

# IBM Hyperconverged Systems powered by Nutanix

*IBM Business Partner Guide Book*





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## Introduction

### Envision the future of the data center

Industry analysts predict that hyperconverged infrastructure (HCI) will become mainstream in most data centers in the future. In fact, Gartner estimates this market will grow from USD 1.2 billion in 2016 to USD 6 billion by 2020.<sup>1</sup> With many organizations already looking at hyperconverged solutions as part of their long-term infrastructure strategy, HCI could be the next big opportunity for IBM Business Partners.

Introducing IBM Hyperconverged Systems powered by Nutanix

NUTANIX™



Until recently, HCI has mostly been used for virtual desktop infrastructures (VDIs) and tier 1 application deployments. For intense data-crunching workloads,

where high performance and fast response times are critical, many companies believed HCI solutions were unable to meet their needs—until now.

## IBM and Nutanix joint solution

### Capitalize on HCI opportunities with IBM Hyperconverged Systems powered by Nutanix

In May 2017, IBM announced a joint initiative with Nutanix to help bring new data-intensive workloads to hyperconverged deployments. The first solution delivered through this collaboration is IBM Hyperconverged Systems powered by Nutanix, which combines Nutanix Enterprise Cloud Platform software with IBM® Power Systems™ servers.

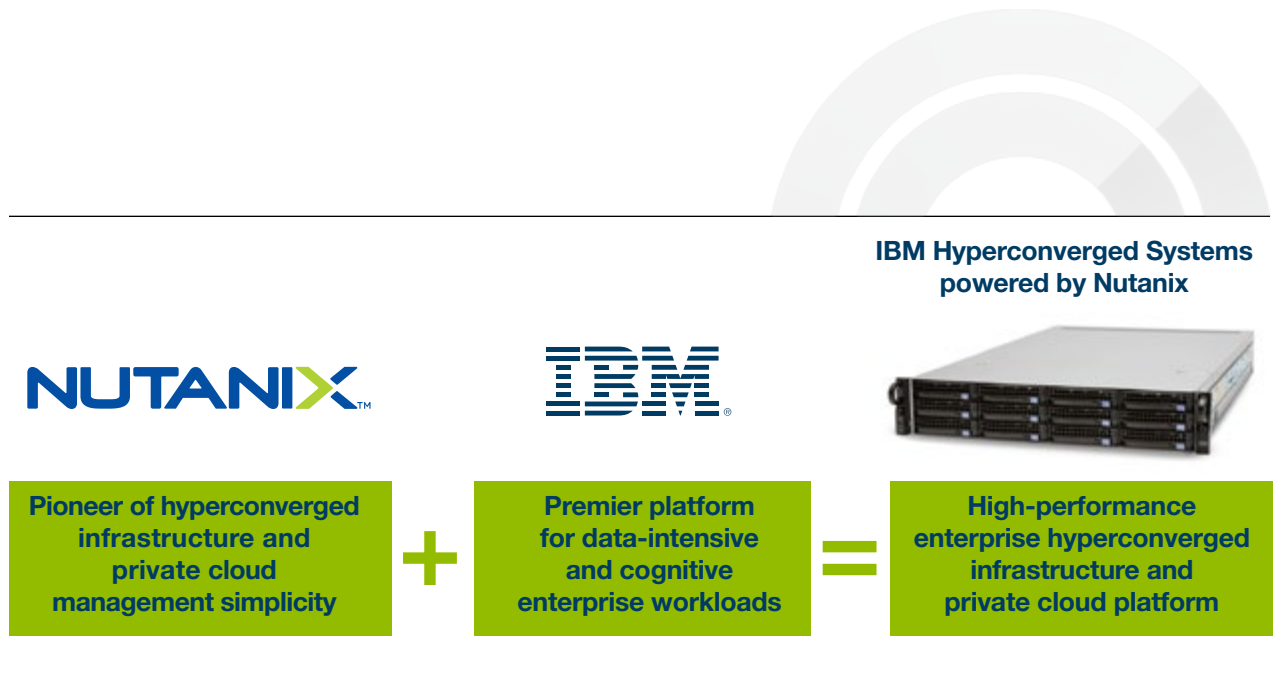
IBM Power Systems servers are designed for mission-critical applications and emerging data-intensive workloads,

