Nutanix Supports Customers Confidently with Technology Partners

TSANet helps Nutanix extend its capabilities to sell and support customers with technology alliance partners.

Nutanix has developed a robust network of alliance partners to help extend the capabilities and reach of its Nutanix enterprise cloud software. The Nutanix Elevate program offers technology alliance partners access to a variety of technical, marketing, and support-focused resources to build, deploy, and differentiate their solutions.

The Nutanix partner program offers four tiers of graduated enablement and is open to developer, application, and hardware partners. Resources include technical validation of solutions, enhanced partner awareness through the Nutanix Partner Portal, inclusion in the Nutanix Ready Software Compatibility List, and access to multivendor technical support collaboration through the Nutanix Worldwide Support Group Portal hosted by TSANet.

By developing and enabling alliance partners through its Elevate Program, Nutanix can scale to sell and support more customers with confidence.

Supporting Multi-Vendor Solutions

The Nutanix Elevate Program has over 240 alliance partners offering 700+ validated solutions providing a robust portfolio of capabilities for companies to build their IT ecosystem. The rigorous nature of the Nutanix Elevate Program ensures that these multi-vendor solutions are tested, validated, and supported so customers can use them with confidence.
The care put into building and validating solutions is matched by the efforts to support these multi-vendor offerings. Support is critical to both Nutanix and its alliance partner success but requires an innovative approach to delivering collaborative multi-vendor support.

Multi-vendor support issues can take longer to resolve, may increase customer dissatisfaction, can put mission critical systems at risk, and can even cause friction between partners. Resolving multi-vendor support issues quickly and efficiently is essential for keeping delivery costs low and customer satisfaction high.

How Nutanix Uses TSANet

A key element of the Nutanix Elevate Program is a requirement for partners to provide full technical support for their Nutanix validated products with multi-vendor collaboration supported by the Nutanix Technical Alliance custom group on TSANet.

This provision ensures that customers of validated solutions have access to cooperative support from Nutanix and Alliance partners. The Nutanix Technical Alliance custom group on TSANet provides a platform so that the two parties to resolve mutual customer issues.

Dedicated Nutanix Support Portal Enabled by TSANet Connect

	Access	Build	Scale	Transform
Accept Elevate Program Terms and Conditions	✓	✓	✓	✓
Designate business and technical contacts	✓	✓	✓	✓
List Nutanix as a partner on company website		✓	✓	✓
List Nutanix Ready validated solutions on company website		✓	✓	✓
Influence in Nutanix bookings			$3M / year	$10M / year
TSANet membership in Nutanix Custom Group[1]		✓	✓	✓
Earn and maintain Nutanix Ready solution validations		Core and/or Hardware	Two Nutanix Ready validations: AHV, and Integrated or Blueprint	AHV, Integrated and Blueprint
Number of Nutanix certified sales (NCSR Level 1) and technical (NCP & NCSE Level 1) professionals			1 NCSR L1 1 NCSE L1 1 NCP	3 NCSR L1 2 NCSE L1 1 NCP
Partner-authored Technical Guide	Please see the Nutanix Ready section of this document			
Content development on Nutanix Ready solution		Solution Brief	Solution Brief Customer Success Story	Mutually defined
Partner-developed customer success stories			3 / year	5 / year

A key element of the Nutanix Elevate Program is a requirement for partners to provide full technical support for their Nutanix validated products with multi-vendor collaboration supported by the Nutanix Technical Alliance custom group on TSANet. Source: Nutanix

Nutanix Worldwide Support - TSANet Connect

The Nutanix Custom Group uses TSANet Connect to provide the framework for engagement in multi-vendor support interactions involving Nutanix and Alliance partners to address mutual customer problems for up-to-date validated solution approved by Nutanix.

