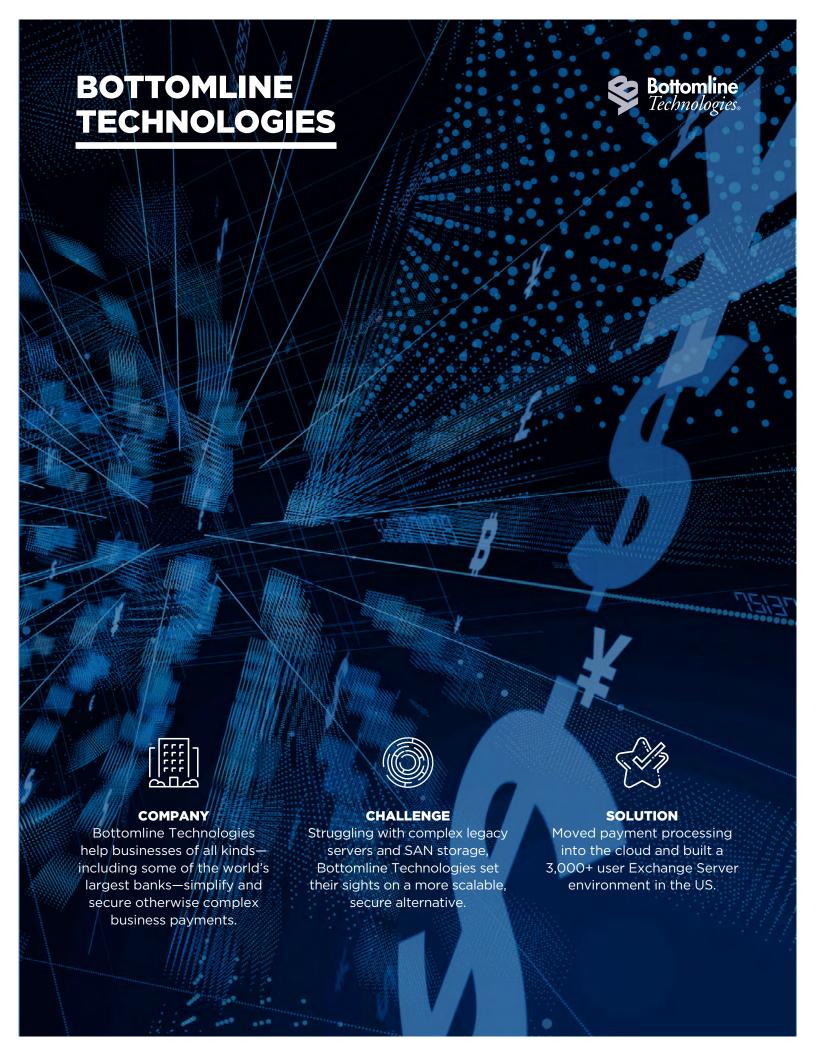
Nowadays, the Nutanix private cloud does more than run systems and applications. JetBlue has realized higher availability of Citrix-based VDI and hosted applications. And with the ease-of-use of the Nutanix cloud, infrastructure management and IT operations can be completed in one click. And JetBlue has high hopes for the future: "There's a lot of excitement— from our IT team to our senior leaders—around what Nutanix is helping us with."

BENEFITS

- Effortless, speedy deployment. The first cluster was set up within 20 minutes.

- Eliminated administration silos and delivered a unified view into their infrastructure stack. Freed admins to focus on high-value projects.

- Ahieved 24x7x365 availability with several layers of redundancy, ensuring business continuity in any situation.

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BOTTOMLINE TECHNOLOGIES

Bottomline Technologies®

COMPANY
Bottomline Technologies help businesses of all kinds—including some of the world's largest banks—simplify and secure otherwise complex business payments.

CHALLENGE
Struggling with complex legacy servers and SAN storage, Bottomline Technologies set their sights on a more scalable, secure alternative.

SOLUTION
Moved payment processing into the cloud and built a 3,000+ user Exchange Server environment in the US.

BOTTOMLINE TECHNOLOGIES MAKES A SMART FINANCIAL DECISION

When **business payment automation leader Bottomline Technologies** was looking for new ways to launch innovative, cloud-based payment projects, they knew their legacy servers and SAN storage wouldn't fit the bill. They needed a cloud-based alternative that was secure, scalable, and offered support for their fast-moving, always-growing initiatives.

But because their business deals with client payment information, they needed a solution that would safeguard the data. For Bottomline, the sweet spot of innovation and security was Nutanix. Peter Marshall, Head of Infrastructure, remarks that: "As far as the customer is concerned, payment processing is all done in the cloud, but because that cloud is locked away in Bottomline datacenters, it has none of the security, governance, and compliance issues associated with public cloud platforms."

