

# Frame

## ELEVATOR PITCH

Nutanix Frame is Nutanix's desktop and application delivery offering. Frame is a public cloud service that empowers your organization by providing a platform to deliver any Windows/Linux application or desktop as a service to end-user's web browser. It makes it faster and easier to continuously integrate and deliver virtual apps and desktops at any scale in any region with the apps & services that your end-users consume on the clouds that you use.

Frame delivers value and benefits to the CIO's SLA - think about the CIO's service level agreement to business leaders, business stakeholders, and end-users/customers. For IT orgs, the CIO's SLA means - Secure (protect your assets), Lean (cost efficient, TCO/ROI, and maximize utility for customers), and Agile (freedom of choice, freedom to pivot to most ideal solution, and freedom from lock-in). Frame is cloud-agnostic with no long-term, expensive vendor lock-in while meeting the rigor and discipline to protect your users, data, and business as your business grows.

## PROOF POINTS

- Adobe 10K+ seats
- [Autodesk](#) - thousands served with Autodesk software from the Frame digital workspace, which powers the Hands-on-Lab at Autodesk University conference.
- [Jostens](#) (Newell Group) 15K seats with simplified management, less support burden, pay as you go, instant software updates, and auto-scale.
- Creighton University - Migrate physical computer labs to the cloud so students can learn anywhere at anytime.
- [KPE](#) - "With Frame we just install whatever we're installing on the main image and hit publish, and it pushes the app out."

## DIFFERENTIATORS

- Easy, Do-it-Yourself Digital Workspace platform that integrates & delivers your virtual apps and desktops from public cloud
- Access any Windows/Linux app or desktop from a web browser
- Simplify DaaS with One-Click simplicity
- FedRAMP Ready Status
- Choose your preferred IaaS provider - AWS, Azure, GCP (future), and AOS (future)
- Use your preferred IAM, GPU, and cloud storage services
- Deliver high performance with cloud agility, availability, and scalability to end-users anywhere on any device
- Embed your apps and desktops in your web applications/portals to support integrated employee or customer workflows.

## QUESTIONS TO ASK

- Have you looked at DaaS or Digital Workspaces in public cloud?
- How long does it take to publish your virtual apps and desktops?
- How much time do you spend to add new apps and services for your end-users?
- Do you have end-users in multi-regions globally?
- Do you have seasonal spikes in end-users?
- Do you have a BYOD initiative? Any security concerns about protecting your company's assets?

## COMPETITORS

### AWS Workspaces

Amazon Workspaces is a persistent Windows Server based desktop based on proprietary virtual desktop solution. Not suitable for part-time or less use cases. To make service non-persistent, users must bring their own tools.

### Amazon AppStream

Amazon AppStream delivers desktop applications to any computer. Limited application support as of AppStream 2.0 because only apps that run on MSFT Windows Server 2012 R2 OS is supported.

### VMware Horizon Cloud

Horizon Cloud is limited to Azure, requires a minimum commitment of one month and a minimum of 50 users. Data migration and service desk are not in scope.

### Citrix

See the Frame positioning (last page of this doc).

### OVH

Built on VMware tech. Pushing DaaS in government and education. Two virtual desktop options. First offering is multitenant with 4 tiers that integrate additional services. Second offering is single-tenant with no min commitment for term or user volume.

## BUYER 1: IT Ops / Client or Desktop Admin / VDI or EUC or Client specialist

### BUYERS' PAIN POINTS

- Rising costs from not adopting VDI, increasing VDI complexities, and too many cloud options and integrations for VDI
- Hard to continuously integrate and continuously deliver new apps and new updates without affecting end-user experience
- Difficult to secure all end-points and protect data while dealing with all the change management and learning new technologies and application stacks

### NUTANIX BENEFITS

- Frame simplifies delivering a digital workspace with faster time to value. Install on the main image and publish.
- Run any Windows or Linux app using any web browser.
- Deliver high performance and cloud agility, availability, and scalability to your end-user's applications as they work on any device that supports a web browser from anywhere with Frame.

### KEY MESSAGE

Nutanix Frame provides do-it-yourself simplicity with automated, fully managed cloud service solution that simplifies the continuous integration and continuous delivery of the digital workspace.

Frame provides a faster time to value and removes the barriers to deliver and consume virtual desktops and virtual apps.

## BUYER 2: CIO / VP / Director of Infrastructure

### BUYERS' PAIN POINTS

- IT is not agile enough in providing apps and services for the business and end-user's needs
- Hard to digital transform an organization if IT can't keep up with the speed of innovation and the changes needed to support it in the digital workspace
- Digital workspaces are costly, complex, and cloud is resetting expectations on the speed of innovation
- Deliver good on the CIO's SLA - security, lean, and agility

### NUTANIX BENEFITS

- No upfront cost, pay-as-you go with your choice of public cloud provider as well as popular IAM, GPU, and cloud storage services.
- Deliver better end-user experience high performance with cloud agility, availability, and scalability to end-users anywhere on any device.
- Show faster time to value and innovation with Frame and its powerful simplicity in delivering a modern digital workspace from cloud with all the benefits of cloud
- Frame is secure, lean, and agile by design.

### KEY MESSAGE

The CIO's SLA is the CIO's service level agreement to business leaders, business stakeholders, and end-users. For IT organizations, the CIO's SLA means security, lean, and agility.

Security is protecting the company's assets. With Frame, users can securely access applications with any device, managed and un-managed, in any location by just using a browser. Better security extends to the non-persistent VM state and sessions and the ability to prevent users from downloading data onto the endpoints. This minimizes the risk of intellectual property theft. Moreover, Frame is FedRAMP Ready for AWS GovCloud and Azure Government.

Lean is maintaining cost efficiency while making it easy to focus on end-user's application and services. This means that the knowledge to design, build, and maintain the application and desktop platform isn't needed. Next, there is no up-front capital investment required as organizations can pay as they grow.

Agility is empowering the freedom of choice while never being locked in. Frame partners closely with major cloud service providers like Microsoft Azure, Amazon Web Services, and Google Cloud Platform to deliver the best user experience locally. Frame seamlessly integrates with best of breed vendors like AD/ADFS, Okta, and Ping Identity for IAM; NVIDIA for GPU; and OneDrive, Google Drive, Dropbox, and Box for cloud storage and collaboration. Finally, Frame is elastic with the ability to scale up and down capacity with one click and automatically power up and power down desktops and apps to accommodate variations in usage.

## When to Position

- Non-persistent VDI or Application Presentation in public cloud
- Customer is already using or is interested in AWS Workspaces
- Customer is interested in DaaS

## When NOT to Position

- If you are partnered with Citrix in an account
- If you are partnered with Citrix oriented channel partner in an account
- If customer already has Citrix/VMware Horizon deployed on-premises
- If customer needs on-premises deployment in next 6-9 months
- Customer has multiple monitor requirements (especially beyond 2 screens)
- Customer has USB devices to pass-thru to session
- Customer has Unified communication requirements (Skype for business, jaber, etc)
- Multi-user RDSH
- Verticals: Healthcare, Financial services

