

VMware to Nutanix Migration Promotion

December 2023

NUTANIX

VMware Opportunity is Here and Now

Broadcom Proceeding as Expected

- **Focus is top 2K customers**
others pushed to channel
- **Price Increases**
Price increase for 3/5 Y subscriptions and support
- **Subscription Upgrade Prg**
Perpetual to subscription with initial discount, but long-term price much higher
- **Pruning Portfolio**
EUC and Carbon Black expected to be spun off

Customers and Partners face Uncertainty

- **Tier 1 locking-In Price**
Most Tier 1 customers renewed 1-3 year ELAs, last perpetual licenses transacted
- **Uncertainty for Tier 2+**
No ELA option, more worried about price hikes
- **Customers planning off-ramps – however this is likely for new workloads**

Field view: Nutanix can help, but support needed

- **High Switching Cost**
Existing ELAs + high cost of migration, training, and services; Nutanix premium
- **Programmatic Take-Out**
Need to aggressively take advantage of disarray with offers
- **Lack of Awareness**
Customers are preparing exit strategies, but not fully aware of Nutanix

Objectives: VMware to Nutanix Migration Promotion



Capitalize on renewed interest in VMware alternatives post close of acquisition



Drive new logo growth for prospects with good expansion potential



A way to offer a deal to existing customers



A way to get more small new logos quickly



Aimed at aggressively 'rip and replacing' VMware at all costs

The Offer



One year of Nutanix software
free with 3+ year term purchase*



Free deployment and migration
services up to \$15,000 in value
(partner-delivered)**

* Subject to cap of \$200,000 in promotional value, must meet eligibility criteria

** Free services offered as reimbursement to **VMware to Nutanix Migration Services Authorized Partner**, must be claimed within 9 months of initial booking



Public Reference Requirement



Customers will be asked to complete a short web form with an approved quote to qualify for the promo

- Form also asks for consent to use name and logo in promotional materials
- Prompt for the quote: Why are you moving from VMware to Nutanix?

Customer Reference Consent Form

In order to take advantage of the **VMware® to Nutanix Migration Promotion**, the below form must be completed by a person from your company ("Company") with authority to bind the Company. Assuming you are so authorized, please provide your contact information below.

<input type="text" value="Eric"/>	<input type="text" value="Selken"/>
<input type="text" value="Channel Marketing Director"/>	<input type="text" value="eric.selken@nutanix.com"/>
<input type="text" value="5127968369"/>	<input type="text" value="Nutanix"/>
<input type="text" value="United States"/>	<input type="text" value="State"/>

By checking this box, I authorize Nutanix use of my company's name and logo as a reference account in promotional materials relating to customer migrations to Nutanix from VMware pursuant to the following license:

A condition of Company's participation in the VMware to Nutanix Migration Promotion ("Promotion") is granting permission for Nutanix to use Company's name and logo to identify Company as a customer. Specifically, by participating in the Promotion, Company grants to Nutanix the non-exclusive, non-terminable, world-wide right to use Company's trademark, trade name and logo as provided by Company to accurately identify Company as a Nutanix customer in Nutanix materials and on its website, and for no other purpose. Company further grants Nutanix the right to publish or republish the Company's reference statement as detailed in the separate Customer Reference Quote Form. The right to use the reference statement may be terminated on written notice to legal@nutanix.com. Upon receipt of such notice, Nutanix will undertake a commercially reasonable effort to cease using the reference statement in future materials.

By checking this box, I agree that my company will provide a customer reference

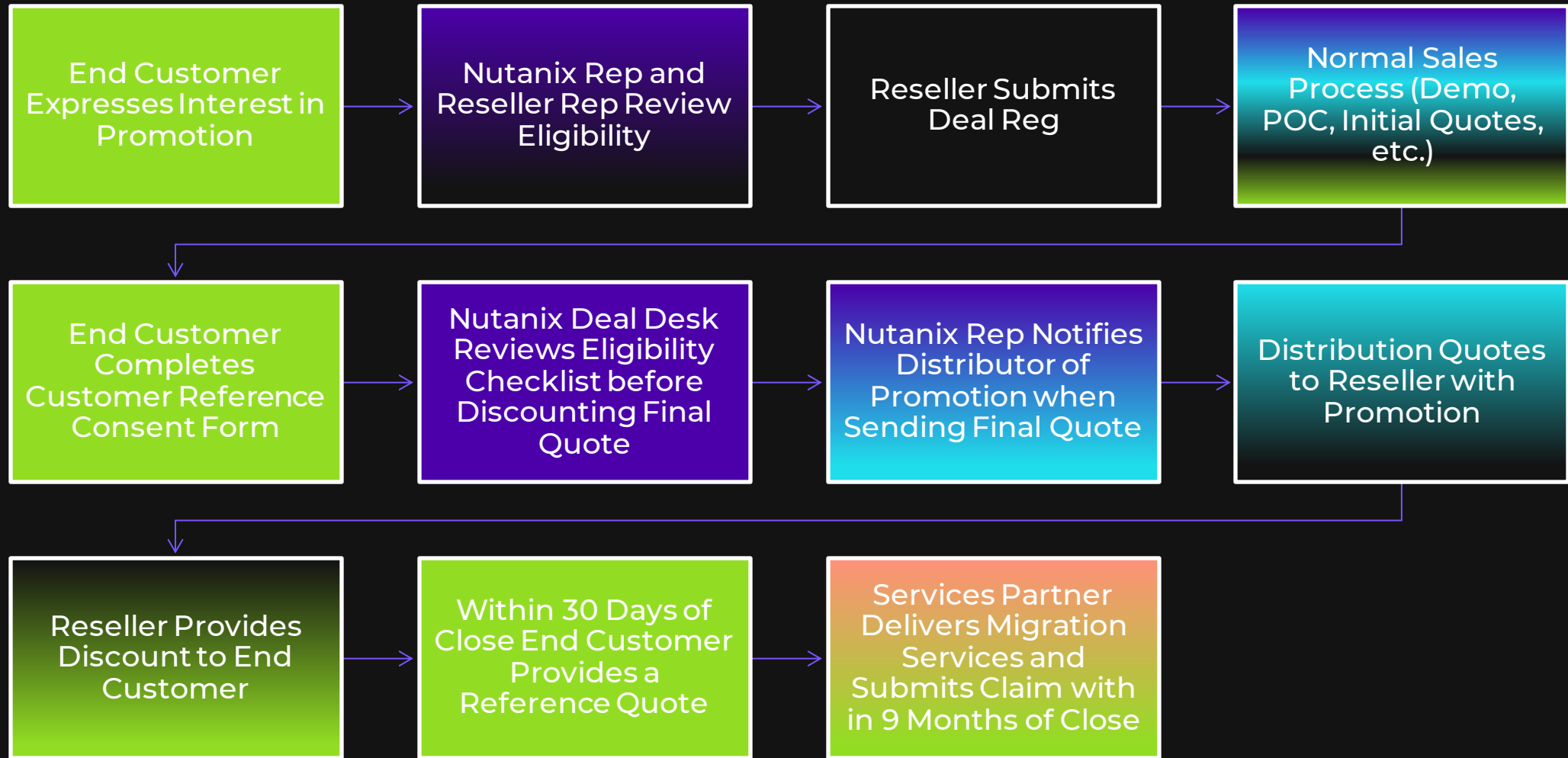
Hey there! Want to learn how Nutanix supports VMware environments with unified management?



