

## Call for Papers – Submission Guidelines and Tips

The .NEXT content team searches for the latest in compelling content from customers, partners, industry analysts, and Nutanix experts.

### Guidelines:

To help you get started, here are a few guidelines that describe what we are looking for:

1. Start with a great story to tell.
2. Choose a topic that addresses or solves common customer challenges.
3. Integrate clear use cases, best practices, learnings, and how-tos.
4. If you are an industry expert and thought leader, share your expertise on any of the industry's hottest technologies.
5. Clearly identify how your company adopted and uses Nutanix products or solutions.
6. You may focus on a specific technology or Nutanix product feature, its impact, and how you are using it to drive success.
7. Try to avoid niche stories as they might not be relatable to the attendees. Instead, highlight key success metrics and/or ROI that resulted from your implementation.

### Tips to make your submission stand out:

1. Take the time to draft well-written titles, abstracts, and key takeaways for your submission. A thoughtful proposal has a better chance of being selected and, if accepted, will be seen by thousands of attendees once published in the course catalog.
2. Keep your submission title short and simple. Straightforward language like "introduction to," "deep dive" and "case study" are good examples.
3. Avoid starting your session description with the phrase, "In this session, we will..." or "In this session, you will learn..." as it adds no value and becomes tedious after several hundred sessions. Instead, try a rhetorical question or an interesting industry data point to start your session abstract.
4. Your abstract should generate enthusiasm, so make sure your content is both relevant and exciting. What invaluable information will be shared during the session?
5. Your technical submission idea should be clear, concise, and compelling. No sales pitches.

### Submission Review and Next Steps

All submissions go through a comprehensive review process and are reviewed by subject matter experts. You will be notified no later than the second week of March about the status of your proposal.

## **Example Submissions:**

### 1. Breaking Down the Blockchain

What is Blockchain? How can Blockchain bring value to my business? How do I ensure that it is secure? How will I adapt my infrastructure if I have to implement a Distributed Ledger, and how can I do it easily? If these questions keep you awake at night, then join us in this session and learn about what Blockchain means to enterprises, how it is different from Bitcoin, and understand the differences between a permissioned and a permissionless blockchain. We will look at the Hyperledger Fabric Project and deep dive into the architecture, learn how customers have already implemented it utilizing Nutanix hyperconverged infrastructure solution, and see a demo of it in action.

### 2. Performance Scalability of EUC Workloads on Nutanix

One of the key elements of Nutanix is the linear scalability of its platform. Combined with its resiliency and performance, it's known as the preferred solution for EUC workloads. This session will discuss the true scalability of a Nutanix platform based on GO-EUC data along with other performance related topics. GO-EUC is the independent research community initiative focused on EUC technologies.

### 3. Design Considerations - Doing HCI the Right Way

HCI is a great solution for almost any application, but it must be designed correctly. With HCI hardware can be pushed to the limits, giving you great performance, density, and value. But how do you design your HCI solution? There are many (hardware) options: CPU cores, RAM, vGPU, hybrid, or all flash. Join industry expert Michael Wilmsen to learn design considerations and criteria for designing the ideal HCI solution to meet your business and application goals.