including artificial intelligence (AI), machine learning, deep learning, advanced analytics and high-performance computing. These servers can deliver exceptional efficiency whether they are deployed in private, public or hybrid clouds, or HCI environments. They benefit from a wide range of open technologies, many stemming from collaboration with other OpenPOWER Foundation members. With IBM Power Systems servers, your customers can enjoy industry-leading, benchmark-setting performance for a variety of tasks.



Now your firm can help your customers transform their businesses with the industry's first fit-for-purpose HCI solution that marries the renowned simplicity of Nutanix one-click software with the robust performance of the IBM POWER® architecture.

IBM Hyperconverged Systems powered by Nutanix are integrated solutions that target your customers' most demanding transactional and cognitive analytics workloads with an infrastructure that is easy to manage and simple to scale. Your customers will benefit from the comprehensive Nutanix distributed file system plus data services that eliminate the need for stand-alone storage systems.



**Don't rip and replace your customers' existing infrastructure to transform their businesses—just put their most intense data-crunching workloads on the servers that were born to run them.**

- **Harness the power of analytics:** Your customers can combine the intelligence of predictive analytics, the ease of modular scalability and the streamlined infrastructure management of hyperconvergence to make deploying cognitive computing as simple as starting a web server.
- **Scale easily:** Companies can pay as they grow, starting small and scaling their infrastructure by adding nodes one at a time. They can increase performance and capacity only when they need it—eliminating costly over-provisioning.
- **Lower data center costs:** Increase utilization without sacrificing performance—reduce hypervisor licensing costs with Nutanix Acropolis Hypervisor (AHV). Free your customers from the need for specialized IT skills.
- **Eliminate expensive and complex SANs:** Do away with the cost and complexity of storage arrays and networks. Simplify your customers' data centers using built-in storage resources.
- **Bring new workloads to HCI deployments:** Support advanced cognitive workloads, including machine learning and AI, as well as mission-critical workloads such as databases, large-scale data warehouses, web infrastructure and mainstream enterprise applications.



## Use cases

### **Support new workloads with the joint HCI solution from IBM and Nutanix**

IBM Hyperconverged Systems powered by Nutanix are uniquely well suited to bringing data-intensive enterprise workloads such as MongoDB, EDB Postgres and MariaDB into a simple-to-manage, on-premises cloud environment. Running these complex workloads on IBM Hyperconverged Systems powered by Nutanix will enable your customers to quickly deploy open source databases in their data centers while controlling costs and complexity, and improving performance.

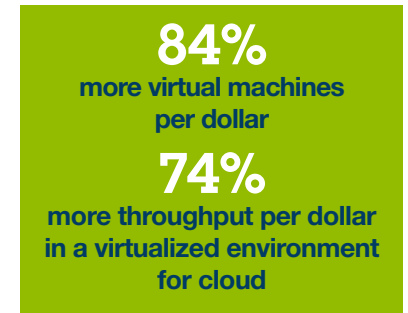
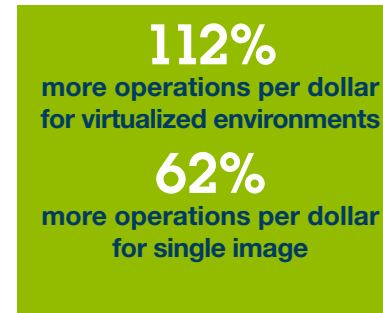




These operational data stores are the foundational building blocks for future cognitive cloud solutions. Advanced analytics, machine learning and AI require organizations to tap into data already housed on premises. Future IBM offerings in this family of hyperconverged systems will help your customers simply and easily deploy and scale a cognitive cloud infrastructure environment.

