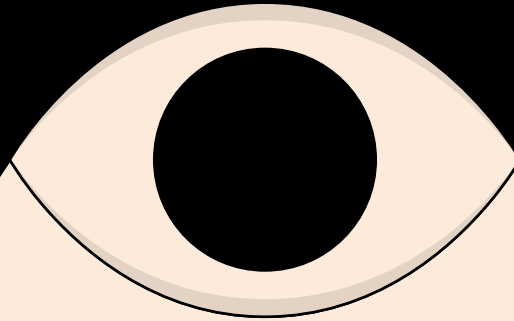workbrands

THE VISUAL VOYAGE

A DEMONSTRATION OF VISUAL CONTENT IN ACTION

↑

This is an interactive pdf, click to proceed
(or just flick through if you prefer)

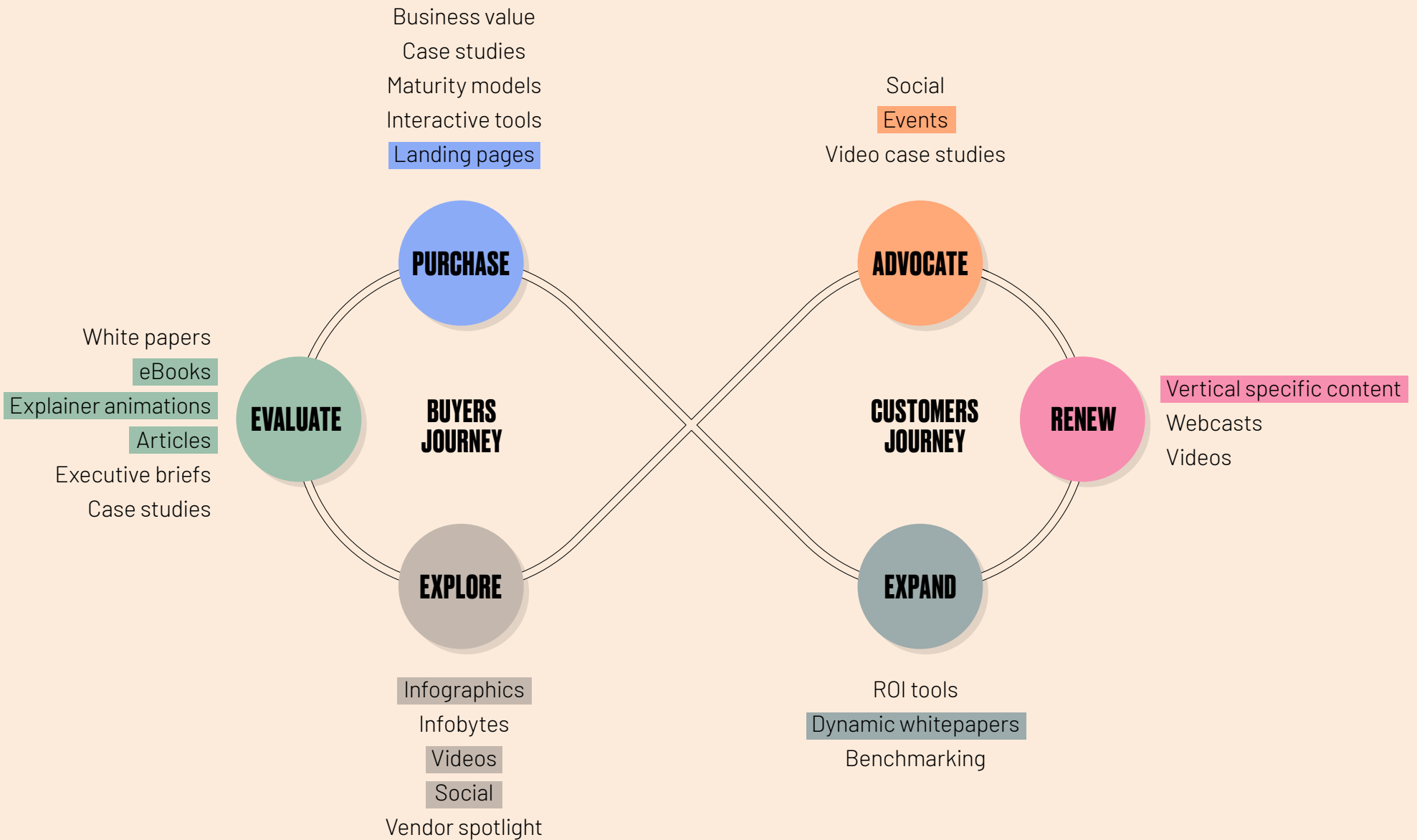# WE'VE WORKED WITH NUTANIX FOR 5 YEARS ON A HUGE RANGE OF EXCITING VISUAL CAMPAIGNS.

NUTANIX™

Cloud computing company that sells hyperconverged infrastructure software, cloud services and software-defined storage.

