

NUTANIX®

# Nutanix Case Study

## INTRODUCTION

Nutanix delivers invisible infrastructure for next-generation enterprise computing by natively converging compute, storage and virtualization into a turnkey hyperconverged solution. The world's most advanced enterprise datacenters rely on Nutanix web-scale technology to power their mission-critical workloads at any scale.

Forward-thinking executives, like the leaders of Nutanix, who want to accelerate the growth of their partner networks turn to Relayware to reduce overhead, gain control and increase revenues. Our configurable software and comprehensive services enable organizations to maximize and measure channel effectiveness, and automate partner programs, best practices and next steps.

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# Nutanix's business objectives & how Relayware provided a solution

Based on Nutanix's success and the industry's growth, numerous sources have reported that Nutanix is one of the fastest growing companies in Silicon Valley.

Nutanix knows that partners are the key to success and with almost all of its sales fulfilled through the channel, Nutanix is deeply committed to its partners.

Channel partners provide the best experience for customers in this industry, and partners have been essential to Nutanix's growth strategy.

Nutanix's partners have strong skills in virtualization, VDI brokering technologies, ERP systems and other technical areas. The company's partner community brings together the right mix of skills to profitably deliver what customers need.

Nutanix is committed to providing its partners with the tools that they need to achieve success.

## Nutanix's Business Needs

As channel partners are paramount to Nutanix's growth and success, the company wants to enable each and every channel partner organization as well as all of the many individuals that work for those organizations.

Nutanix has thousands of global partners of all sizes. Some partners have hundreds of employees selling Nutanix and others are much smaller. And Nutanix wanted a solution that works for every channel partner organization regardless of size and structure.

"We can only be successful if our partners are successful. We are investing a lot in enabling our partners. All of our training, enablement, sales tools, etc. across all geographies are available via the partner portal, which is why it is so important," said Joan Morales.

“We must enable the growth of our partners today as well as pave the way for our future. We want to give our partners a very personalized experience, and with many solutions that type of customization would require a huge investment,” said Morales.

Because of Nutanix global presence, it was important that the channel management solution could accommodate multiple languages.

## Selecting Relayware

“We looked at eight solutions for managing our channel partner program, and after weighing the pros and cons, we knew that Relayware could deliver the channel partner experience we needed and could also meet our scalability requirements.”

“It was important that we aren’t punished for growth, and many solutions’ pricing models punish their customers when they grow, but that’s not the case with Relayware.”

“With Relayware we don’t have to open a ticket with our IT department every time we want to make a change, such as simply uploading new content.”

“Our partners go through our partner portal to get to our selling academy, watch high quality videos, register deals and much more. We share everything through our partner portal, and now that we have a great partner portal, we are able to make available more and more tools to make our partners,” said Morales.

“We have partners across the entire world, and we had to have a partner portal that could scale from a language perspective. Before our portal was only available in English, and now our partner will support multiple languages. It’s great. We can do that it ourselves and doesn’t get more expensive,” said Morales.

## Relayware Provides for Nutanix

- A branded partner portal
- A customized experience for each individual partner professional
- CRM Integration, so that Nutanix's CRM solution is in sync with its PRM solution (Relayware)
- Deal registration, so partners can effortlessly input every deal wherever they are
- Automated on-boarding so partners can get up and running right away at whatever speed works for them
- Single sign on for partners, so partners only have to remember one username and login for all things Nutanix
- Easy MDF management so the partners and Nutanix are both on the same page on where the funding is and what it's supporting

## Metrics

Typically partner portals normally see around 8% active rate as an industry average. Nutanix rolled out its partner portal in July 2015, and quickly had a 50% activity rate, which demonstrates how the portal has become a true resource center for partners.

Nutanix has more than quadrupled the number of partners who actively use it.

## Other Software

At this time, Relayware connects to Nutanix' Salesforce and Nutanix's own SSO servers for authentication.

Relayware easily connects to a number of other solutions, so as Nutanix grows, the company can connect its partner management to other solutions, such as through-partner marketing, channel incentive management solutions or marketing automation solutions.

Partnering Automation can help you simplify, co-ordinate and optimize your indirect channel management. Some of the leading global companies including Lenovo, Sony, Tata and many more deploy Relayware as their Partnering Automation solution. Whether you want to enhance your partner portal, partner sales, partner marketing or partner training ... there's a packaged solution ready for you. And best of all, it integrates seamlessly with your CRM system and is priced in a way that lets you choose what's right for you right now yet scale as your business grows and evolves. Simply call us on 1 201 433 3331 for more information or visit our website [www.Relayware.com](http://www.Relayware.com)

If you have found this case study helpful, don't forget to download your copy of "The Quick Guide to High-Performing Partner Portals" and "The Quick Guide to Channel Partner Health."

High-Performing Portals  
Quick Guide

Channel Partner Health  
Quick Guide