### IBM Power Systems<sup>2</sup> Deliver

80% more performance per dollar on average than x86-based<sup>3</sup> servers





## Why sell?

### Differentiate your offerings with IBM Hyperconverged Systems powered by Nutanix

IBM Hyperconverged Systems powered by Nutanix can help Business Partners expand their Nutanix opportunities. These systems complement their customers' VDI and tier 1 applications that are running in Nutanix on commodity x86 servers with a solution for data-intensive workloads in Nutanix on IBM Power Systems servers.





**Independent software vendors** can differentiate their firms from competitors by offering a complete solution that is delivered in a simple-to-deploy cognitive cloud, built on a server platform designed specifically for data-intensive workloads.

**Solution providers and systems integrators** can bring new practices and solutions to the market while accelerating their customers' implementation projects on a simplified data center infrastructure.

The infrastructure integrates server, storage, networking and virtualization resources into a turnkey, fit-for-purpose hyperconverged solution that runs applications at any scale.

**Cloud service providers** can differentiate their firms with capabilities to host innovative, cognitive workloads. They can optimize their system design to balance cost, security, scalability and performance.



**Proven:** More than 7,000 Nutanix-based customers and 55,000 nodes deployed



**Residual:** In less than 18 months, most enterprise customers repurchased 7.8x their initial order



**Choice:** Customers appreciate the flexibility to focus on their business



**Delighted:** Customers love IBM and Nutanix—Nutanix has an average Net Promoter Score of 90 during the past four years



**Lucrative:** Less margin pressure, because of total cost of ownership savings and a healthy average selling price for retiring quota quickly

## Business Partner enablement

### Learn, grow and profit with the IBM PartnerWorld program

Do you want to set your business apart from competitors? Whether you build solutions, provide services or act as a trusted advisor, the IBM PartnerWorld® program provides the tools and resources to help you empower your customers to lead in an increasingly digital marketplace. With benefits ranging from education and training to marketing and sales, PartnerWorld is designed to help you meet business goals and growing customer demands.

### Become an IBM Business Partner:

When you register as an IBM Business Partner, you'll gain access to several educational, training and activation benefits. Unlock additional benefits as you achieve competencies and advance in the program. Are you ready to expand your reach, develop solutions and build your brand? Join PartnerWorld today: [ibm.co/28PjVju](https://ibm.co/28PjVju)



**IBM PartnerWorld Partner Growth Incentive (PGI) and competencies programs:**

These programs provide resources that can help your customers thrive in the digital era. To meet this evolving market demand, we're giving you access to our rich and flexible benefit portfolio. Each level of the PartnerWorld programs comes with access to more resources to help you market and sell your service offerings.

- PGI-level achievement is designed to reward Business Partners who make an investment in IBM skills and certifications, and have the ability to successfully sell and deploy IBM solutions. IBM PGI is a program offering you a structured path to progress toward becoming a Specialist or Expert Business Partner. Learn more: [ibm.co/1MrnQdV](https://ibm.co/1MrnQdV)
- Specialist-level achievement designates a competency differentiating Business Partners who have developed the capabilities to address client needs tied to IBM solutions and demonstrated repeatable success. Learn more: [ibm.co/2oiJrjR](https://ibm.co/2oiJrjR)
- Expert-level achievement is a designation for a competency identifying Business Partners who have the deepest level of capabilities and can provide the highest-value delivery capability for that solution area. Learn more: [ibm.co/2oiJrjR](https://ibm.co/2oiJrjR)



## Resources

### Get started by building your skills today

IBM makes it easy for IBM Business Partners to get started. Partners can access a rich set of assets through IBM FindIT, compelling marketing campaigns through the IBM Digital Marketing Content platform, and both online IBM PartnerWorld University and classroom education.

**IBM FindIT** is a cutting-edge sales application that makes it easy to find what you need, when you need it. Use FindIT to search and find assets in seconds. With product, client role and industry filters, FindIT puts you in control to search and view the most current and qualified assets.