6,500+ EMPLOYEES

US$1.236 BILLION REVENUE (2019)

80+ GLOBAL OFFICES

INCREASING NUTANIX'S VISUAL APPEAL THROUGHOUT THE SALES CYCLE

Business value
Case studies
Maturity models
Interactive tools
Landing pages

Social
Events
Video case studies

PURCHASE

ADVOCATE

White papers
eBooks
Explainer animations
Articles
Executive briefs
Case studies

EVALUATE

BUYERS JOURNEY

CUSTOMERS JOURNEY

RENEW

Vertical specific content
Webcasts
Videos

EXPLORE

EXPAND

Infographics
Infobytes
Videos
Social
Vendor spotlight

ROI tools
Dynamic whitepapers
Benchmarking

EXPLORE

Your explore content should appeal to the broadest section of your target audience. For many people this will be the first time they come across your product or service, so you need to make the right first impression.
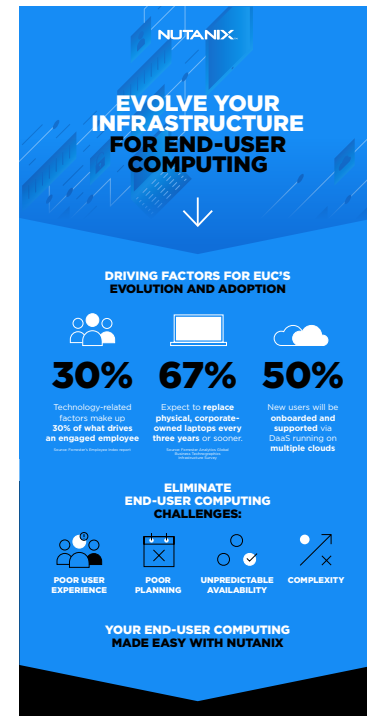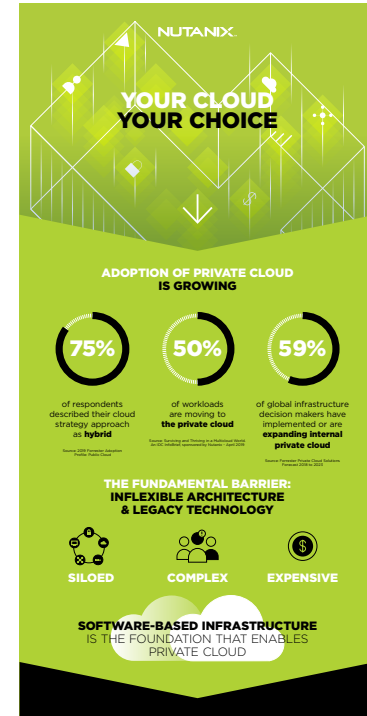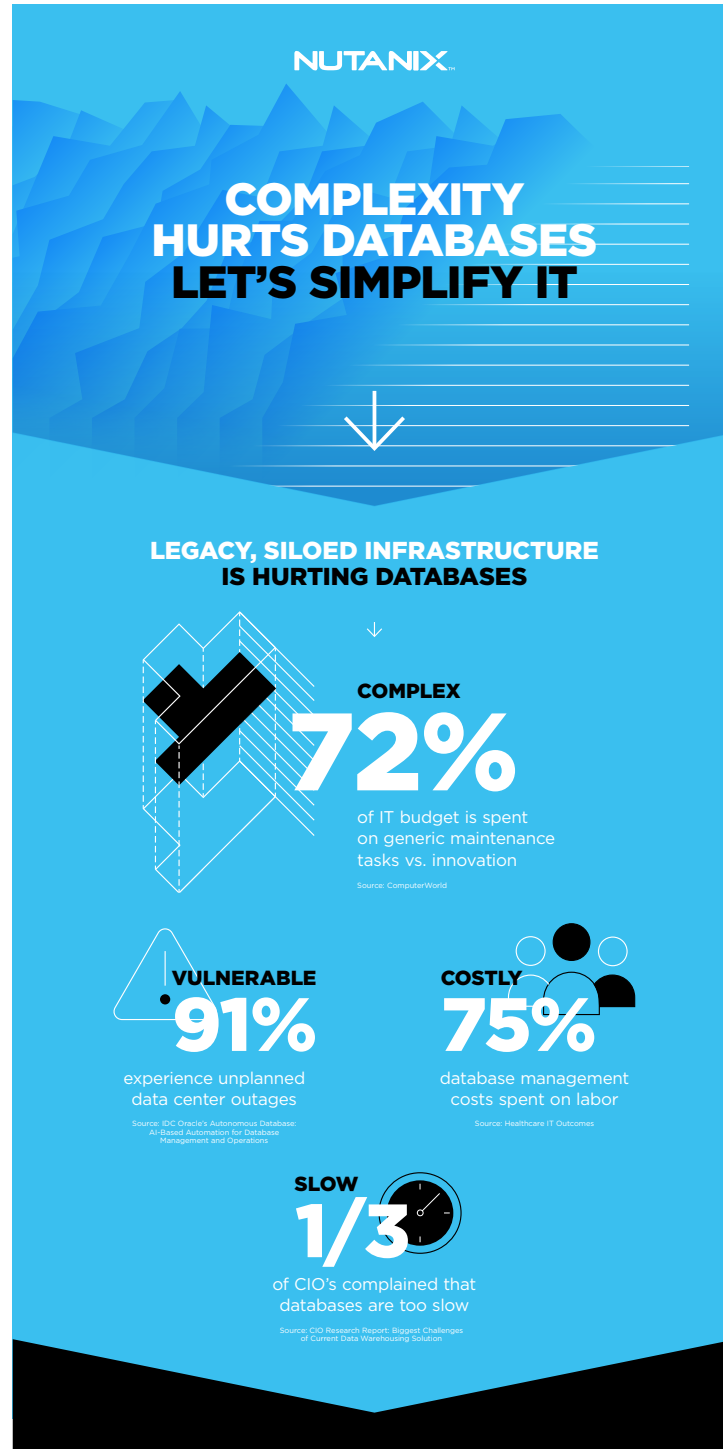
MAIN MENU

EXPLORE

⌄

INFOGRAPHICS

Infographics are a powerful way to combine the written word with visual content to explain big ideas in a clear and concise way.

