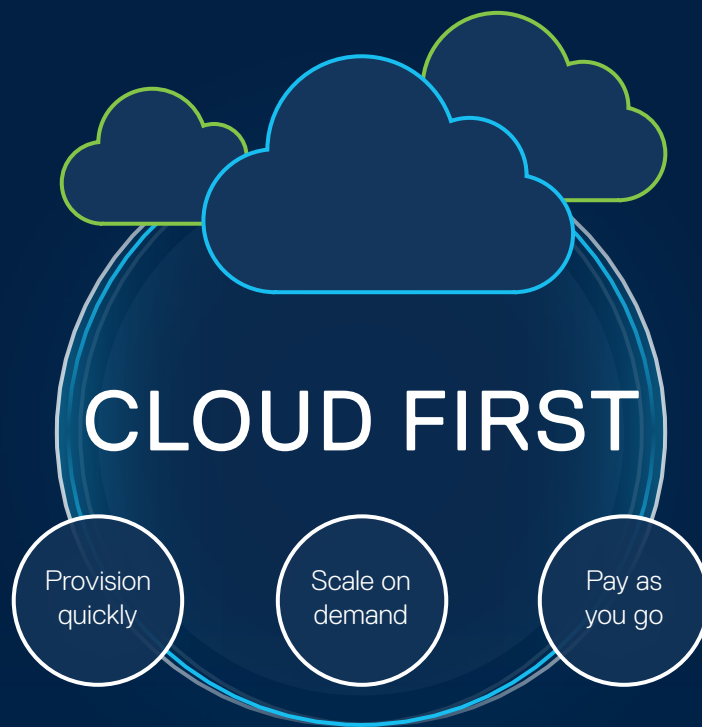




**DELL**Technologies

**A P E X**

Simplified cloud experiences that  
deliver more agility and control

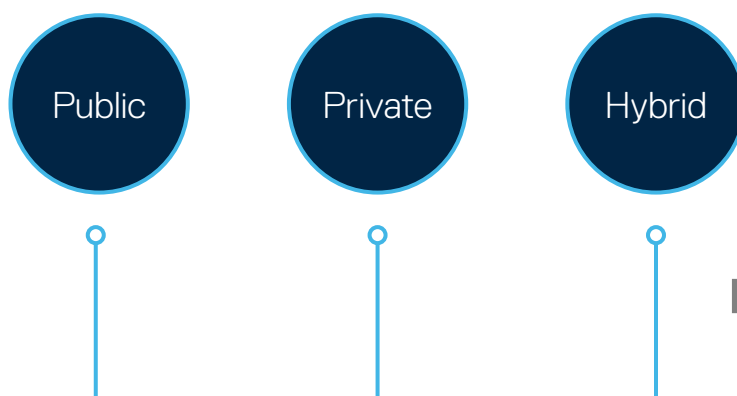


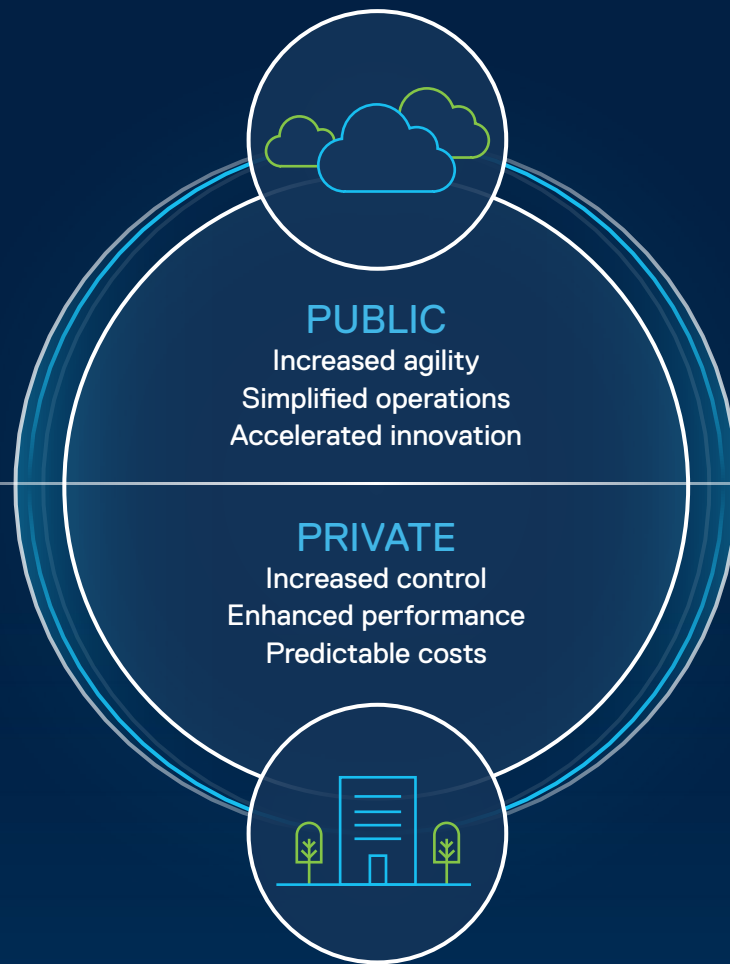
## Cloud-first is a great start

Many organizations now adhere to a cloud-first policy, considering cloud-based technology solutions before all others. It's because they love the ease and agility of the cloud experience, particularly being able to provision services quickly, scale resources on demand, and make payments over time. As a result, most organizations now expect these capabilities everywhere.

## Picking the best clouds for your outcomes

Of course, cloud-first does not mean "public cloud only." It often means a combination of public, private, and hybrid cloud. IT leaders tell us they don't want to be locked to any single cloud provider. They want the flexibility to choose the right path to meet key objectives. This is why organizations often implement a multi-cloud strategy to access the best-of-breed capabilities they need to drive their projects. And it's why "outcomes-first" is becoming a new mantra for IT.





## Move forward without tradeoffs

What's clear is that both private cloud and public cloud have their advantages. Organizations often look to public cloud for increased agility, simplified operations, and accelerated innovation. Private cloud is where businesses turn for increased control, enhanced performance, and predictable costs. And yet there are tradeoffs, because you may sacrifice the benefits of one when you choose the other.

But the choice need not be binary. You can now choose a truly unified approach that brings together the best of what public and private cloud each have to offer.