And the faith Marshall has in the Nutanix solution shows:

"I'm continually impressed with what the Nutanix Enterprise Cloud Platform can do— both the speed at which it can be deployed and the way it just works."

Delighting their customers was a major incentive for Bottomline Technologies, and with their accelerated service delivery, improved performance, and added datacenter security, their customers have experienced a notable difference. But the transformation doesn't stop there. Marshall remarks he's "...actively championing Nutanix across the organization and look forward to finding other uses for the Enterprise Cloud solution wherever my feet take me."

BENEFITS

- Migrated customers to the new PT-X solution, with 60% of customers choosing to migrate to a cloud-based payment service.

- Customers cite a 200% improvement in throughput rates and realize exponentially faster transactions on the Nutanix platform.

- Centralized, simple management through a single pane of glass, requiring fewer dedicated IT specialists.

READ THE CASE STUDY

TREK BIKES

TREK

COMPANY

A 40-year-old, privately owned family company, Trek creates world-class bicycles and gear, including helmets, shoes, saddles, and more.

CHALLENGE

Trek's previous legacy server storage environment was pricey upfront, had inconsistent and often poor performance, and was difficult to manage.

SOLUTION

Matched their innovation and performance initiatives with an equally agile cloud solution and migrated work-loads within a day—without any disruptions.

TREK BIKES BREAKS NEW GROUND WITH PRIVATE CLOUD

Trek Bikes is always looking for new, exciting ways to make the **bike-riding experience** more enjoyable. From pumping out world-renowned bicycles to developing high-quality accessories, it's a great place to be. Global Security and Infrastructure Director Dane Sandersen even says: "What really makes Trek special as a company is how it treats its people in the sense of fun and flexibility it offers."

But its legacy storage environment didn't match Trek's imagination and goals. Not only was it a costly investment upfront, but it wasn't meeting the performance standards Trek needed and managing it was a pain. They needed something far easier—and something that could be built on-premises.

Nutanix was just what Trek needed, and with the help of one Nutanix engineer, Senior Enterprise IT Architect Brian Oamek says: "[the engineer] enabled us to migrate every workload from legacy infrastructure to Nutanix during the day, without any interruption to end users." Not to mention, their internal team realized incredible benefits as well:

"Nutanix gives our employees the freedom to ride. Since [our employees] don't have to spend all of their time fighting fires in the datacenter, they're welcome to jump on their bikes and take a nice, hour-long ride during the work day in the fresh air."

Empowered with deep visibility into their infrastructure, effortless scalability in one click, and improved work-life balance, Trek is free to ride into the future with confidence. In fact, Oamek has so much trust in the Nutanix private cloud that he went on to say: "I truly believe that if we shut off Nutanix today, Trek would go out of business.

BENEFITS

- Boosted IT productivity and efficiency in deploying, maintaining, and administering their private cloud, freeing up IT resources from lengthy management tasks.

- Consolidated their infrastructure and reduced their rack size and power consumption, cutting co-lo costs by 75%.

- Improved employee retention rates with a system that "just works." The new team enjoys working with the infrastructure, resulting in 0 turnover since switching.

READ THE CASE STUDY | **WATCH THE VIDEO**

SWINBURNE UNIVERSITY

COMPANY
Swinburne is an Australian world-ranked university focusing on innovation, industry engagement, and social inclusion.

CHALLENGE
Stuck with a complex, multi-vendor environment, Swinburne faced difficulty with scaling and supporting ever-changing student requirements.

SOLUTION
Switched to a hyper-converged-powered private cloud that is easy to manage and highly scalable, enabling automation and self-service.

SWINBURNE UNIVERSITY SCALES SELF-SERVICE FOR THEIR STUDENTS

Australia's Swinburne University has always had big goals, striving to innovate, engage, and empower their students. But their aging, endlessly complex environment simply couldn't scale to reach these goals. What they needed was a true hybrid cloud model, starting first with a secure, efficient private cloud as the foundation.

Here's how they did it. With Nutanix, Swinburne was able to build an all-encompassing private cloud complete with automation capabilities to make their lives (and the lives of their students) much simpler. IT Director Simon Naughton even notes that while public cloud has its place, the private cloud is more usable day-to-day: "Nutanix's ground-breaking ability to make apps between different cloud environments at the click of a button changes the game for us, and we're only just getting to grips on the positive impact it will have."

But the results Nutanix has brought to their students is the biggest achievement:

"Nutanix has become part of our self-service suite, within which students can browse and pick development stacks they need for their projects and deploy them with one click, similar to an app store."

Swinburne has harnessed the power of public cloud in their very own datacenter, achieving true hybrid cloud agility and security. Naughton remarks: "Nutanix is starting to address the 'bursty' nature in which students use our services." And as Nutanix grows with Swinburne, Naughton says the university is eager to see where they'll take them—and the new outcomes they'll realize.