We developed this particular set of infographics for Nutanix to use in their entirety online and in presentations as well as to divide into bitesize chunks for smaller social media posts.

They demonstrate the key features and benefits of Nutanix solutions in an eye-catching way.

☰ MAIN MENU

NUTANIX

COMPLEXITY HURTS DATABASES LET'S SIMPLIFY IT

↓

LEGACY, SILOED INFRASTRUCTURE IS HURTING DATABASES

↓

COMPLEX

72%

of IT budget is spent on generic maintenance tasks vs. innovation

Source: ComputerWorld

VULNERABLE

91%

experience unplanned data center outages

Source: IDC Oracle's Autonomous Database: AI-Based Automation for Database Management and Operations

COSTLY

75%

database management costs spent on labor

Source: Healthcare IT Outcomes

SLOW

1/3

of CIO's complained that databases are too slow

Source: CIO Research Report: Biggest Challenges of Current Data Warehousing Solution

---

NUTANIX

YOUR CLOUD YOUR CHOICE

↓

ADOPTION OF PRIVATE CLOUD IS GROWING

75%
of respondents described their cloud strategy approach as **hybrid**

50%
of workloads are moving to **the private cloud**

59%
of global infrastructure decision makers have implemented or are **expanding internal private cloud**

THE FUNDAMENTAL BARRIER: INFLEXIBLE ARCHITECTURE & LEGACY TECHNOLOGY

SILOED   COMPLEX   EXPENSIVE

SOFTWARE-BASED INFRASTRUCTURE IS THE FOUNDATION THAT ENABLES PRIVATE CLOUD

NUTANIX

EVOLVE YOUR INFRASTRUCTURE FOR END-USER COMPUTING

↓

DRIVING FACTORS FOR EUC'S EVOLUTION AND ADOPTION

30%
Technology-related factors make up **30% of what drives an engaged employee**

67%
Expect to **replace physical, corporate-owned laptops every three years** or sooner.

50%
New users will be **onboarded and supported** via DaaS running on **multiple clouds**

ELIMINATE END-USER COMPUTING CHALLENGES:

POOR USER EXPERIENCE   POOR PLANNING   UNPREDICTABLE AVAILABILITY   COMPLEXITY

YOUR END-USER COMPUTING MADE EASY WITH NUTANIX

EXPLORE

⌄

VIDEOS

Aimed at C-Levels, this is an emotive overarching mood film for CXO Focus, which sets the scene and demonstrates the power of technology as a business enabler - encouraging C-Levels to embrace digital disruption to make improvements (to their company, their careers and to ultimately have a positive impact).

This film is shown on the homepage of CXO and also features at Nutanix events.
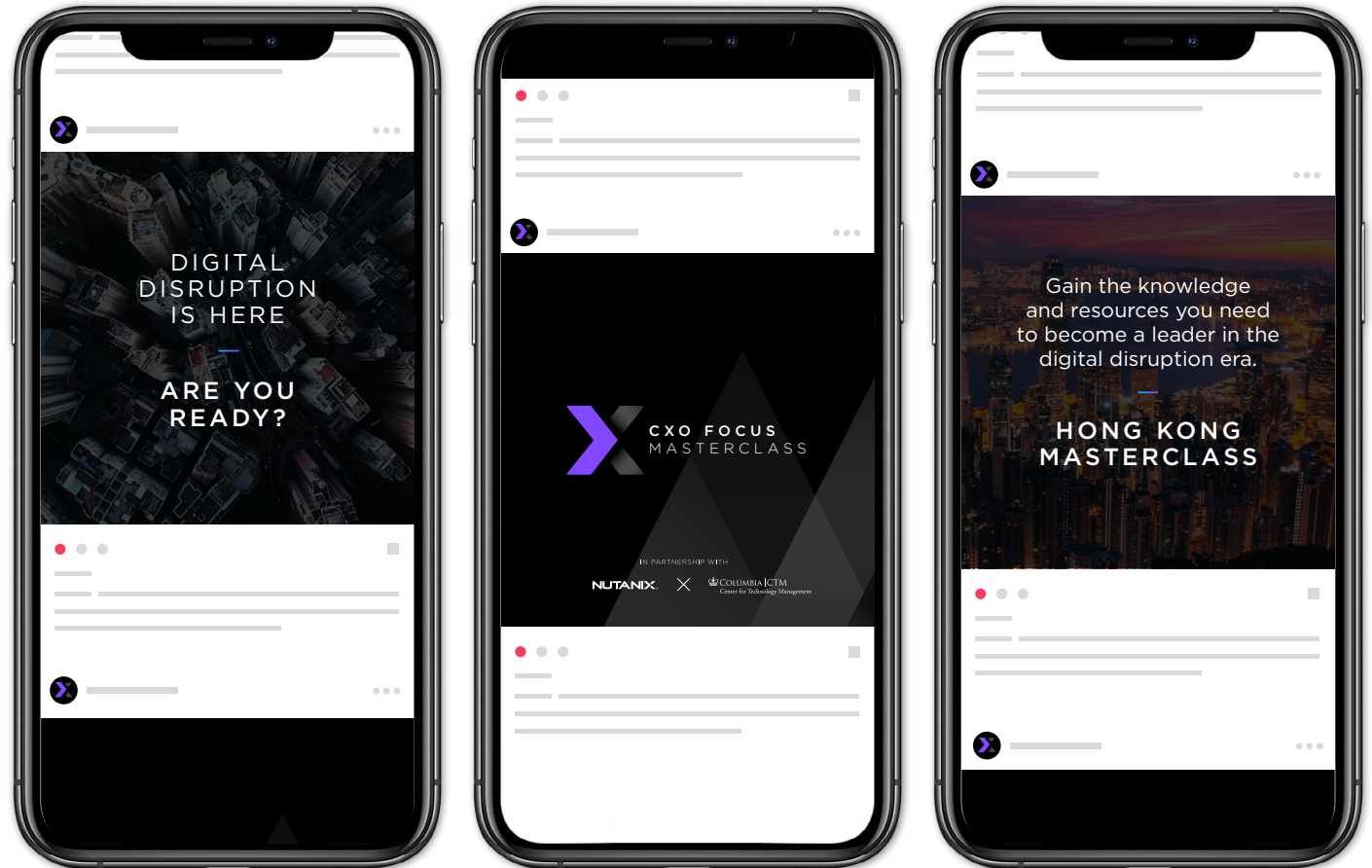