# WHAT IF YOU DIDN'T NEED TO CHOOSE?

# Take the simpler path to digital transformation

Introducing Dell Technologies APEX, our breakthrough portfolio of as-a-Service offerings that simplify digital transformation while increasing IT agility and control. APEX makes it easier than ever to leverage Dell Technologies innovation when and where you want it, while easing or eliminating infrastructure management. APEX helps you react quickly to capture new opportunities and ensures that your technology stays aligned with your business requirements. And with APEX, you're always in full control, minimizing risk and maximizing performance, all on your terms.

## Get the cloud experience wherever you need it

Now you can benefit from the Dell Technologies innovation you know and trust delivered to you with the combined benefits of public and private cloud – however you choose to consume it and wherever you want to deploy it. You decide what's right for you: either on-premises in your data center, out to your edge environments, in colocation facilities adjacent to your cloud providers, or natively in a public cloud.

Wherever APEX goes, you get a more consistent cloud experience across your enterprise – throughout your multi-cloud, multi-edge, and multi-data center IT landscape – giving you more flexibility and choice to achieve strategic objectives.

## Dell Technologies innovation delivered as-a-Service



On-premises



Adjacent to public cloud



In public cloud

How and where you need it





## SIMPLICITY

### Take advantage of as-a-Service everywhere

APEX enables you to implement Dell Technologies innovation as-a-Service, simplifying the technology experience, so you can focus on critical priorities.

