Dell Technologies APEX: Unmatched Agility

By Andrew Glinka | September 2021

In May, we introduced Dell Technologies APEX, a radically simplified technology experience that helps deliver faster outcomes and cost savings for your organization. APEX delivers fast deployment with TTV in as little as 14 days, saving time and making it easy to respond to changing business needs.

APEX gives you the agility to adapt to any need without complicated billing or cloud lock-in. What makes APEX unmatched by other infrastructure-as-a-service solutions? Let's dive in.

Scale freely while maintaining predictable billing

Whether choosing an APEX Custom Solution, APEX Cloud Services, or APEX Data Storage Services, you do not have to worry about surprise pricing surges or hidden fees when consuming additional resources.

While Pure as-a-Service and NetApp Keystone penalize customers for scaling usage with higher usage rates, Dell Technologies APEX encourages the growth of your enterprise by maintaining a singular rate across consumption levels. APEX Flex on Demand gives you additional peace of mind by capping total monthly billing at 85% usage of total installed capacity- an offer unmatched by other infrastructure providers[i]. APEX Flex on Demand also sends a monthly pre-bill statement for customer review through APEX Console before sending the final invoice to prevent surprises.

APEX Cloud Services provides greater financial flexibility than public cloud providers. APEX Private Cloud offers up to 5x lower cost than similar solutions from a public cloud provider[ii], while APEX Hybrid Cloud is up to 3x more cost-effective.[iii] Plus, public cloud providers, often have complicated pricing structures and confusing invoices filled with additional fees such as data egress charges. Take this data migration story of NASA as a tale of caution, and don't let additional fees hinder your ability to run your business. A March 2020 audit by NASA's Inspector General revealed that because they did not correctly model data download costs, they face public cloud costs that are 45% higher than expected.

Ultimately, transparency creates predictability and greater financial flexibility, leading to better business agility. With Dell Technologies APEX, pay for what you use without unexpected fees on your invoice.

Multi-cloud freedom

APEX gives your enterprise the flexibility to connect to public cloud vendors without vendor lock-in so you can operate where you want to. Some public cloud resources are not compatible with other public clouds, limiting your ability to operate in a multi-cloud environment. For example, certain public cloud providers hybrid cloud offerings require connectivity exclusive to their public cloud, restricting your ability to scale to the multi-cloud environment that makes the most sense for your enterprise requirements.

When you choose APEX Cloud Services, you get virtualized compute, storage, and networking that are compatible across public cloud providers. APEX offers the simplicity of cloud experience with more control over your resources and cloud journey. Plus, as your business needs grow, you can quickly configure additional cloud resources within the APEX Console and have them running within days.

Through our partnership with Equinix, APEX will enable hybrid and multi-cloud environments from any data center or colocation. Expand your footprint into new geographies quickly by deploying APEX in one of 200+ Equinix locations globally.

Is the short-term convenience of the public cloud worth the long-term pain? From vendor lock-in to complicated billing layered with additional fees, the 'agility' of public cloud is not all that it seems to be.

The APEX Difference: Unmatched Agility

APEX allows customers to dynamically respond to business needs and grow with flexibility and predictability. Learn more about Dell Technologies APEX here, or contact your Dell Representative.

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[i] Available with Flex on Demand for Storage, Data Protection, and VxRail. Dark sites, non-metered deployments, and customers non-compliant with their contract terms are not eligible.

[ii] Estimate based on the purchase of 50 Compute Optimized Instances (C-50 instance block) over a 3-year term with All Flash storage, vSphere and VSAN Enterprise with an average monthly instance price of $52 vs a comparable AWS Outposts hardware and software configuration based on AWS published pricing. Pricing for pre-configured solutions with subscription may vary depending on the number and type of instance blocks in your configuration. Pricing as of June 2021 and subject to change. For details, consult your account manager. US only.

[iii] Estimate based on the purchase of 100 Compute Optimized Instances (C-100 instance block) over a 3-year term with All Flash Storage and VMware Cloud Foundation Standard Edition with an average monthly instance price of $79 vs a comparable AWS Outposts hardware and software configuration based on AWS published pricing. Pricing for pre-configured solutions with subscription will vary depending on the number and type of instance blocks in your configuration. Pricing as of June 2021 and subject to change. For details, consult your account manager. US only.