POSITIVE CHANGE
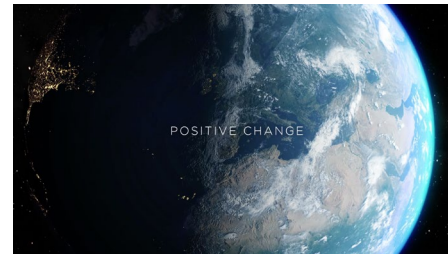
❯ CLICK TO VIEW ONLINE ❮

☰ MAIN MENU

EXPLORE

⌄

SOCIAL

These LinkedIn posts were part of both an organic and a targeted paid campaign, the aim of which was to encourage sign ups for the Masterclass events.

Masterclass is a series of events aimed at C-Levels to help them understand the opportunities surrounding digital disruption. Around 20 events have been hosted around the world in 2019/20 so far.

As part of the response to Coronavirus we are currently working with Nutanix to host these classes online.

☰ MAIN MENU

DIGITAL DISRUPTION IS HERE

ARE YOU READY?

CXO FOCUS MASTERCLASS

IN PARTNERSHIP WITH

NUTANIX. ✕ ♛ Columbia |CTM
Center for Technology Management

Gain the knowledge and resources you need to become a leader in the digital disruption era.

HONG KONG MASTERCLASS

EVALUATE

The evaluate stage of the cycle is when you should establish trust with your potential customer and start to build credibility within your brand. This is typically where your target is carrying out their own research – either through their peers or through the internet.

EVALUATE

⌄

E-BOOKS

E-Books are a great way of expanding on core information within a document.

This interactive PDF covers the most pertinent information on the core Nutanix offering, but also links out to case studies, videos and other resources to offer readers the opportunity to delve deeper into a subject.

☰ MAIN MENU

NUTANIX™

DELIVER HYBRID CLOUD YOUR WAY

One Platform. Any App. Any Location

NUTANIX SOLUTIONS

A FLEXIBLE CLOUD INFRASTRUCTURE

"The next big step in IT is being able to move our workloads seamlessly from on premises infrastructure to the public cloud, and then back in-house if our requirements change. That flexibility is built into the Nutanix solution."

Brian Oamek, Senior Enterprise IT Architect for Trek Bikes

WATCH

TREK · WATCH THE CASE STUDY

WE ARE OBSESSED WITH DELIGHTING OUR CUSTOMERS

Customer success comes first with Nutanix. Software, delivery, and support services are all designed with customer success as the end goal. See what we mean:

15,000+ Proven and Trusted by over 15,000 customers

+90 average Net Promoter Score for 5 years

97% Customer Satisfaction

Pulse Proactive support with Pulse

WATCH: BEST DAY OF YOUR LIFE

START WITH TECHNOLOGY THAT REMOVES LIMITATIONS

85% of enterprises choose hybrid cloud as the ideal operating model?

