



DELL Technologies

A P E X

As-a-Service infrastructure
that brings simplicity, agility
and control to IT

Finding your best path to digital

The promise of digital is clear, from modernized operations to a greater ability to innovate. Yet digital transformation is often easier said than done. The sheer number of new technologies and variety of operating models available can make it challenging to choose the best path forward. We're here to help.

Easily adapt with as-a-Service

IT leaders want technology solutions that make work easier, offer the most flexibility and empower them to run their business on their terms. Enterprises have increasingly turned to as-a-Service models to gain the agility and cost predictability required to stay competitive amid unpredictable circumstances. In fact, IDC estimates that by 2024, more than half of data center infrastructure will be consumed and operated via an as-a-Service model.¹



Taking a hybrid approach

Business and IT leaders prefer the ease and agility of as-a-Service models, but don't want to be locked into any one platform. With a hybrid cloud model, you have the flexibility to choose either private cloud or public cloud to meet business objectives. While avoiding the tradeoffs of either approach on its own. This ideal solution brings together the best of what both have to offer – the risk mitigation, fast performance and cost containment of private cloud, plus the increased agility of public cloud.



The simpler path to digital transformation

Introducing Dell Technologies APEX, a breakthrough portfolio of as-a-Service offerings that radically simplifies the technology experience and delivers more agility and control. Now you can focus more on running your business and less on managing infrastructure, accelerate innovation by quickly adapting to ever-changing business requirements, and run IT operations more effectively on your terms – all while minimizing risk and maximizing resources.



Focus on outcomes, not infrastructure

With APEX, simply specify the outcomes you require in a few easy steps. Then, we take care of the rest, delivering the right technology and services to meet your requirements. Dell Technologies owns, deploys, manages and supports the underlying infrastructure, dramatically reducing the complexity of lifecycle management. APEX simplifies tedious installation processes, removes burdensome IT maintenance tasks and decommissioning challenges, and alleviates the costs and stresses of downtime.

WHAT YOU CAN DO	WHY IT MATTERS
Let Dell Technologies manage the infrastructure for you	<ul style="list-style-type: none"> You get all the gains of modern infrastructure without the pains associated with lifecycle management Infrastructure delivered as-a-Service can be placed in operating environments where IT skillsets may be lacking – for example, at the edge
Get the technology you need by selecting the outcomes you want	<ul style="list-style-type: none"> Source directly through a self-service console, saving time and effort versus traditional transaction models Simply specify the data and workload characteristics you require, with no detailed technical product knowledge needed
Put technology into production faster and with less effort	<ul style="list-style-type: none"> Once an order is placed, Dell Technologies deploys to meet time-to-value targets, so customers can accelerate project timelines Dell Technologies takes care of time-consuming and labor-intensive installations, ongoing maintenance and transitions

Align technology with evolving business requirements

Organizations want the utmost agility on their digital transformation journey. With APEX, technology is deployed faster – in a fraction of the time – to your data center, edge location or colocation facility. Capacity can be scaled up or down on demand based on changing business requirements. And you pay for technology as it is consumed, with clear cost transparency – so you'll always know exactly what you're paying, with no surprise charges at the end of the billing period



WHAT YOU CAN DO	WHY IT MATTERS
Scale capacity up and down on demand	<ul style="list-style-type: none">• Elastic capacity scales dynamically to address anticipated growth, sudden spikes in demand or periods of reduced usage• Usage-based payments better align costs with business needs because technology is paid for as it is consumed
Choose a fixed or variable payment structure each month	<ul style="list-style-type: none">• Shift from a CapEx purchase to an OpEx subscription model to free cash on hand and capitalize on new opportunities• Pay the same rate for a given unit of capacity without being charged higher rates for access to available buffer capacity
Know what you are paying for with transparent pricing	<ul style="list-style-type: none">• Rates are locked in at the start of the subscription and can be reduced by extending capacity commitments and term lengths• Invoice reports can be reviewed before the bill arrives to verify charges and ensure no surprises will come at the end of the month



Minimize risk and maximize resources, all on your terms

Business and IT leaders no longer need to make the difficult tradeoffs between the simplicity and flexibility they want and the security, performance and data locality they require. APEX brings together the ease and agility of as-a-Service operating models with the power and control of leading Dell Technologies infrastructure. You can take full control of your operations, from where resources are located, to how they are run, to who can access them. With data under your control and where you need it, you can more effectively reduce security risk and help simplify compliance obligations, while delivering fast performance and maximizing utilization of resources.

WHAT YOU CAN DO	WHY IT MATTERS
Take control of security using your organization's best practices	<ul style="list-style-type: none">• Extend your own rigorous cyber resiliency and threat detection strategies wherever APEX solutions are deployed• Restrict unknown third parties, protect intellectual property and secure sensitive data – all on your terms
Put data precisely where it is needed to simplify compliance	<ul style="list-style-type: none">• Data can be placed in known locations to simplify compliance obligations for industry and government regulations• More easily meet data privacy, localization and sovereignty requirements, avoiding compliance issues and potential penalties
Place workloads where it is needed to assure optimal performance	<ul style="list-style-type: none">• Infrastructure can be placed right where the data is processed and analyzed – in a data center, edge location or colocation facility• Critical and performance-intensive applications are isolated, allowing them to run at high speed with low latency and reduced risk

Simplify technology transitions

At the end of your APEX subscription term, you can continue to pay for use of existing infrastructure, renew and rotate technology to enhance capabilities, or retire systems altogether. Your Customer Success Manager will guide through the simple, secure and sustainable technology transition process, ensuring a seamless experience at every step. Data from decommissioned systems is sanitized, rendering all data unrecoverable to eradicate risk. Returned systems are refurbished or responsibly recycled to eliminate e-waste and promote the continual regenerative use of resources.

As-a-Service wherever you need it

APEX delivers as-a-Service infrastructure for a variety of data and workload requirements, combining the ease and agility you want with the control you demand. Now, your organization can deliver as-a-Service capabilities wherever they are needed, from the data center to edge locations or a colocation facility. APEX offers all the innovative technology that customers around the world rely on every day, backed by the recognized global services, scale and supply chain leadership of Dell Technologies.



[Learn more](#)
about APEX



[Contact](#) a
Dell Technologies
Expert



[View more](#)
resources



Join the conversation
with #DellTechAPEX

DELLTechnologies

A P E X

¹IDC "Business Value of Usage-Based Consumption Models for Storage," by Susan G. Middleton and Matthew Marden, April 2020. Commissioned by Dell.

Copyright © 2021 Dell Inc. or its subsidiaries. All Rights Reserved. Dell Technologies, Dell, EMC, Dell EMC and other trademarks are trademarks of Dell Inc. or its subsidiaries. Other trademarks may be trademarks of their respective owners. Published in the USA 7/20 . Dell Technologies believes the information in this document is accurate as of its publication date. The information is subject to change without notice.