BENEFITS

- Developed automated platforms for student engineering projects. Students can choose and deploy development stacks in one click.

- Freed up their IT team to move further up the stack with a more predictable spending model, enabling more fair, effective resource provisioning.

- Better able to identify and assess where time is spent and which workloads need to be automated and which could use some human help.

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VIDAXL

COMPANY
vidaXL is a Netherlands-based, international online retailer with multiple fulfill-ment centers across Europe, Australia, and the US.

CHALLENGE
The existing IT infrastructure was unreliable, fragmented, difficult to manage, and worst of all, it was compromising vidaXL's ability to meet business demands

SOLUTION
Built a scalable, simple, and highly reliable private cloud, elevating it to a hybrid cloud with best-of-breed public cloud services.

VIDAXL SETS THE STAGE FOR HYBRID CLOUDS

Once upon a time, vidaXL was a two-man startup in the Netherlands with big dreams to become an international online retailer. Nowadays, it has achieved just that, with multiple fulfillment centers in various countries. But IT Manager Bart van Es knew that growth wouldn't come easily on their siloed, fragmented IT infrastructure. On the topic of disparate hardware platforms, he notes: "In a business reliant on IT to promote and process over 20,000 orders per day and growing, this was a major issue."

So, they developed a game plan, aiming to develop a private cloud to host workloads (SAP applications and databases mainly) and build a hybrid cloud for customer-facing websites. Because they were already running a Nutanix Enterprise Cloud pilot, they took the plunge and moved forward with Nutanix to execute their strategy, noting: "we couldn't find any workload it wasn't able to handle."

Moreover, Van Es says Nutanix has eliminated the pains of their previous solution:

"Using the Nutanix Enterprise Cloud Platform to build a private cloud has enabled us to address all the issues around performance, scalability, management and support associated with our previous, diverse and fragmented, IT infrastructure."

With a simplified support chain, incredible private cloud cost savings, and powerful built-in cloud integration tools, there's nothing vidaXL can't do these days. The team is free to do more on their own time because, as Van Es puts it, "The Nutanix private cloud more or less looks after itself, giving us the breathing space we needed to fine tune our workloads.

BENEFITS

- Private cloud-enabled cost savings, reducing rack space and slashing maintenance, power, and cooling costs.

- Developed a high-performing hybrid cloud with built-in private cloud tools, enabling integration with public cloud services.

- Integrated management of physical and virtual resources across distributed private cloud using Prism Central management console.

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TOKUSHUAKI INFORMATION SYSTEM

Tokushukai Information System Inc.

MEDICAL NETWORK

COMPANY
The Japan-based Tokushukai Group operates 71 hospitals across Japan, plus 340 clinics, senior homes, and nursing and welfare facilities.

CHALLENGE
Tokushukai Group relies on electronic charting systems, which can never go offline, so they needed a reliable platform to bring downtime to zero, if possible.

SOLUTION
Stepped away from complex 3-tier configurations with a hyperconverged-powered private cloud.

TOKUSHUAKI INFORMATION SYSTEM BUILDS A FRICTIONLESS CLOUD

Tokushuaki Information System has a lot to manage: 71 hospitals across Japan and 340 clinics, senior homes, nursing, and welfare facilities. And inside the organization, Tokushuaki Group, the information systems subset, deploys and operates PACS, human resource and payroll systems, drug and materials ordering systems, and way more. Ultimately, company president Katsuhiko Ozaki realized their IT environment wasn't working.

He notes: "Because there are operational servers for each task, it is difficult to manage all of the hardware, and thus a method was needed to efficiently manage everything centrally." Their wishlist for a new solution included a central management pane, minimized downtime, and hassle-free upgrades. Nutanix checked off those benefits and more:

"By not relying on specific vendors, we will be able to flexibly build the environment while being mindful of cost-effectiveness, something only possible with Nutanix."

Among the benefits realized, Noriyuki Takahashi, Director and Introduction Management Division General Manager, is perhaps most thankful for the always-on business continuity delivered in the Nutanix private cloud. He notes, "within hospital operations, the electronic charting system cannot be off-line." Nowadays, Tokushuaki Group can rest easy knowing their cloud is protected at all times.

BENEFITS

- Able to centrally manage separate servers used for various operations with ease.

- Minimize downtime for mission-critical systems, enabling always-on productivity.

- Create a new infrastructure environment that supports hassle-free, speedy upgrades.

READ THE CASE STUDY

STATE GOVERNMENT OFFICE IMPLEMENTS A PRIVATE CLOUD

COMPANY
This Midwest-based department houses a state-wide staff of 800+ and is responsible for auditing all public offices—including 5,000+ cities, counties, schools, and more.

CHALLENGE
The state had a cloud-first model and needed a better, more cost-effective option and a clear direction of where to run their workloads. Plus, they faced a difficult-to-manage 3-tier solution
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SOLUTION
Implemented Nutanix private cloud for production and disaster recovery in support of general workloads, mission-critical financial applications, and file services.

