



MEMBER SPOTLIGHT

Nutanix

February 2024



NUTANIX



U.A.E.

Fast Facts



9+ years
in the U.A.E.



75%
of leadership residing in Dubai



>40%
female leadership team
in the region

Overview of Nutanix

Nutanix is a global leader in cloud software and a pioneer in hyperconverged infrastructure solutions, making clouds invisible, freeing customers to focus on their business outcomes. Organizations around the world use Nutanix software to leverage a single platform to manage any app at any location for their hybrid multicloud environments.

Learn more at nutanix.com or follow them on social media @nutanix.

Why Nutanix

Thanks to digital transformation, data explosion, an avalanche of new applications, and the increasing push to develop innovative products and get them to market as quickly as possible—IT landscapes have become infinitely more complex. Traditional, siloed operating models and tools just can't keep up. They're slow, complicated, expensive and require specialized skills. What enterprises need today is a consistent operating model that delivers a unified approach for managing disparate environments. Nutanix pioneered hyperconverged infrastructure (HCI) to break down legacy silos by merging compute, storage, and networking into a single, easy-to-use datacenter platform. Now, as the cloud has emerged as a critical component of IT infrastructure, Nutanix is breaking down silos once again, this time between on-premises, cloud, and the edge. They call this a hybrid multicloud platform.

What Makes Nutanix Unique

- 1. Freedom of Choice:** Nutanix is a strictly vendor agnostic technology; they give their customers the freedom to choose where and how they run their clouds, apps and technology stack.
- 2. One Unified Platform:** A single, consistent platform to minimize costs, performance and security risks.
- 3. The Power of Simplicity:** Untangling the complexity of IT infrastructure and providing businesses a one-click option to everything.
- 4. Dedicated Customer Obsession:** They have scored 90+ on NPS "Net Promoter Score" for the last 8 years, averaging a 97% customer satisfaction rate.

What Can Nutanix's Cloud Platform Deliver?

- 1. Accelerate Time to Value and Increase ROI:** Deploy a full-stack solution in hours, recovering your investment in as little as 12 months.
- 2. Turn Your Datacenter Operations Green:** Nutanix helps reduce your carbon footprint with a 57.5kg annual reduction in CO2 due to reduced number of physical servers required.
- 3. Improve Productivity & Quality:** 97% less unplanned downtime resulting in 53% more IT efficiency and 33% better help desk responses.
- 4. Reduce IT Risk & Waste:** Start with what you need today and grow over time so no more overprovisioning and under utilizing resources.
- 5. A Modern Infrastructure for Cloud-Native Applications:** Nutanix helps you empower your developers across clouds with the latest cloud-native solutions like Kubernetes

Recent Announcements

aws marketplace

In April 2023, Nutanix became available on AWS Marketplace in the U.A.E. allowing customers who are already using AWS public cloud services to benefit from Nutanix



In August 2023, Nutanix entered into a global partnership with Cisco which aims to combine Cisco's SaaS-managed compute portfolio with Nutanix's hybrid multicloud platform



In August 2023, Nutanix announced the launch of Nutanix GPT in a Box which is a solution for customers looking to jump-start their artificial intelligence (AI) and machine learning (ML) innovation, while maintaining control over their data

Notable Partnerships in the U.A.E.

Enoc Group, a leading global energy player, has centralised its IT infrastructure on Nutanix for retail expansion and to deliver slick digitally-driven customer experience. In 2021, the company undertook a massive digital transformation initiative aimed at delivering digital services across all their service stations, providing not only gas but top quality retail offerings. In order to support this initiative, ENOC recognised the best way forward would be to implement a fully integrated, scalable, and secure edge infrastructure solution that could be centrally managed for all their remote sites. Through their partnership with Nutanix, the company was able to minimize any IT related issues, eliminate IT siloes, and result in a 80% reduction in IT operating costs across 400+ sites; all without disrupting vital services to their customers. [Read More](#)

The dnata Travel Group has been working with Nutanix to consolidate and restructure its approach to IT operations so that it can reduce IT management overheads, costs, carbon footprint, and overall complexity of operations. As a result of this long term partnership, Dnata was able to make huge improvements to the efficiency and integration of its IT systems; resulting in immediate application performance. More importantly for Dnata was its digital sustainability objectives. They managed to reduce rack space by 75% leading to a 54% reduction in power demand, which has had a significant reduction in the carbon dioxide emissions per year. [Read More](#)

National Takaful Company PJSC (Watania), a U.A.E. insurance company which was founded in 2011 by leading institutions – Abu Dhabi National Insurance Company, Abu Dhabi National Energy Company and Al Dar Properties, has standardized on Nutanix Hyperconverged Infrastructure (HCI) technology. The implementation has resulted in approximately 60% savings on the company's data center footprint and operation cost, and brought reliability, scalability and flexibility to the IT environment. It has also greatly enhanced database management and performance of mission-critical applications – including Watania's core insurance platform, digital platform and other peripheral systems which includes HR & Payroll, Financial and RPA to name a few – which has a direct impact on Watania's user experience and business. [Read more](#)

Leadership



Raif Abou Diab
Sales Manager
South Gulf

Raif is responsible for ensuring strong business growth and excellence of operations across the region, leveraging Nutanix's globally renowned expertise to meet the aspirations of government bodies and private sector organizations.

With over two decades of experience in Information Technology, Raif brings a wealth of expertise and insights to the role, and will play a critical role in strengthening Nutanix's position as a leading provider of cloud computing solutions. Embracing the core values of integrity, innovation, and growth, Raif stands at the forefront of the fastest moving technology and digital transformation trends including Artificial Intelligence, Edge solutions, Hybrid Multiclouds, IoT, and customer investments shifting to the information age and digital economy.

Prior to joining Nutanix, Raif held several leadership positions at Hewlett Packard Enterprise and Dell EMC, where he was responsible for driving growth and delivering outstanding customer experiences. He holds a BSc in Computer Engineering, and is widely recognized for his strategic vision, entrepreneurial spirit, and passion for innovation.

"The United Arab Emirates (U.A.E.) has emerged as a shining example of a nation that has transformed its vision into a reality, positioning itself as a global leader in innovation, artificial intelligence (AI), and digital technology. We are proud to be able to support this vision through our ability to execute Digital transformation efforts"

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