LET'S ENSURE YOUR DIGITAL TRANSFORMATION SUCCESS

51% of organizations have stalled or abandoned transformation initiatives.*

TRANSFORM ANALYTICS INTO BUSINESS INSIGHTS

3x Ingest TBs of data daily with up to 3x better performance on search with DSF

8x Focus on finding insights; deploy 8x faster from pilot to production

Minutes Integrate new storage services in minutes vs days or weeks

EVALUATE

⌄

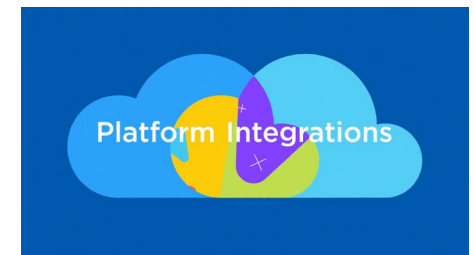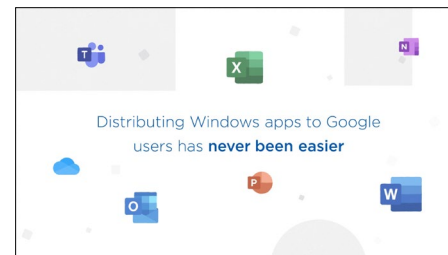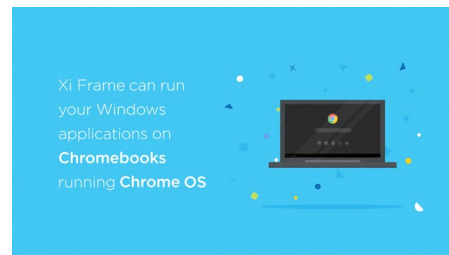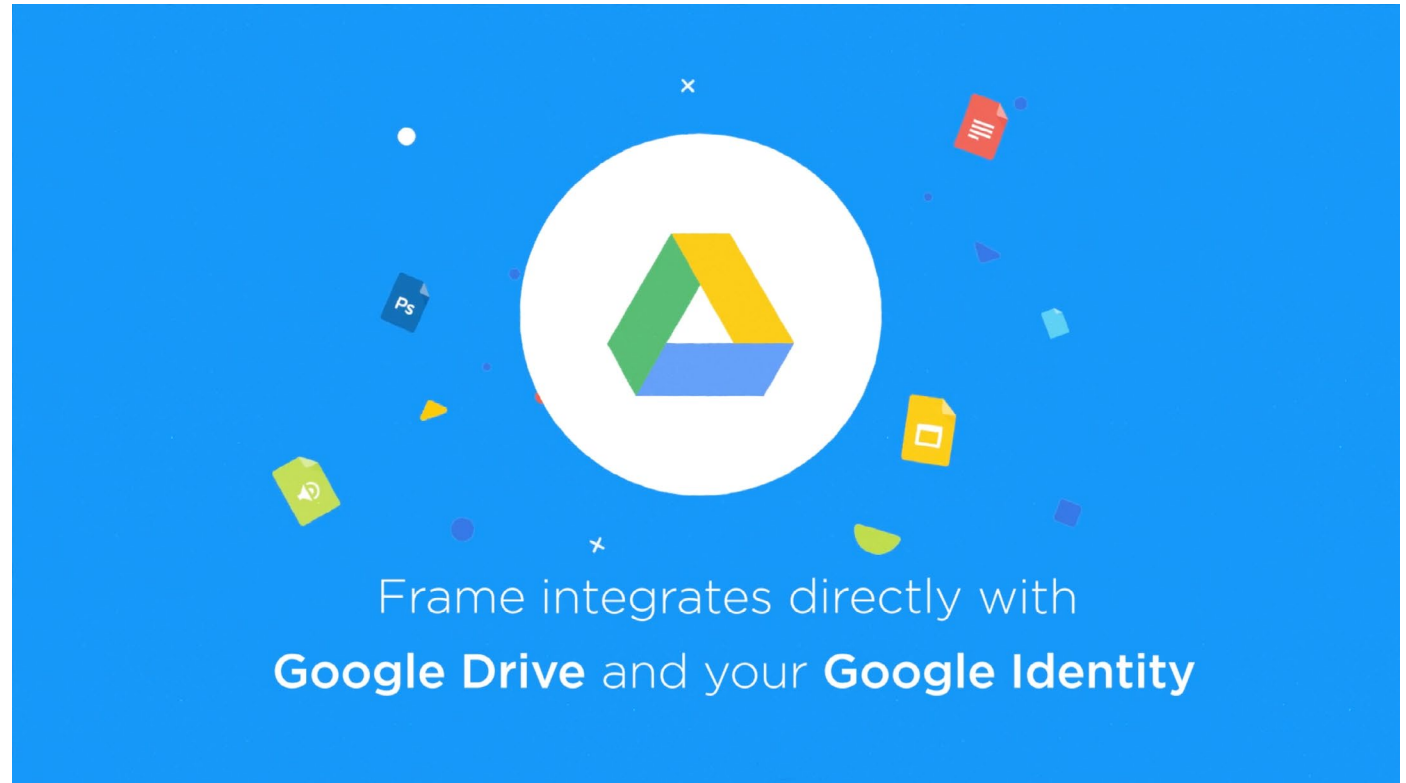## EXPLAINER ANIMATIONS

Eyes on the prize! Explainer animations are a helpful tool to make a complex proposition easy to understand. These short videos tell your brand's story in a memorable way.

We are living in an increasingly connected world and explainer videos are a tool that can be easily implanted to ensure your marketing materials can be shared across social media and between viewers. Video and animation are 96% more likely to get shared in comparison to static images.

Frame integrates directly with **Google Drive** and your **Google Identity**

Xi Frame can run your Windows applications on **Chromebooks** running **Chrome OS**

