



RoundTower Relies on Nutanix

Nutanix Platform Expert (NPX) Certification Enables Leading Service Provider to Improve Customer Outcomes and Increase Company Revenue

OVERVIEW

RoundTower is a Cincinnati-based solution provider that delivers innovative solutions and services in the areas of data center infrastructure, converged platforms, cloud automation and orchestration, DevOps, data analytics, cyber security and strategic planning.

RoundTower has worked hard to earn and maintain its reputation as an IT innovator, receiving numerous awards from Ernst & Young, Forbes, Inc. 5000, CRN, Deloitte, The Business Courier, and many others. The fast-growing technical consulting firm has three engineers to every one account manager and collectively holds more than 1,500 IT and industry certifications, including one technical professional with the exclusive Nutanix Platform Expert (NPX) certification.

SOLUTION

The Nutanix Platform Expert Certification

Nutanix Platform Expert is a peer-vetted, hypervisor-agnostic certification designed for veteran solution engineers, consultants, and architects. In accordance with program goals, every NPX is a superb technologist, visionary evangelist for Web-scale, and a true enterprise architect—capable of designing and delivering a wide range of cutting-edge Nutanix solutions; custom-built to support the business goals of the Global 2000 and government agencies in every region of the world.

RESULTS

Increasing Business Revenues

RoundTower has already moved a large number of its clients to the Nutanix Enterprise Cloud architecture, and attributes a large part of the success of these engagements to having a Nutanix Platform Expert on board. “When our account executives talk to potential customers, the fact that we have an NPX on staff immediately gets their attention,” noted René van den Bedem NPX 008, Chief Architect at RoundTower. “That level of certification is something you don’t normally see with most integrators, particularly those of our size. There’s probably only two or three service providers with our level of certifications out of the hundreds in the United States. It is still a very specialized level of training, but a huge differentiator for us at RoundTower.”

Since joining RoundTower in 2016, René has been part of the team that is responsible for growing RoundTower’s Nutanix business by \$3.3 million in just one year. “When I meet with a new customer, I start by talking about the business value they can obtain with Nutanix before I even mention the technology. When you’re dealing with C-level executives and finance VPs at different companies, they’re focused on TCO and the business problems you’re solving. That’s one of the reasons why we’re so successful, that ethos, that way of thinking. It’s the big picture value that the NPX certification brings to the table that is driving our success at RoundTower.”

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– René van den Bedem NPX 008,
Chief Architect at RoundTower



Providing Proactive Support for Industry Certifications

RoundTower has been very generous and proactive when it comes to training its technical staff. “All of our employees have specific training goals they want to achieve,” noted van den Bedem. “But it’s often hard to get people to invest their own time and money toward obtaining a set of technology certifications. It’s even more difficult to get companies or partners to invest in training.”

RoundTower thoroughly understands the value of obtaining the NPX certification, and supports the entire cost of training for all interested employees. “They’ll pay even if you fail, since they understand it’s a difficult process. But the rewards for both the employee and the company far exceed the investments in time and money,” van den Bedem said.

RoundTower also hosts a large number of internal training sessions for its employees each year. “We invite Nutanix to come in to our headquarters, and offer the use of our training facilities for free as part of our partnership,” explained van den Bedem. “They bring in all of the right technical people and run several different courses and design review sessions. That’s something that has been very successful in our partnership with Nutanix.”

Building a Nutanix Practice

Van den Bedem offered several suggestions for other service providers looking to grow their Nutanix business.

“To start, you need to hire someone who understands the Nutanix ecosystem. Generally, it’s a technical expert or a community person who understands the platform, as you need to plant the seed. You can also identify someone within your company who’s already ‘pro-Nutanix’ and really doesn’t know a lot about the platform yet, but really wants to learn.

“The second step is to create a strong partnership with the Nutanix account executives and SEs in your local area. Nutanix is good doing a really good job of spreading the Nutanix footprint across the country. So nearly every region now has local SEs and account executives that you can lean on. Then, when you go to your first prospect, you won’t have to go it alone. You can lean on the Nutanix experts to help you to kick start the first relationships.

“The third step is to start investing time in the online Nutanix training. The best thing about it is that it’s absolutely free. You can access to all of the content and complete all of the exams online. I also recommend the Nutanix NPX boot camps,” noted Van den Bedem.

NEXT STEPS

“RoundTower has a really strong partnership with Nutanix. They are committed to our success, and are always very willing to provide the resources we need to get the most out of the Nutanix platform. And by encouraging us to increase the number of NPX-certified staff we have on board, we both win,” concluded van den Bedem.



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Nutanix makes infrastructure invisible, elevating IT to focus on the applications and services that power their business. The Nutanix enterprise cloud platform leverages web-scale engineering and consumer-grade design to natively converge compute, virtualization and storage into a resilient, software-defined solution with rich machine intelligence. The result is predictable performance, cloud-like infrastructure consumption, robust security, and seamless application mobility for a broad range of enterprise applications. Learn more at www.nutanix.com or follow us on [Twitter@nutanix](https://twitter.com/nutanix).

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