APEX removes unwanted complexity – and its related inefficiencies and costs – to help you streamline IT operations, ease digital transformation, and yield better business outcomes.

#### More outcomes

Focus more on innovation, and less on infrastructure, to create more value and achieve better outcomes. APEX aims to help you make more effective use of your time, money, and resources, so you can direct them toward strategic initiatives.

#### More choice

Select the best-of-breed technologies you need to transform your business and gain an advantage. APEX leverages the innovative and extensive Dell Technologies portfolio, relied on every day by organizations of all sizes, in all industries, all over the world.

#### More freedom

Migrate workloads and connect data with ease while avoiding vendor lock-in. APEX lets you freely move workloads between private and public clouds and create a common data store that connects to all the major public cloud providers simultaneously.



## AGILITY

### React quickly to capture new opportunities

APEX gives you the speed and agility needed to accelerate transformation and adapt to ever-evolving business dynamics.

APEX provides greater flexibility in how you get more from the Dell technologies innovation you rely on every day, enabling you to free up extra time, money, and resources – and generate lasting value for your organization.

#### More flexibility

Choose to consume in or adjacent to a public cloud or on-premises as-a-Service. APEX empowers you to extend the benefits of the cloud experience – anywhere you want to deploy Dell Technologies innovation – everywhere across your entire IT enterprise.

#### More adaptability

Provision services quickly and scale resources on demand. APEX gives you the ability to accelerate project timelines and rapidly respond to changing business requirements, so you can get more and do more – faster.

#### More predictability

Gain financial flexibility with transparent pricing and monthly payments. APEX allows you to spread payments over the length of your term – and know precisely what you're paying for – so you can preserve capital and manage expenses more effectively.



## CONTROL

### Minimize risk and maximize performance on your terms

APEX gives you more control of your data – from where it is located, to who can access it, to how it is protected.

APEX enables you to put data where it is needed to derive greater value from it when it is needed, offering more ways to maximize its availability, improve overall governance, and safeguard it from a growing number of concerns.

### More security

Protect against cyberattacks and unplanned downtime events. APEX puts you in full control of your cybersecurity incident response, so you can protect intellectual property and keep data private in ways that best fit your organization.

### More governance

Ensure data resides in known locations to help satisfy compliance obligations. APEX can help you avoid issues that may violate data privacy, sovereignty, and localization rules and requirements, as well as the penalties that may come with them.

### More performance

Put data in the right place at the right time to deliver the speed you need. APEX services and solutions – based on Dell Technologies infrastructure – are dedicated for your use and can be placed in facilities adjacent to public cloud providers.

# Achieve more for your organization

See what APEX can do for you across a range of capabilities.

## APEX Cloud Services

Simplify multi-cloud, giving you a secure, consistent experience everywhere with [APEX Cloud Services](#). Use familiar products, services, and tool sets, while leveraging the best-of-breed features and performance that your workloads require.

Up to **90%**  
reduced cost per VM by  
avoiding app re-architecture<sup>1</sup>

Up to **171%**  
incremental ROI with  
payback in 6 months<sup>1</sup>

Up to **19%**  
lower infrastructure  
management costs<sup>1</sup>

Read the [report](#) featuring [APEX Hybrid Cloud](#).

Up to **86%**  
faster planning and  
provisioning time<sup>2</sup>

Up to **45%**  
reduced storage costs,  
overprovisioning avoided<sup>2</sup>

Up to **129%**  
projected return  
on investment<sup>2</sup>

Read the [report](#) featuring [APEX Data Storage Services](#).

## APEX Custom Solutions

Create your own on-demand environment that you customize to order, leveraging our innovative and extensive portfolio of infrastructure and services. Deploy a pay-per-use consumption model or an enterprise-scale managed utility.

Up to **92%**  
faster time to deploy new  
storage capacity<sup>3</sup>

Up to **54%**  
fewer incidents of unplanned  
downtime<sup>3</sup>

Up to **23%**  
lower average cost of  
storage operations per year<sup>3</sup>

Read the [report](#) featuring [APEX Flex on Demand](#) and [APEX Data Center Utility](#).