Save and organize favorite assets in an electronic briefcase. Use seller guidance and deal progression to prepare for a call, engage with clients face-to-face to solve challenges, and progress to opportunity. Register for IBM FindIT: [ibm.biz/ibmfindit](http://ibm.biz/ibmfindit)

**IBM Digital Content Marketing** platform is an integrated suite of marketing tools—web content syndication, email marketing and social automation—designed to help you generate leads while saving time and money. Use one, two or all three capabilities to create digital marketing campaigns to increase your visibility in the marketplace. Register for IBM Digital Content Marketing: [ibm.co/2sWbr28](http://ibm.co/2sWbr28)

**IBM PartnerWorld University** is a web-based learning management system delivering online lectures to IBM Business Partners worldwide. Improve product knowledge and sales skills so you can be more effective with end customers and prepare for certifications. The courses are available on demand and at no charge. Start building your skills today: [ibm.com/pwu](http://ibm.com/pwu)

Recommended PartnerWorld University education:

- “IBM Hyperconverged Systems powered by Nutanix” Level 1 online training: [ibm.co/2xh2yzD](http://ibm.co/2xh2yzD)
- “IBM Hyperconverged Systems powered by Nutanix” Level 2 online training: [ibm.co/2yZMFkT](http://ibm.co/2yZMFkT)

### Learn more about the IBM and Nutanix relationship and our joint offerings

IBM and Nutanix have created a rich set of content to help you understand the relationship and the new hyperconverged offering, and to help prepare you for a conversation with your customers. Here are some of the highlights.

IBM Hyperconverged Systems powered by Nutanix:

#### IBM external customer content:

- Product landing page: [ibm.co/2uk4yVH](http://ibm.co/2uk4yVH)
- Relationship Announcement video (6 min): [youtu.be/qYiBYLuW53M](http://youtu.be/qYiBYLuW53M)
- Product Announcement video (1 min): [bit.ly/2sei6VX](http://bit.ly/2sei6VX)

- theCUBE .NEXT video (11 min): [youtu.be/4SQqrXV7hzA](http://youtu.be/4SQqrXV7hzA)
- IBM In the Making blog: [ibm.co/2u00Xwn](http://ibm.co/2u00Xwn)
- Nutanix blog: [bit.ly/2uEOKkn](http://bit.ly/2uEOKkn)
- Data sheet: [ibm.co/2tqrcit](http://ibm.co/2tqrcit)
- *IBM Systems Magazine* (August 2017): [bit.ly/2g8d9bX](http://bit.ly/2g8d9bX)
- Webcast (August 2017): [bit.ly/2vnTqsa](http://bit.ly/2vnTqsa)

#### IBM PartnerWorld marketing content:

- *Business Partner Voices* blogs: [bit.ly/2jopZo4](http://bit.ly/2jopZo4)
- Business Partner Guide Book: [ibm.co/2xA9Bmx](http://ibm.co/2xA9Bmx)
- Social Media Kit: [ibm.co/2tIHq3X](http://ibm.co/2tIHq3X)
- IBM FindIT for Partners: [ibm.co/2syrzZE](http://ibm.co/2syrzZE)
- Digital Marketing Campaign in DCM: [bit.ly/2wTauJY](http://bit.ly/2wTauJY)

#### IBM PartnerWorld sales enablement content:

- Client presentation: [bit.ly/2hoc11l](http://bit.ly/2hoc11l)  
—Video: [bit.ly/2iTcMzT](http://bit.ly/2iTcMzT)
- Seller presentation: [ibm.co/2syrzZE](http://ibm.co/2syrzZE)  
—Video: [bit.ly/2ACqT3F](http://bit.ly/2ACqT3F)
- FAQ: [bit.ly/2zC75Al](http://bit.ly/2zC75Al)
- Battlecard versus HPE SimpliVity: [ibm.co/2sSGJpT](http://ibm.co/2sSGJpT)
- Battlecard versus Dell EMC VxRail: [ibm.co/2sonWzm](http://ibm.co/2sonWzm)
- VITO letter: [ibm.co/2ygQh2l](http://ibm.co/2ygQh2l)
- Quick proposal: [ibm.co/2gZgoTS](http://ibm.co/2gZgoTS)
- TCA/TCO Costing Tool: [ibm.co/2hqCAN2](http://ibm.co/2hqCAN2)



