

APEX Data Storage Services at Equinix¹

Easily deploy as-a-Service resources where they deliver the most value

The pace of change in business is accelerating and organizations are asking more of their IT departments. It is becoming increasingly necessary to focus on tasks that add value to the mission of the organization. According to a recent Forrester study, 81% of organizations need external technology-specific expertise to help their internal IT teams to be successful.²

Furthermore, organizations are grappling with how to optimally leverage the public cloud. Hybrid models that leverage public and private cloud components are becoming a dominant strategy, while the agility and elasticity of the public cloud are key requirements for a private cloud strategy. All of this is radically changing the way IT infrastructure and facilities are utilized. For example, Gartner predicts that by 2024 over 50% of newly deployed storage capacity will be sold as-a-Service or on a subscription basis, up from less than 15% in 2020,³ and IDC notes that by 2022, 90% of enterprises plan to use colocation services, up from 47% in 2020.⁴

There is a solution: Reduce demand on your IT resources and enable your digital acceleration with Dell Technologies and Equinix

Dell Technologies and Equinix have partnered to deliver the best of both worlds: the agility of public cloud with the security and control of private cloud, delivered as-a-Service. Dell and Equinix collaborate to maintain the underlying infrastructure and ensure all service levels are met, so you don't have to allocate your own IT resources to non-optimal activities. APEX Data Storage Services at Equinix consolidates the as-a-Service experience with a single offer, utilizing Dell-owned and maintained infrastructure. The result? You can dramatically reduce the burden associated with administrative tasks and focus more on innovation. A hybrid cloud operating model is the future of IT, and more than ever, colocation is central to a hybrid cloud strategy. Dell Technologies and Equinix make this vision of IT a reality.



Dell Technologies APEX Data Storage Services is uniquely positioned to help you optimize your IT landscape. Many IT leaders want technology solutions that simplify operations and relieve the burden of data center management. APEX Data Storage Services offers the simplicity, agility and control needed to stay competitive amid unpredictable circumstances. APEX Data Storage Services is a portfolio of scalable and elastic storage resources designed for OpEx treatment⁵ that enables customers to remove complexity and risk with flexible storage services that enable a true hybrid cloud strategy. APEX Data Storage Services is backed by trusted storage infrastructure that is owned and maintained by Dell, reducing the challenges associated with data center and infrastructure management. This enables you to focus on outcomes, not infrastructure.

- Designed for 99.9999% availability⁶
- Time to value (TTV) in as few as 14 days⁷
- Up to 86% faster deployment⁷
- Reduces costs of over-provisioning storage by as much as 45%⁸

As the digital world becomes more distributed, centralized infrastructures limit the ability of businesses to leverage new capabilities and compete in an ever-changing digital world. To overcome these challenges, organizations are re-architecting IT, placing infrastructure in strategic locations where users, clouds, networks and other critical environments physically meet. Equinix, a leading interconnection and data center provider, with over 220 locations around the world, has become a single platform where businesses can reach everywhere, interconnect everyone and integrate everything. Equinix is the world's digital infrastructure company, enabling digital leaders to harness a trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

- Global Data Center Reach⁹
- A leader¹⁰ in the IDC MarketScape: Worldwide Datacenter Colocation and Interconnection Services 2021 Vendor Assessment
- Global access to low latency, multi-cloud connectivity with no vendor lock in
- Enables access to 2900 cloud / IT and 1800 network service providers¹¹
- Delivers up to 60% reduction in network traffic costs with a minimum 30% reduction in latency¹²
- Equinix data centers use clean and renewable energy with a commitment to becoming climate neutral by 2030¹³

Dell Technologies and Equinix – Better together

- **Secure multi-cloud capabilities:** Leverage unmatched multi-cloud connectivity via Equinix Fabric, with no vendor lock-in or excessive egress fees.
- **Grow your business and quickly expand into new regions:** Deploy storage resources where you need them, enabling new opportunities for efficient growth and geographic expansion.
- **Consistent, predictable high-speed deployments:** Get up and running quickly with full APEX Data Storage Services deployments at Equinix Data Centers in as few as 14 days.⁷
- **Simplified experience:** Predictable pricing, designed for OpEx treatment,⁴ with no overage fees for on-demand usage and a single invoice from a single vendor.
- **A dependable partnership:** Global scale, leading technologies, IT expertise and risk avoidance in infrastructure lifecycle management.
- **Data center operations best practices:** 20+ years of proven expertise at Equinix to support mission critical business resiliency.



Learn More about:
**APEX Data Storage
 Services and Equinix**



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 Equinix conversation
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¹ APEX Data Storage Services at Equinix data centers is currently available in USA (Ashburn, VA and Santa Clara, CA), UK (London), Germany (Frankfurt), France (Paris) and Australia (Sydney).

² "IT Leaders Leverage Outside Expertise To Achieve Business Outcomes: A Spotlight on IT Providers," A Forrester Consulting Thought Leadership Spotlight Commissioned By Dell Technologies, May 2021.

³ Gartner®, "Market Guide for Consumption-Based Pricing for Data Center Infrastructure", Daniel Bowers, et al., 1 March 2021.

⁴ IDC, U.S. Enterprise Communications Survey, 2020: Colocation Services, Doc # US47066520, December 2020.

⁵ OpEx treatment is subject to customer internal accounting review and policies

⁶ Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary

⁷ Applies in US, UK, France and Germany. TTV measured between order acceptance and activation. Subject to customer credit approval and site qualification, which must be completed before order placement, and customer participation in pre-deployment planning. Product availability, holidays and other factors may impact deployment time.

⁸ 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 may vary. [Full report.](#)

⁹ <https://www.equinix.com/data-centers>

¹⁰ IDC MarketScape: Worldwide Datacenter Colocation and Interconnection Services 2021 Vendor Assessment, authored by Courtney Munroe, Doc # US46746121, June 2021.

¹¹ https://www.equinix.com/content/dam/eqxcorp/en_us/documents/resources/infopapers/ip_equinix_company_fact_sheet_en_june2021.pdf

¹² "The Total Economic Impact of Equinix," a commissioned study conducted by Forrester Consulting on behalf of Equinix, April 2019.

¹³ For more details, see: <https://www.equinix.com/newsroom/press-releases/2021/06/equinix-sets-2030-global-climate-neutral-target>