Distributing Windows apps to Google users has **never been easier**

Platform Integrations

❯ CLICK TO VIEW ONLINE ❮
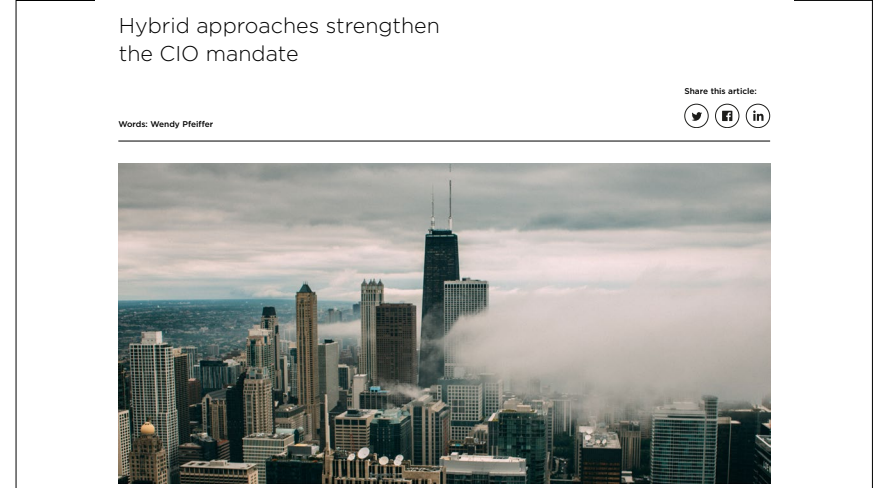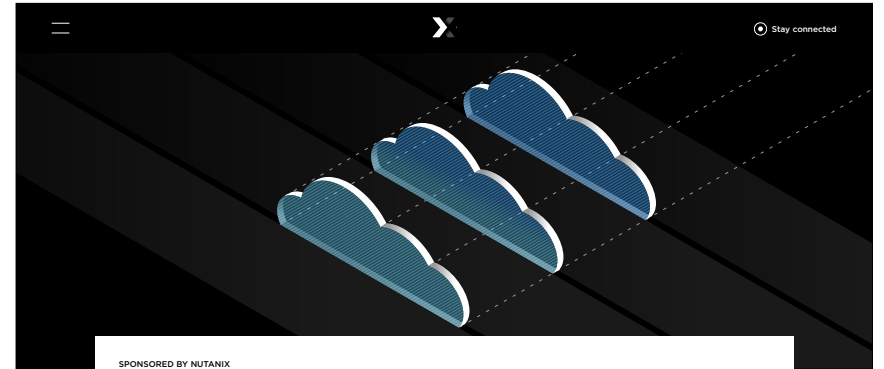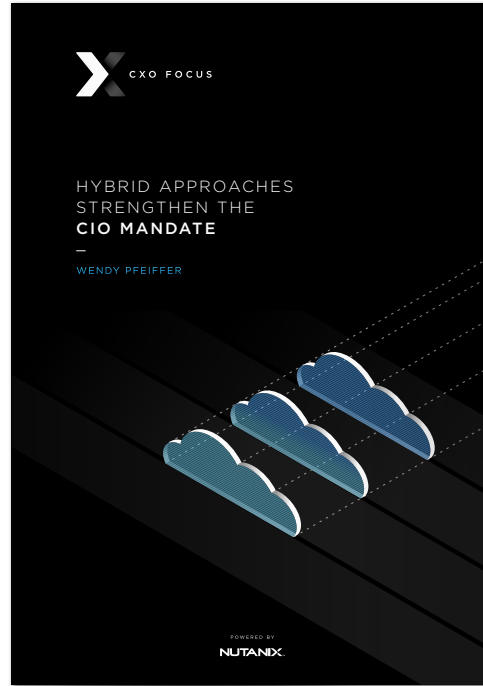
☰ MAIN MENU

EVALUATE

ARTICLES

Everyone is walking around with amazing multi-media devices in their pockets.

Why wouldn't you want to use this as an opportunity to add moving images to your long copy articles?

It vastly increases engagement and looks fantastic.

MAIN MENU

CXO FOCUS

HYBRID APPROACHES
STRENGTHEN THE
CIO MANDATE
—
WENDY PFEIFFER

POWERED BY
NUTANIX.

41%
OF COMPANIES PLAN TO ADOPT
HYBRID CLOUD ARCHITECTURES
IN THAT TIME PERIOD.

Stay connected

SPONSORED BY NUTANIX

Hybrid approaches strengthen the CIO mandate

Words: Wendy Pfeiffer

Share this article:

Cloud technology providers are guilty of proprietary methods that prevent CIOs achieving their mandate, says Nutanix CIO Wendy Pfeiffer.
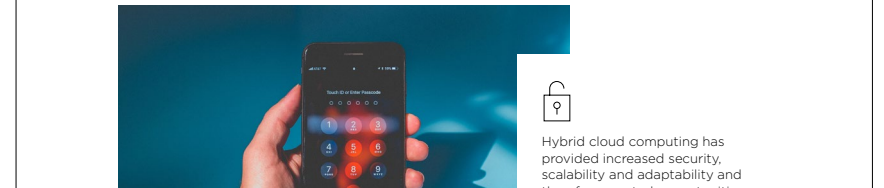
Everyone knows more about technology than I do at Nutanix, but as CIO of Nutanix, my role is to make this organization more productive and that is the mandate all CIOs must achieve.

The CIO role must be at the helm of organizations as they react and adapt to the next wave of technologies and changes in customer behavior. The Nutanix Enterprise Cloud Index 2018 survey reveals how CIOs are using hybrid cloud solutions to ensure organizations are agile and adaptive and I know from my experience as a Nutanix customer in previous roles and now as the CIO that this is essential.

What strikes me in the findings of the 2018 Enterprise Cloud Index is how the CIO is increasingly taking on new customer focused responsibilities. The Nutanix research demonstrates how CIOs are enabling organizations to reduce the cost of IT and at the same time create increased agility that will enable the organization to be more innovative.

Global research by the likes of analyst houses Forrester and Gartner reveals that boards and CEOs demand increased innovation, and the Nutanix research shows CIOs are putting in place the technological building blocks that the organization can utilize to innovate with.

If companies are to thrive we need to operate technologies that transform our businesses.

97%
SAID THAT BEING ABLE TO MOVE
APPLICATIONS EASILY BETWEEN
CLOUDS IS A REQUIREMENT.

