DELL Technologies

A P E X

SOLUTION BRIEF

APEX Data Storage Services

Focus on outcomes, not infrastructure

Simplicity

- Eliminate forecasting, procurement and migration cycles
- Enable your IT staff to focus on value-added activities
- Manage your entire as-a-Service journey from a single console

Agility

- Deliver resources to your customers as needed
- Scale capacity up and down seamlessly
- Align expenses with actual vs. anticipated usage

Control

- Helps you meet data localization, regulatory and audit requirements
- Enable hybrid cloud or cloud consumption strategy
- Become a service provider for your organization

"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]
– Gartner

Managing today's complex business and IT environment

If you're like most IT organizations, you may have faced challenges with over- and under-provisioning and capital budget constraints. Compound that with lengthy procurement cycles and the need for complex migrations, and it can all add up to major difficulties managing your storage requirements. The overall business and economic environment is difficult to predict, making it more important than ever for your IT department to increase agility. It can be risky to make an up-front investment in infrastructure if you are having a hard time anticipating your workload requirements. You may also be coping with limited IT staffing resources and skill sets, with cloud initiatives adding another layer of complexity. For all these reasons, IT leaders are searching for a simpler experience.

The shift to as-a-Service

As-a-Service models are growing more attractive as a way to achieve simplicity, reduce expenses and align with organizational objectives. Choice, flexibility and the ability to treat storage capacity as an operating expense (OpEx) are all reasons why the adoption of as-a-Service is predicted to grow significantly in the coming years. Storage as-a-Service should be a consideration for any IT organization with the need to optimize its data storage environment, meet changing demands and focus on delivering outcomes that align with business goals.

Solution: APEX Data Storage Services

APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment.[1]

This offer enables up to an 86% reduction in planning and provisioning costs[2], eliminating complex procurement and migration cycles. You can easily manage your as-as-Service experience through a single interface: the APEX Console. Scale capacity up and down to respond dynamically to customer and workload requirements and only pay for what you use at a single rate with no overage fees. Plus, you'll have access to an assigned Customer Success Manager who serves as your trusted advisor and primary point of contact from day one.

Deploy as-a-Services resources where they deliver the most value

With the option to deploy APEX Data Storage Services in a secure Dell-managed colocation facility[3], you can eliminate data center planning activities, accelerate your hybrid cloud strategy, quickly move into new markets and put your data close to your apps.

Dell-managed colocation facilities enable a secure, software-defined interconnection from APEX Data Storage Services infrastructure to any of your clouds, so you can leverage the capabilities of multiple public cloud providers without vendor lock-in or egress fees.

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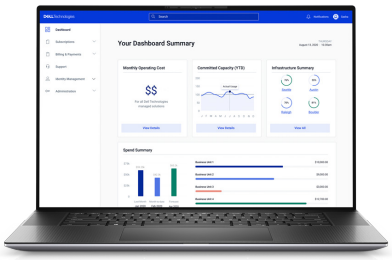


Simplicity: Remove complexity to deliver more value to your organization

APEX Data Storage Services simplifies the process of purchasing, deploying and maintaining infrastructure. It's as easy as selecting these five key service parameters:

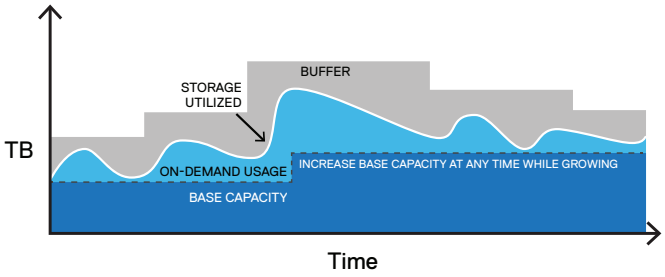
- Location: Customer data center or Dell-managed colocation facility
- Data Service: Block or file storage
- Performance Tier: Three levels to choose from based on IOPS/ throughput
- Base Capacity: Minimum amount of committed capacity, with options starting as low as 50TB
- Term: Choose between one or three years

Your as-a-Service experience is all managed through the simple, intuitive Dell Technologies APEX Console, which you can use to discover and order services, deploy workloads, monitor your environment and review capacity utilization and billing activity. The console also allows an organization's administrator to on-board stakeholders and control access and individual privileges. Once you've placed an order, you can use the console to review site requirements to ensure a smooth delivery and seamless deployment. Service levels are designed to drive the outcomes you need. All infrastructure is owned and maintained by Dell Technologies, freeing your IT organization to focus on more value-added activities and spend less time on routine administrative and maintenance tasks.

Agility: Manage unpredictability by responding dynamically to changing business needs

With APEX Data Storage Services, you align expenses with actual vs. anticipated usage, all at a single rate with no overage fees for capacity utilization above your base commitment. Eliminate the costs of over-provisioning, reducing storage costs by as much as 45%.[2]

You have the option to increase your base capacity at any time during your term and receive a discount to your overall rate with no impact on term length. This enables you to seamlessly scale capacity up or down and respond dynamically to changes in workload requirements for up to a 129% return on investment.[4] And whenever you order or add services, your infrastructure will be fully deployed in as few as 14 days.[5]



Upon decommission, all retired data and memory-bearing devices are certifiably sanitized, rendering all data unrecoverable to help enable data security and regulatory compliance. Returned systems are refurbished for resale or responsibly recycled to eliminate e-waste and promote the continual regenerative use of resources.

Control: Reduce risk with flexible storage services that enable a true hybrid cloud strategy

You have complete control of your data with trusted enterprise infrastructure from Dell Technologies. The close physical proximity of data and applications optimizes workloads and ensures you receive consistently high levels of scalability and performance. APEX Data Storage Services is designed for 99.9999% availability,[6] with non-disruptive hardware upgrades and no planned downtime. On-premises data storage also helps you meet data localization, regulatory and audit requirements.

You maintain operational control of your workloads and applications while the #1 provider of enterprise storage[7] manages and maintains the on-premises infrastructure. The result is a cloud-like experience with predictable, easy-to-understand pricing and no egress fees or latency issues.

Maximize your operational efficiency, increase your agility and deliver more value to your organization with Dell Technologies APEX Data Storage Services.

Learn more about APEX Data Storage Services

Contact a Dell Technologies Expert

[1] OpEx treatment is subject to customer internal accounting review and policies.

[2] 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. Full report here.

[3] 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).

[4] Gartner: Market Guide for Consumption-Based Pricing for Data Center Infrastructure, Daniel Bowers, et al., 1 March 2021.

[5] Applies in US, UK, Ireland, France, and Germany. TTV measured between order acceptance and activation. Subject to customer acceptance of APEX terms, 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.

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

[7] IDC WW Quarterly Enterprise Storage Systems Tracker, 2021 Q2 historical release, September 9, 2021. Ranking by vendor revenue.

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