

NUTANIX™

CASE STUDY

Outsourcing Complex Logistics Operations Enables Company to Focus on Global Expansion

SITUATION

Nutanix is a leading provider of next-generation data center infrastructure solutions. The company leverages their proprietary software, the Virtual Computing Platform, to drive unprecedented simplicity in the data center. Established in 2009, Nutanix has experienced accelerated growth in recent years.

In the spring of 2013, Nutanix was leveraging a post-sales support partner for logistics operations in both the United States and abroad. As demand for their logistics infrastructure solutions increased globally, the company sought a new partner whose core competency was service parts logistics on a global basis. This company would be tasked with quickly scaling Nutanix's worldwide logistics offerings, preparing them for growth in a multitude of countries. Critical to this was enhancing their service level offerings to include both "next business day" and "same-day and 2-4 hour" deliveries of mission-critical parts.

With rapid growth demanding attention from their internal resources, Nutanix recognized the advantages of seeking service supply chain partner who could provide holistic solutions needed to meet customer service level agreements (SLAs). Finding the right partner would save them much needed time, money and staffing.

The ideal partner would provide the expertise to effectively and efficiently develop and manage the Nutanix supply chain operations on a worldwide basis.

In June of 2013, Nutanix selected Flash Global, a leading provider of end-to-end service supply chain solutions. With 3 Global Service Centers, 17 Distribution Centers and more than 750 Forward Stocking Locations (FSLs), Flash has in-region and in-country personnel stationed across six continents and is uniquely positioned to deliver the service parts logistics all around the world—exactly what Nutanix needed to meet and exceed its aggressive growth goals.

FlashGlobal

CALLING IN THE EXPERTS

Flash's skilled team, comprehensive network and deep experience in global trade compliance, including Importer and Exporter of Record (IOR/EOR) capabilities, were essential to Nutanix, who needed a supply chain partner that could deliver on all of the following services:



- Establish and manage IOR/EOR
- Create a process for performance tracking of IOR/EOR partner(s)
- Provide a global footprint of FSLs, with in-country and in-region expertise
- Fulfill same-day and 2-4 hour delivery of mission critical parts
- Pay associated tax and duties
- Manage and monitor international depot-to-depot replenishment shipments
- Provide customs requirements for clients' spare parts list prior to shipping

FlashGlobal

FOUR BEST-IN-CLASS STRATEGIES

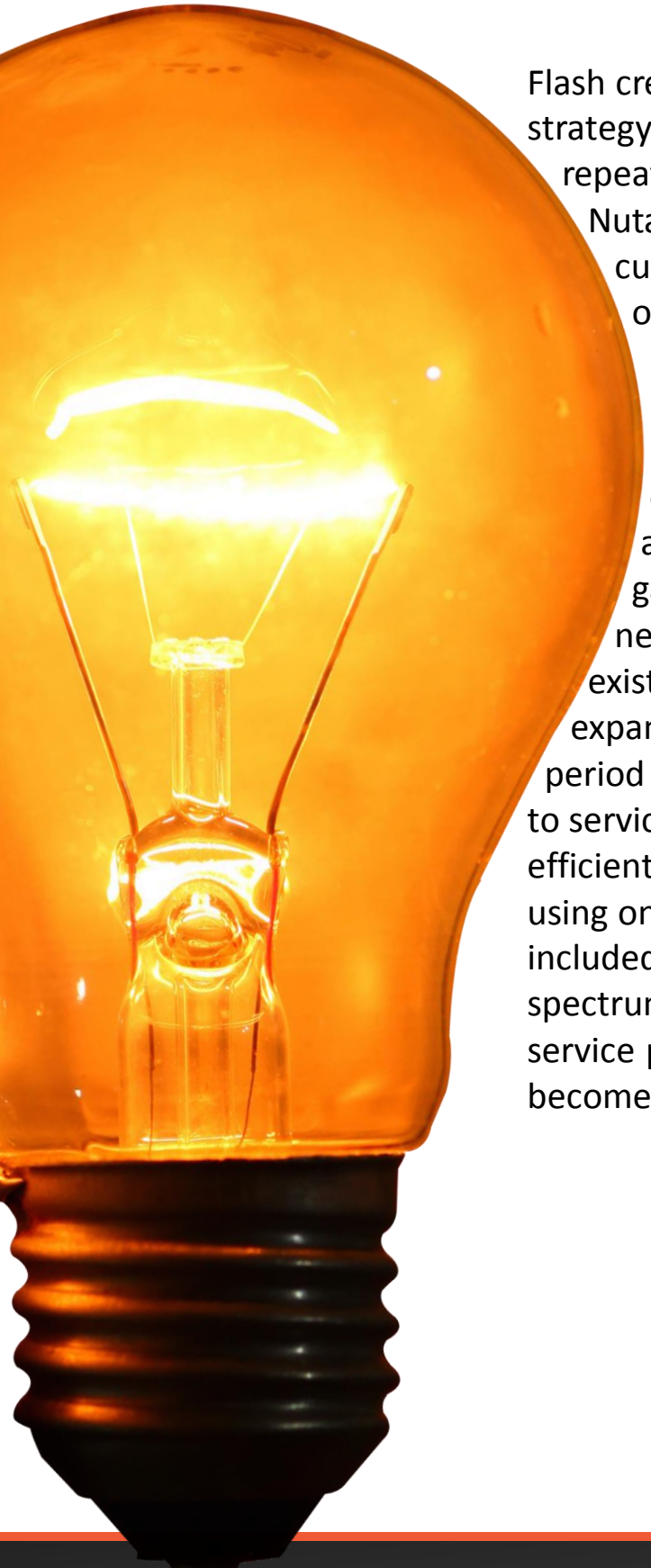
Using a proven business model that successfully supports rapid, global growth for companies in need of shoring up their logistics operations, Flash designed, implemented and manages a program that delivers Nutanix predictability, consistency and visibility, even as the company's customer base, volume and footprint grow worldwide.