STATE GOVERNMENT OFFICE IMPLEMENTS A PRIVATE CLOUD

While this particular office had implemented a state-wide policy to move all departments to the cloud, they needed clarification on what "moving to the cloud" really meant and questioned if an on-premises private cloud do fit their needs, too. After running an analysis, they determined cloud vendor prices ranged anywhere from $10-30K, and because their workloads were mostly predictable and grew linearly, they decided to see if other options were viable.

Their CIO ran into Nutanix at a local summit and determined private cloud would be an excellent alternative—so long as there was no vendor lock-in. After setting up a PoC, the office saw just how simple running Nutanix was. Most notably, the one-click lifecycle management and upgrades helped turn the tides in Nutanix's favor. Plus, they wouldn't need to set up LUNs, storage containers, or data stores to get Nutanix up and running.

Their final deciding factor? They learned Nutanix Clusters could help catapult their hybrid cloud initiatives in the future. Now, the office is able to support financial applications, VMs, 20TB of files, and an active directory. They were able to **decrease network traffic by 85%** and **streamline IT management**. Looking ahead, the office looks forward to building a hybrid cloud with Nutanix.

BENEFITS

- Support for all applications and workloads, from mission-critical to VMs.

- Cost savings and increased management simplicity over pure public cloud offerings.

- Easy-to-build hybrid cloud through a central control plane.

HOW ONE HEALTHCARE MANAGEMENT ORGANIZATION UPPED THEIR CLOUD CARE

COMPANY

A national care management and quality improvement organization committed to reducing unnecessary health-care utilization and optimizing the patient care

CHALLENGE

Parent company operated on a cloud-first model, which prevented the organization from expanding their Nutanix environment.

SOLUTION

Upgraded current environ-ment to include Prism Pro, AOS, Files, Clusters for hybrid cloud, and Flow for micro-segmentation in the near future.

HOW ONE HEALTHCARE MANAGEMENT ORGANIZATION UPPED THEIR CLOUD CARE

This healthcare management organization was already a Nutanix customer, and they had big goals to expand their environment to support their growing customer base. But having been recently acquired by a cloud-first parent organization, those plans were stalled.

Running their extremely predictable workloads on the public cloud made little sense, as the public cloud's consumption model works best for seasonal or burstable workloads. The next logical strategy was to calculate the TCO for each environment being considered, along with factoring in efficiency, agility, resilience, and long-term cost predictability.

In doing a 5 year TCO, Nutanix came in at **83% less expensive** than one of the top cloud vendors when looking at a combination of capital and operating expenses. The total cash flow savings came in a round $2.4 M. Needless to say, the organization was impressed, and it didn't take long for their parent company to reevaluate their cloud-first policy. Now, additional evaluations of **Nutanix across the entire portfolio of subsidiaries** is under consideration.

BENEFITS

- Consolidated additional workloads from traditional 3-tier to Nutanix to simplify their environment even more.

- Free to centrally manage their on-prem and public clouds with ease.

- Realized an 85% reduction in 5-year costs with Nutanix.

YOUR PRIVATE CLOUD SUCCESS CHECKLIST

Want to **"do private cloud right"**? You've learned how other organizations have done it, but in case you missed a tidbit here or there, here's an abridged list of best practices:

- Create a **private cloud priority list**. What features and capabilities must it have? How does your organization intend on using it? This will help you build a business-appropriate cloud that can grow with you.

- Build your private cloud with **hyperconverged infrastructure at the core**. After all, your cloud will only run as well as its foundation. Make sure to consult the Gartner Magic Quadrant for help choosing the best vendor.

- If you're currently using public cloud, **start migrating workloads and applications** bit by bit. This way, you can track how they're working in one cloud over the other.

- Implement **optimization and automation tools** to eliminate management complexity and gain complete visibility into your cloud. Nutanix Xi Beam is a great way to start!

- Standardize your private cloud operations to better **deliver and manage your cloud resources**. Nutanix Calm can help.

- Adopt a **central management plane** to help you monitor your infrastructure and clouds through a single, easy-to-use interface. Many of the organizations listed choose Nutanix Prism to simplify and streamline their workloads.

- If you're looking to extend into the public cloud and create a hybrid cloud architecture, make sure to choose a single cloud operating system (OS) that can help you **centrally manage resources** in both clouds.

READY TO MAKE A SMART CLOUD DECISION?

Luckily for you, you won't have to do it alone. Nutanix supports over 12,000 customers worldwide from various industries, and we're eager to bring the power of the cloud inside your own datacenter—while maintaining the control and security you need on-prem.

See what a private cloud built on the industry's leading hyperconverged platform can do. Launch your free Test Drive today

NUTANIX™