More information on the IBM and Nutanix relationship:

**IBM and Nutanix external content:**

- IBM In the Making blog: [ibm.co/2ro1ypl](http://ibm.co/2ro1ypl)
- IBM press release: [ibm.co/2rm9gAE](http://ibm.co/2rm9gAE)
- Nutanix–IBM partnership page: [nutanix.com/ibm/](http://nutanix.com/ibm/)
- Nutanix blog: [bit.ly/2s5w09c](http://bit.ly/2s5w09c)
- Joint announcement video: [youtu.be/qYiBYLuW53M](http://youtu.be/qYiBYLuW53M)

**IBM PartnerWorld content:**

- PartnerWorld University Education:
  - Level 1: [ibm.co/2xh2yzD](http://ibm.co/2xh2yzD)
  - Level 2: [ibm.co/2yZMFkT](http://ibm.co/2yZMFkT)
- IBM FAQs: [bit.ly/2zC75AI](http://bit.ly/2zC75AI)
- Other assets (IBM FindIT): [ibm.co/2syrcZE](http://ibm.co/2syrcZE)

Additional assets can be found in [IBM Digital Content Marketing](#) using your IBM PartnerWorld user ID and password.

**Contact us**

Ready to expand your reach and develop fit-for-purpose solutions built on the platform designed for today's data-intensive workloads? IBM is always looking for new and existing Business Partners interested in helping customers accelerate their digital transformation. If you have any questions or are looking for additional information, do not hesitate to reach out to your IBM representative.

**Pricing and ordering**

To learn more about how to order IBM Hyperconverged Systems powered by Nutanix, visit the [IBM Marketplace](#) and contact your IBM representative for more information on pricing and general availability.







## About IBM Power Systems

IBM Power Systems are servers designed for mission-critical applications and emerging Cognitive Era workloads, including AI, machine learning, deep learning and advanced analytics as well as high-performance computing, data lakes and operational data stores. Designed to deliver efficiency whether deployed in private, public or hybrid clouds, IBM Power Systems benefit from a wide range of open technologies, many stemming from collaboration with other OpenPOWER Foundation members. Customers today can enjoy benchmark-setting performance for a wide variety of data-intensive workloads. Learn more at [ibm.com/power](http://ibm.com/power).

## About Nutanix

Nutanix is recognized as a leader in the hyperconverged integrated systems market by both [Gartner](#) and [IDC](#). These systems simplify data center infrastructure by integrating server, storage, networking and virtualization resources into a turnkey hyperconverged solution that runs applications at any scale and can be deployed in less than 60 minutes. When you choose an IT stack built with web-scale engineering that delivers a full set of platform services, you get much more than HCI that simplifies your data center operations. You get an Enterprise Cloud Platform that scales without limit and delivers all of the infrastructure services that your applications need. Whether your applications run virtualized, bare metal or containerized, Nutanix has a solution. Learn more at [www.nutanix.com](http://www.nutanix.com).

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<sup>1</sup> MarketWatch, “Is hyperconvergence the next big thing in tech?” April 2017, [www.marketwatch.com/story/is-hyperconvergence-the-next-big-thing-in-tech-2017-04-03](http://www.marketwatch.com/story/is-hyperconvergence-the-next-big-thing-in-tech-2017-04-03)

<sup>2</sup> CS821 and CS822 are based on Power S821LC and Power S822LC respectively. Actual performance and price-performance of the CS821 and CS822 may vary.

<sup>3</sup> 80% price-performance advantage is based on the average of IBM internal measurements of Power Systems S822LC for big data relative to comparable x86 E5-2600v4 (Broadwell) 2-socket offerings across multiple open source databases, including MongoDB, EnterpriseDB and MariaDB. Comparisons utilize current pricing as of August 24, 2016. More details can be found at [ibm.com/developerworks/linux/perfcol/index.html](http://ibm.com/developerworks/linux/perfcol/index.html)



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