

NexentaVSA for the VMware View Mobile Secure Desktop

Partnership Value

NexentaVSA for View is a purpose built virtual local storage appliance that dramatically simplifies deploying, managing, and calibrating storage for VMware View Mobile Secure Desktop. For Resellers, NexentaVSA for View can:

- Maximize margins without compromising TCO
- Convert your project stuck in POCs to production
- Deploy a scalable storage solution for View
- Simplify installs with a Virtual Storage Appliance
- Provide significantly lower TCO



MARKET OPPORTUNITY	CHALLENGES	SOLUTION BENEFITS	CUSTOMER QUALIFICATION
<p>Mobile Secure Desktop</p>	<p>Customer Pain Points</p> <ul style="list-style-type: none"> • Legacy security is cumbersome, not efficient • Limited “Bring Your Own Device” environment 	<p>Key Features and Benefits</p> <ul style="list-style-type: none"> • Secure, automated, efficient • Cost controls 	<p>Differentiators</p> <ul style="list-style-type: none"> • Open hardware environment • Higher productivity, lower cost Simplified deployment
<p>Target Audience</p> <ul style="list-style-type: none"> • Infrastructure team in charge of VDI deployment and overall storage solution. • Virtual infrastructure admin looking for scalable, high-performance, and unified storage solution for VMware View. <p>Target Customers</p> <ul style="list-style-type: none"> • Organizations with 500-5,000 seats for VDI. • SMB and Enterprise level organizations. 	<p>Customer Pain Points</p> <ul style="list-style-type: none"> • Legacy storage solutions cannot meet performance requirements for VDI. • TCO, with legacy systems, is far too expensive now, and increases even more with scalability. • Cost per seat. • Complexity of deployment. 	<p>Solution In Brief</p> <p>The NexentaVSA addresses the key challenges of VDI deployment through a single dashboard with real-time analytics. It offers rapid deployment of NexentaStor, running as a virtual storage appliance (VSA), across the vSphere cluster based on simple user inputs.</p> <p>NexentaVSA integrates the complexities of storage and desktop deployment for VDI into one console, greatly simplifying the process. A virtual Storage appliance is installed on the same hardware where the VDI virtual machines are installed. This eliminates the need for network connectivity and external storage systems.</p> <p>Key Features and Benefits</p> <ul style="list-style-type: none"> • Flexible, scalable storage architecture • Orchestrated storage deployment • Deployment Wizard and Calibration Wizard • Performance validation via Performance Analyzer • Cost / time savings 	<p>Qualifying Questions</p> <ul style="list-style-type: none"> • How much are you paying per seat? With unlimited storage? • How much time, and how many resources, can your company commit to deploying a new system that includes VDI and storage. <p>Differentiators</p> <ul style="list-style-type: none"> • Supports multiple hardware formats such as Blade, Rack, standalone • Support any third-party storage appliance • Price modeling same as View—per concurrent desktop • \$35 per desktop with unlimited storage • Deployment occurs in hours, not weeks or months

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The Solution

NexentaVSA for View provides the best end-user option for a VDI solution.

SOLUTION VALUE	RULES OF ENGAGEMENT	SOLUTION ADVANTAGES
<p>Partnership Value to VMware Sales</p> <ul style="list-style-type: none"> • NexentaVSA is dedicated and specifically built for View • Reduce TCO for VDI • Best price per performance • Reduce barrier to deployment • Scale VDI View easily <p>Partnership Value to Partner Sales</p> <ul style="list-style-type: none"> • Higher margins • Quick, easy sale • Create value-added bundles based on business needs • Expand deal size by including VDI and storage. 	<p>Rules of Engagement</p> <ul style="list-style-type: none"> • Customer can purchase NexentaVSA for View from a Nexenta authorized reseller. <p>Other Facts</p> <ul style="list-style-type: none"> • Service and Support for NexentaVSA for View provided by Nexenta. 	<p>Success Stories and Big Wins</p> <ul style="list-style-type: none"> • Delano Regional Medical Center http://www.nexenta.com/corp/images/stories/pdfs/casestudy-drmc.pdf

NexentaVSA for View

Competitor Summary

This section provides information that describes the key competitor technologies and solutions, including a comparison of the solutions that describes the relative strengths and weaknesses of each one