Nutanix partners can use the TSANet Connect Web App or integrate to their systems. Learn More

Dedicated Nutanix Support Portal Enabled by TSANet Connect

Nutanix Alliance partners can access a dedicated Support Portal hosted by TSANet Connectto create a partner collaboration case to resolve multi-vendor issues that arise with validated solutions. Source: Nutanix

The Nutanix Worldwide Support TSANet Group Portal is hosted by TSANet. TSANet is a worldwide, vendor-neutral infrastructure that provides a framework and a collaboration system (TSANet Connect). Using the TSANet process, members agree to collaborate when a multivendor problem exists. TSANet allows partners to have a common entry point when contacting partners' support centers in multi-vendor support incidents. Availability and response time depends on the mutual customer's entitlement.

The Benefits of TSANet for Nutanix and Partners

- **SPEED** - It's quick and easy for Nutanix and partners to open a case to begin collaboration on support issues.
- **AFFORDABILITY** – Nutanix Worldwide Support TSANet Group Portal is significantly cheaper than spending time and resources to build a new process or integrating disparate support systems to support multi-vendor collaboration.
- **CUSTOMER SATISFACTION** – Seamless collaboration reduces the bouncing of cases between partners and eliminates finger-pointing about who is responsible.
- **SCALABILITY** – It is quick and easy to onboard a new partner.

TSANet Enables Multi-Vendor Support

TSANet was established in 1993 as a global, vendor-neutral support alliance that allows members to collaborate on multi-vendor customer solutions. A coalition of major technology companies was involved in setting up this alliance to enable a cooperative network where companies can provide better integrated support services to customers handling complex, multi-vendor environments.

TSANet helps member companies like Nutanix coordinate and cooperate with partners in the resolution of complex multi-vendor issues.

TSANet works by providing a framework for members to collaborate by establishing a standard Code of Conduct to guide member interactions, sets service level expectations, and defines the treatment of confidential data shared between member companies.

TSANet members also leverage TSANet Connect to streamline multi-vendor case creation, collaboration, and to manage escalations between members. TSANet Connect can be integrated with members' existing case management systems. TSANet offers the following member benefits:

- Collaborative Problem Solving: TSANet allows member companies to work together directly on resolving customer issues that involve multiple vendors' products.
- Enhanced Customer Experiences: By participating in TSANet, companies can deliver a better support experience by minimizing delays that can occur due to lack of formal relationships between vendors.
- Compliance and Standardization: TSANet provides a framework for cooperation that adheres to legal and regulatory standards.
- Reputation and Trust: Being a member of a well-known, respected alliance such as TSANet enhances a company's reputation by showing a commitment to high-quality customer service and willingness to work cooperatively with other industry players.
- Cost Efficiency: By collaborating with other vendors to solve problems, companies can reduce the time and resources typically spent on troubleshooting complex issues that cross company boundaries.
- Networking and Relationships: TSANet provides a platform for building relationships with other technology companies, including potential partners and competitors.

TSANet helps companies improve customer experiences by accelerating multi-vendor case resolution and minimizing customer efforts to resolve complex multi-product issues. It provides the ability to create and scale trusted partner relationships with an established legal framework, enabling collaboration technology, with knowledge sharing and proven best practices.

TSANet Can Help Your Company Scale with Partners

Working with partners offers the potential to scale and reach global markets with expanded solutions and by leveraging partners' sales reach and technical expertise.

Leveraging partners offer both benefits and new challenges. Partner solutions extend capabilities but increase complexity. Customers want solutions that work and know someone has their back if something goes wrong. They expect rapid solutions to their problems and don't want vendors to point figures to blame others or pass off responsibility to resolve issues. The challenges of multi-vendor support introduced by partner alliances are not unique to companies like Nutanix. Many companies face the complexity of supporting products integrated with other vendors' hardware and software. Companies like Nutanix recognize the importance of supporting partners and delivering multi-vendor solutions to mutual customers is the key to delivering better customer experiences and scaling with confidence.

Developing, scaling, and operationalizing partner programs can be challenging when you attempt to do it alone, but you don't have to.

TSANet is a vendor neutral, member managed association that has created the tools and practices necessary to implement, manage, and scale partner collaboration and support. Vendors building or scaling partner programs need to make this a strategic priority. TSANet makes it possible for all members to rise to meet the challenge of modern, global partner alliance programs.

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