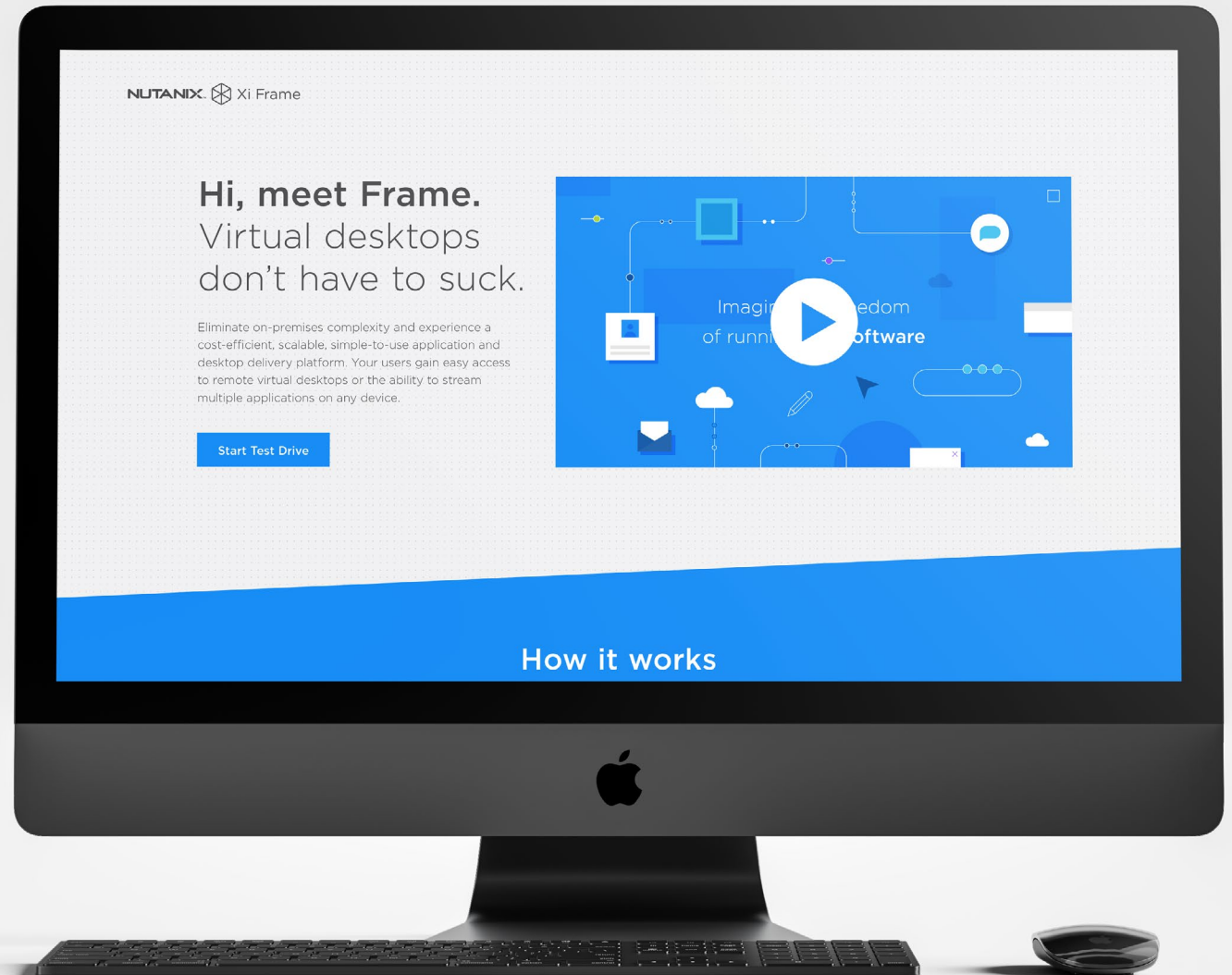Hybrid cloud computing has provided increased security, scalability and adaptability and

PURCHASE

At the purchase stage of the sales cycle your content should educate viewers on the benefits of your product or service and provide clear calls to action for purchase.

MAIN MENU

PURCHASE

⌄

LANDING PAGES

A landing page is where your customer 'lands' after they follow one of your ads or search for your company online. Your landing page should be designed with specific goals in mind, everything about it should work hard to turn each visitor into a customer.

These landing pages formed part of a lead generation campaign for Nutanix Xi Frame. The pages featured our explainer animations, a quick overview of the key features and benefits of the products and a clear call to action. Traffic was generated through a series of nurture emails and social media activity.

NUTANIX. ⬡ Xi Frame

Hi, meet Frame.
Virtual desktops don't have to suck.

Eliminate on-premises complexity and experience a cost-efficient, scalable, simple-to-use application and desktop delivery platform. Your users gain easy access to remote virtual desktops or the ability to stream multiple applications on any device.

Start Test Drive

Imagin... ...edom of runni... ...oftware

How it works

☰ MAIN MENU

EXPAND

The goal isn't merely to get a customer to purchase your product - you want them to become regular users or to upgrade their use of your service. Many tech products are sold on a subscription basis, making it easy for customers to cancel and switch to a competitor if they're unhappy or not seeing the full benefits of what you offer.

MAIN MENU

EXPAND

⌄

DYNAMIC WHITEPAPERS

There's no denying the important role whitepapers play
in B2B business development.