Eligibility

- New Logos only -one opportunity per customer only, must be currently running VMware
- Deal size must be a minimum of \$300,000 TCV (software only) to Nutanix, promotional value calculated as 1 x software ACV for eligible products
- Deal must be a minimum of 36 months
- Customer must agree to be a public reference for Nutanix
- 1-time only; offer not valid on follow on purchases or renewals
- Offer available on all Nutanix software except for NCI-Data (NCI-D)
- Partner must have an approved deal registration
- Not available on deals sold by OEM partner (Cisco, Lenovo and HPE Greenlake); but available on Nutanix software (using Nutanix SKUs) sold alongside OEM hardware
- Offer available worldwide except as prohibited by law
- Offer valid till July 31, 2024

Channel: High-Level Process Flow

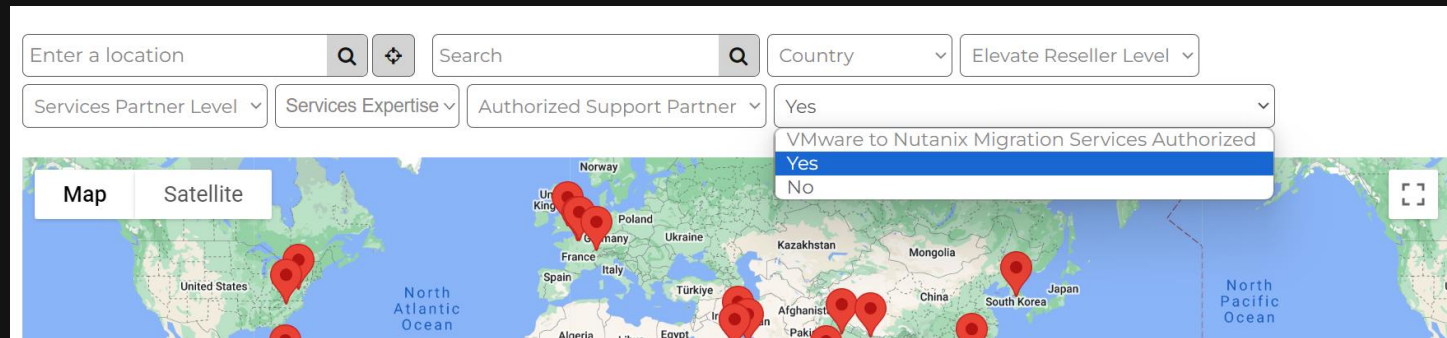


KEY



Services Reimbursement Mechanism

- The deployment or migration services must be completed by a VMware to Nutanix Migration Services Authorized Partner (use promo filter in partner locator)
 - If reseller is not among the list of authorized partners, they can engage a VMware to Nutanix Migration Services Authorized Partner from this list to fulfil services



- To claim the reimbursement, the VMware to Nutanix Migration Services Authorized Partner must:
 - Complete services and submit the reimbursement claim within 270 days of close
 - Submit claim in the Partner Rebate Center
 - As proof of services rendered, the partner must submit
 - An email from the end customer stating the services were completed
 - Partner invoice detailing the services completed

The Nutanix logo is a large, stylized 'X' shape composed of four interlocking, rounded rectangular segments. It is rendered in a vibrant blue color with a subtle gradient and a slight 3D effect.

Resources

- [Nutanix vs. VMware page on Partner Portal](#)
- [Promotion Partner FAQ](#)
- [Promotion overview web page](#)
- Questions? partnerhelp@nutanix.com

VMware to Nutanix Migration Promotion



New Customers:
Migrate to Nutanix
with one year of free
licensing and
migration support!*

To learn more, use the QR code above or visit:
nutanix.com/migrationoffer

*Visit the page above to view full offer details. Nutanix, Inc. is not affiliated with VMware by Broadcom or Broadcom.

Thank you

Questions?

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