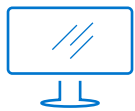
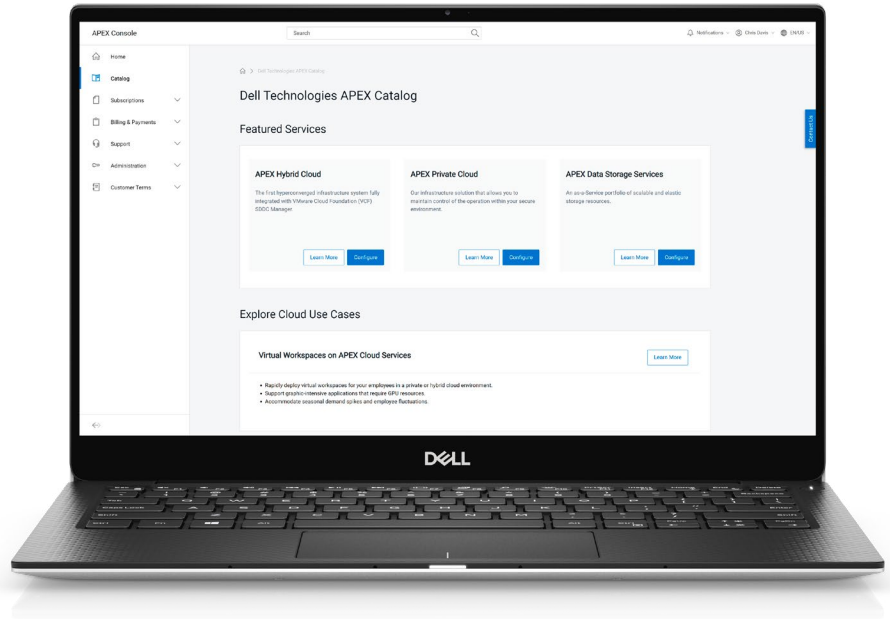
[Watch](#) what you can achieve with APEX. [Discover](#) why customers choose it.

# Expect more from as-a-Service with APEX

Leveraging industry-leading Dell Technologies innovation has never been simpler. By taking an outcome-first approach – designed to eliminate complexity – you can focus more of your time and effort on strategic imperatives. Dell Technologies and our partner community can bring unmatched time-to-value all around the world, backed by our global services, scale, and supply chain leadership. This is the ultimate promise of APEX.

## Get started today – the APEX way

Take the first step in your Dell Technologies as-a-Service journey with the APEX Console, providing simplified access to a catalog of outcome-based services. Your account team can get you going right away and show you how easy it is to discover, configure, deploy, monitor, and expand APEX services. Take the APEX Console [virtual tour](#) and [contact us](#) to learn more.



[Learn more](#)  
about APEX



[Contact a](#)  
Dell Technologies  
Expert



[View more](#)  
resources



Join the conversation  
with #DellTechAPEX

**DELL**Technologies

**A P E X**

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.

1 Based on a Forrester Total Economic Impact™ Study of APEX Cloud Services, Commissioned by Dell Technologies, VMware, and Intel Corporation, July 2020. Estimates projected over 3 years, based on interviews with eight customers using APEX Hybrid Cloud, aggregated and combined into a composite organization. Actual results will vary.

2 Based on a Forrester New Technology Projected Total Economic Impact™ Study, commissioned by Dell Technologies, June 2021. Estimates projected over 3 years, based on interviews with four organizations using APEX Data Storage Services, aggregated and combined into a composite organization, and survey responses from an additional 121 IT decision makers. Actual results will vary.

3 Based on the IDC Report commissioned by Dell Technologies, "Business Value of Dell Technologies On Demand: A Study of Usage-Based Consumption Models for Storage," April 2020. Applicable offers include APEX Custom Solutions/APEX Flex on Demand. Actual results may vary.