They are incredibly influential with 76% of tech buyers
using them as part of their decision-making process. But,
by their very nature, they can be a daunting read so, where
possible, we aim to make them interactive to navigate readers
through the document in a more active, engaging and
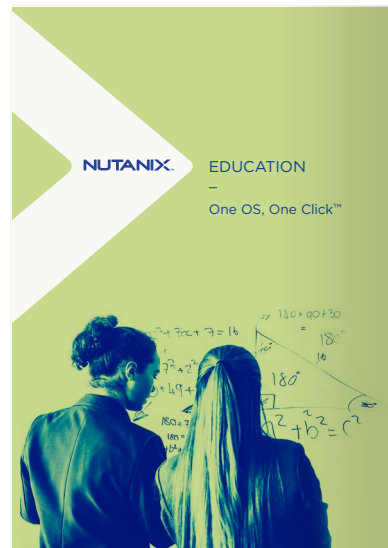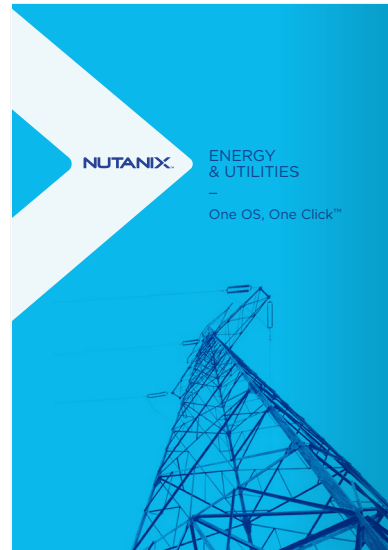rewarding manner.

☰ MAIN MENU

RENEW

After a period of successfully using your product, the likelihood is your customer will have to renew to keep using it. Before this happens, it's important to maintain close communication with them to ensure you are aware of any possible objections that could cause them not to renew. Keep them in the loop with any developments, show them success stories and make sure they're familiar with any benefits of being a loyal, long-term customer.

RENEW

VERTICAL SPECIFIC CONTENT

Good content gives people what they want, when they want it. Although many technologies run similar products or services across a number of verticals – it's a far more compelling proposition to package them up into vertical specific bundles to give the reader the assurance that you really are a specialist in their area.

Giving different sectors their own image styles and colour palette is a simple way of differentiating them whilst remaining on brand.

NUTANIX. ENERGY & UTILITIES – One OS, One Click™

NUTANIX. FINANCIAL SERVICES – One OS, One Click™

NUTANIX. HEALTHCARE – One OS, One Click™

NUTANIX. EDUCATION – One OS, One Click™

NUTANIX. CONSUMER PACKAGED GOODS – One OS, One Click™

NUTANIX. RETAIL – One OS, One Click™

≡ MAIN MENU

ADVOCATE

˅

A loyal customer is great – a customer that shouts about your product or service from the rooftop and becomes an advocate is even better. Peer to peer recommendation is an essential part of the buying process so the way you continue to communicate with your clients is essential to encourage this.

However, a very good tip here is to avoid irritations. A lot of companies become complacent when dealing with customers and producing unnecessary or ill-conceived communications is a sure-fire way to get their backs up.

☰ MAIN MENU

ADVOCATE

EVENTS

With a carefully considered event strategy, you can accelerate your sales pipeline and drive increased revenue.

When executed properly, hosting events allows you to interact with groups of already interested consumers and foster even stronger leads and relationships. CXO Focus Masterclass is an exclusive invitation-only class on thought leadership topics.

It has currently been hosted in over 20 cities around the world. When circumstances changed, we helped Nutanix to pivot Masterclass to an online event so attendees can access it from the comfort of their home.

MAIN MENU
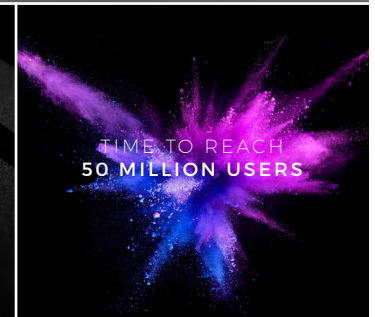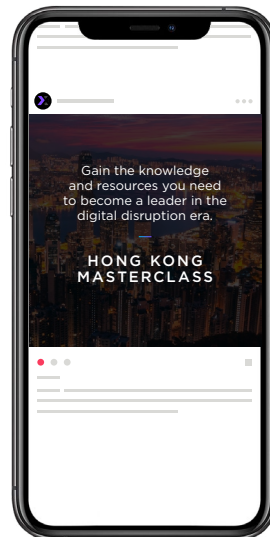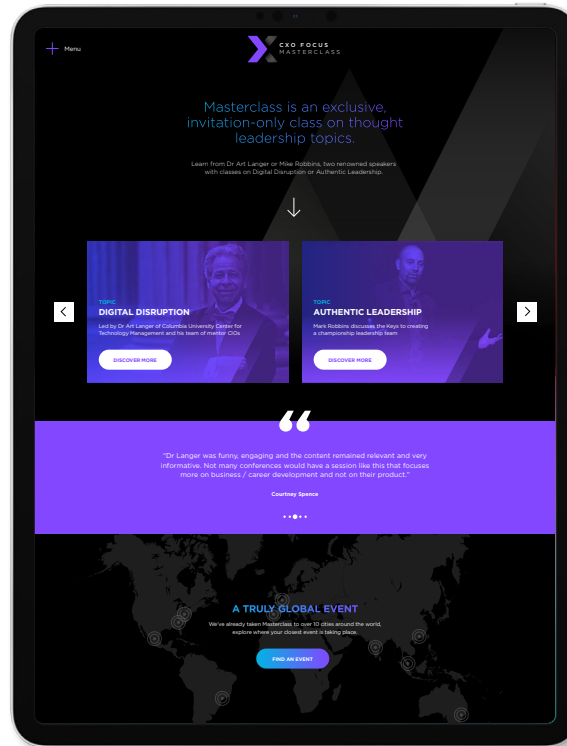
SPEAK TO US ABOUT
CREATING VISUAL CONTENT
TO ENGAGE WITH YOUR AUDIENCES

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workbrands