



## Nutanix Focuses on Simplifying Cloud Data Management

By Jean S. Bozman

Nutanix, known for its hyperconverged HCI platform software, is sharpening its focus on managing workloads and data across customers' hybrid clouds and multi-cloud environments. And, true to its roots in VDI and VPN, Nutanix is expanding work-from-home (WFH) environments that are driving customers to become more efficient about management – and about monitoring data-access patterns for potential security gaps.

Customers accelerated deployments of VDI systems during the pandemic, supporting work-from-home (WFH) environments. Nutanix has found that such customers are continuing to adopt and expand VDI to accommodate hybrid remote work.

At its [.NEXT fall conference](#), company executives announced software tools that are designed to simplify customer access to [multiple data resources](#) in hybrid cloud and multi-cloud environments. Key to these offers: supporting data-at-rest and data-in-flight; and [providing dashboard controls](#) that allow customers to see a unified view of enterprise data resources across Core, Cloud and Edge data resources.

## Hybrid Cloud Data Management

Data optimization – and reducing round-trip latency for data access – is becoming more important as more enterprise workloads move into the hybrid cloud. That's because customers are finding that data access time varies widely, across a company's Core, Cloud and Edge locations. Consolidation of some data hubs may also be required if companies have too many standalone "data silos" across their geographic locations. Skillsets are changing, too, as cloud-centric modes of computing and storage are implemented across data centers and headquarters of many corporations and organizations.

In the wake of the pandemic, cloud migrations and cost-sensitivity are making data optimization a top priority for many organizations. That's why this is a highly competitive market space: Many systems and software providers see the same opportunities for reducing administrative time and cost associated with data optimization, data management and operational efficiency. That will drive a multi-year period of change in traditional data centers worldwide. Other companies targeting hybrid-cloud data management include Cloudera, Dell Technologies, HPE/MapR, IBM and Red Hat, among others.



.NEXT Conference Announcements

Announcements from the conference included the following:

- **Nutanix AOS 6.0:** AOS 6.0 now includes: Flow Networking, using overlay networking technology to create virtual private clouds (VPCs) that provide granular workload isolation for Nutanix environments. It also introduces enhancements for disaster recovery (DR), including a new dashboard, end-to-end encryption for DR data, and support for public clouds as DR targets.
- **Nutanix Data Lens:** A data governance cloud service that enables unstructured data lifecycle management and enhances data protection and security. It analyzes data access patterns, data aging and data types to find anomalies in usage, including potential ransomware attacks.
- **Nutanix Clusters on Microsoft Azure:** Nutanix Clusters on Microsoft Azure is now a limited preview offering, allowing customers to realize the benefits of both on-premises and Azure environments with a unified management plane and support for seamless mobility across clouds.
- **Partner announcement with Citrix.** Nutanix and Citrix announced a strategic partnership, which is a key platform for VDI (virtual desktop infrastructure) environments. Nutanix will be a preferred HCI and hybrid multi-cloud platform for Citrix' Virtual Apps and Desktops services, and Citrix will be a preferred choice for VDI solutions on the Nutanix Cloud Platform.
- **Partnership with Qualys Inc.** This partnership integrates Qualys vulnerability management software with Nutanix Cloud Platform to provide IT Administrators with application-centric risk monitoring for streamlining and prioritizing security patching efforts. Additionally, enhanced protection in Nutanix Files will help detect and protect against more than 4,000 known ransomware attack signatures, using its ability to deliver new signatures dynamically.
- **Partnership with Red Hat.** In July, Nutanix announced a preferred partnership with Red Hat for interoperability with Red Hat's OpenShift container technology and for support for Red Hat Enterprise Linux (RHEL) hosted on Nutanix AHV hypervisors and the Nutanix Cloud Platform. Nutanix affirmed that partnership at the .NEXT conference.



## Analysis

As cloud migrations accelerate, Nutanix is focusing on software products and services that simplify customers' hybrid cloud and multi-cloud environments. The company is emphasizing data management, data protection and data security for workloads running on its Nutanix HCI platforms. Much of its focus is on unstructured, data generated by cloud-native applications – a rapidly growing data source that is usually managed separately from structured data in customers' enterprise data centers.

Nutanix executives believe that hybrid multi-cloud computing will soon be the predominant form of cloud computing for customer deployments. To that end, Nutanix is focusing on automation, monitoring, governance, workload isolation, data management and data protection within public, private and multi-cloud environments. Because Nutanix HCI is already an integrated platform, customers can manage multiple functions through a single management interface, reducing administrative costs.

“Hybrid multi-cloud deployments are going to be dominant, going forward,” Nutanix CEO Rajiv Ramaswami told the .NEXT audience. He cited industry studies that say more than 50 percent of the IT executives surveyed plan to deploy workloads in cloud environments in 2022. Nutanix software is designed to simplify workload and data management, he said. “By making the cloud invisible, companies can focus on their business outcomes rather than worrying about cloud complexity.” He said Nutanix has more than 20,000 customers worldwide.

Summing up:

Nutanix is well-positioned to address customer initiatives aimed at modernization and more efficient data management in hybrid clouds. But it won't be alone in selling into this broad and wide market opportunity in hybrid cloud and multi-cloud infrastructure. As customers change their on-prem and off-prem workloads and data, and migrate more applications to the cloud, their IT organizations will change, too.

These changes will likely accelerate in the wake of the COVID-19 pandemic and the hybrid work style that will combine New Normal offices and WFH. To improve their use of hybrid cloud and multi-cloud resources, IT organizations – and the managers and system admins who run them – will increasingly leverage a range of software products and management tools that will help them to keep pace with the rate of change.