This customized global supply chain operation was developed specifically for Nutanix. The Nutanix Playbook, crafted by Flash, delivers a highly responsive and highly scalable logistics infrastructure that adheres to the compliance requirements in each country. The Nutanix Playbook integrates four key strategic components to deliver a best-in-class, customized logistics solution that accounts for Nutanix business objectives both now and in the long term.



FlashGlobal

1). SOLUTION OPTIMIZATION



Flash created a customized network modeling strategy for Nutanix that is consistent, repeatable and scalable. This has afforded Nutanix the flexibility to quickly service customers in a specific region or country, one at a time or to expand as needed.

"Flash has given Nutanix the ability to rapidly and more fluidly manage and expand our logistics infrastructure in any given country, which can be a critical game-changer when we are negotiating a new contract or expanding the reach of an existing customer. Recently, we launched expanded operations in Brazil. In just a short period of time we were operationally prepared to service our new clients – more quickly and efficiently than we would have been able to do using only existing resources. This infrastructure included a seamless operation that provided a spectrum of offerings ranging from IOR/EOR, service parts delivery and field repair. Flash has become a very valued partner."

FlashGlobal

2). BEST-IN-CLASS MGMT FCPA & EMCP

(Foreign Corrupt Practices Act & Export Management Compliance Program)

Flash is a leading authority in global trade compliance, well versed in both FCPA (Foreign Corrupt Practices Act) and with a tight EMCP (Export Management Compliance Program). The company leverages its talent and technology to ensure all exportation and importation events follow policies and procedure. This approach enables Nutanix to meet or exceed customer SLAs while avoiding the risks the company was previously exposed to:



- Stalled inventory at customs
- Inaccurate paperwork
- Fines
- Penalties
- Delays

FlashGlobal

3). IN-REGION PRESENCE

Nutanix could not afford to contract with a partner that was weak when it came to in-region and in-country staffing. A single command center in the U.S. would not suffice. Flash has established three Global Service Centers, 17 multi-client Distribution Centers and over 750 Forward Stocking Locations across six continents. These outposts are staffed with Flash directors that operate in-country and in-time zone. Nutanix has 24/7, 365-day coverage around the world.

“The advantage of having Flash employees working on behalf of Nutanix in key markets such as Russia, where Flash has a dedicated team of in-region employees, bolsters our confidence level that operations are being attended to consistently and proactively, with people who are present and culturally knowledgeable. We enjoy a con dent peace of mind that the Flash team in any given region is committed to managing our business and the SLAs we have with our customers.”

FlashGlobal

4). PROACTIVE ACCOUNT MGMT

By partnering with Flash, Nutanix also reaps the benefits of a dedicated account team that is led by supply chain experts with an average of more than 15 years in the service parts logistics industry. This provides a strategic advantage because all members of this dedicated team are familiar with the Nutanix Playbook. This creates an organic commitment to the success of the Nutanix program, as well as a built-in knowledge of past learnings — all resulting in a more strategic, proactive and efficient logistics solution.



FlashGlobal

RESULTS

Nutanix business objectives are focused on growth and the addition of new customers. By outsourcing their logistics operations to Flash, Nutanix was able to readily offload management of their logistics operations internationally to a trusted partner. This enabled Nutanix to focus resources on other business operations.

Over the last year Flash has successfully managed Nutanix's logistics and enabled the company to meet their expansion objectives while servicing a wide variety of customers with standards that exceed global service level agreements.

This flexibility also enables them to contract with new customers as needed with full compliance, maximum scalability and cost efficiency. Flash has played an important role in supporting this new business. That's important, because plans for 2014 expansion include new or enhanced infrastructure in 25 countries.



Flash has consistently managed 99+% CYCLE COUNT ACCURACY as Nutanix's inventory footprint continues to expand. Reliability in key areas such as this has allowed Nutanix to meet or exceed its CUSTOMER SLA COMPLIANCE KPI OF 98%.

FlashGlobal



333 Route 46 West • Suite 200
Mountain Lakes, NJ 07046 USA
P: 1.866.611.7874
www.flashglobal.com