COMPETITORS	NEXENTA STRENGTHS VS. COMPETITION	NEXENTA SOLUTION DRIVERS / DIFFERENTIATORS
Atlantis	<ul style="list-style-type: none"> • Open Source • Easy storage allocation • Integration with VMware • True file and variable block level • Certified by VMware • Sponsorship from VMware View CTO office • TCO: \$35 per desktop includes unlimited storage • Manage entire lifecycle of storage and VDI 	<ul style="list-style-type: none"> • Easy VSA deployment • Deploy—Measure—Calibrate • Supports multiple hardware formats such as Blade, Rack, standalone • Support any third-party storage appliance with no vendor lock-in • Price modeling same as View—per concurrent desktop
Nutanix	<ul style="list-style-type: none"> • Open Source • Software only: Enterprise class storage for everyone • Perpetual license priced 60-80% lower • TCO: \$35 per desktop includes unlimited storage 	<ul style="list-style-type: none"> • VSA • In-depth performance metrics • Built on ZFS technology • Supports multiple hardware formats such as Blade, Rack, standalone • Hardware agnostic—no hardware lock-in • Price modeling same as View—per concurrent desktop
Pivot3	<ul style="list-style-type: none"> • Global 24x7 Support • Integration Simplicity • Rapid Desktop Program • Certified by VMware • Sponsorship from VMware View CTO office • TCO: \$35 per desktop includes unlimited storage 	<ul style="list-style-type: none"> • NexentaVSA for View • Deploy—Measure—Calibrate • Built on ZFS technology • Supports multiple hardware formats such as Blade, Rack, standalone • Support any third-party storage appliance • Lowest TCO in this sector

NexentaVSA for View

NexentaVSA for View Objections

As Sales teams encounter clients who might have specific objections or questions relating to Nexenta products and a virtual desktop environment, the following information can help them overcome issues that may arise.

OBJECTION	QUESTIONS	KEY POINTS
Objection 1		
<p>Statement 1 I have strict budgetary constraints with mandates to become more streamlined and efficient.</p>	<p>Questions</p> <ol style="list-style-type: none"> 1. I just can't afford to improve my storage management right now. 2. How will NexentaVSA for View lower my total cost of ownership? 3. I don't want to have to buy new hardware 	<p>Key Points</p> <ul style="list-style-type: none"> • By leveraging industry standard hardware, companies can expect significantly lower costs. Customers can save 50% over proprietary solutions, while enjoying superior functionality and flexibility • TCO is cut by consolidating management and by scaling incrementally. • NexentaVSA for View can be deployed on any ESX server to maximize resources and help create a more eco-friendly environment.
<p>Statement 2 We need to easily scale seats and storage capacity, without expensive upgrades, as our business rapidly grows.</p>	<p>Questions</p> <ol style="list-style-type: none"> 1. My environment is quite large. How can you save me time? 2. Do I have to rip and replace if I experience a growth spurt? 	<p>Key Points</p> <ul style="list-style-type: none"> • Flexibility in scalability: Customers are not locked in to any single vendor solution. As needed, end users can add more SSDs, upgrade the CPUs, or replace hard drives with high capacity hard drives. • Lower costs: Buy only what you need today. Scale to unlimited storage capacities and optimal performance—non-disruptive and linear— as needed.
Objection 2		
<p>Statement 1 Does local storage work for VSA?</p>	<p>Questions</p> <ol style="list-style-type: none"> 1. Can you accommodate both floating and persistent environments? 2. Does the solution have HA? 3. Does this solution meet IOPS and performance metrics for VDI? 	<p>Key Points</p> <ul style="list-style-type: none"> • Yes, to both • Yes, differing levels of HA: mirroring, RAID, support for external storage • Solution meets all requirements. Integrates VDI and storage to maintain performance at any scale.
<p>Statement 2 VDI storage is too difficult to manage.</p>	<p>Questions</p> <ol style="list-style-type: none"> 1. Isn't VDI management just too difficult? 2. I don't want to get locked into more proprietary hardware solutions. 	<p>Key Points</p> <ul style="list-style-type: none"> • NexentaVSA for View is built to be installed, configured, and serving storage within an hour. • Nexenta makes it easy to virtualize COTS hardware into an

		<p>unified storage solution</p> <ul style="list-style-type: none">• Upfront planning of storage tiers provides better predictability of performance, capacity utilization, and reliability. Create unlimited, dedicated storage tiers for a specific data type and manage it all centrally under one management group.
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