

Top Reasons: APEX Data Storage Services at Equinix¹

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Ultimate flexibility and choice: Easily deploy as-a-Service resources where they deliver the most value.

1 | Relieve the burden of data center management

Simplify operations and enable your IT staff to focus on value-added activities by eliminating complex forecasting, procurement, data center planning and migration cycles. Deploy and manage your entire as-a-Service journey in a matter of clicks through the intuitive APEX Console.

2 | Single point of contact and invoice from Dell Technologies

APEX delivers true Storage as-a-Service, designed for OpEx treatment² and deployed in Equinix data centers, all with one invoice from Dell and single-rate transparency with no overage fees for on-demand usage. You also get the benefit of an assigned Customer Success Manager so there is no need to manage multiple relationships. It's a win-win.

3 | Utilize hybrid, multi-cloud connectivity with no vendor lock-in

Connect to the customers, partners and ecosystems that deliver the most value. Equinix enables a secure, software-defined, low latency interconnection from the APEX Data Storage Services infrastructure to your cloud of choice, so you can leverage the capabilities of multiple public cloud providers without vendor lock-in or excessive egress fees.

4 | Align expenses with actual vs. anticipated usage

Avoid large CapEx purchases and headaches associated with unpredictable workloads by paying for the storage capacity, performance and colocation services you need, when you need it. Gain up to 70% reduction in cloud connectivity costs³ with Equinix and up to 86% faster deployments⁴ with APEX Data Storage Services.

5 | Grow your business and quickly expand to new regions

Relieve yourself of the traditional challenges associated with expanding business into new geographies and the IT operations that follow. Deploy storage resources where you need them in as few as 14 days.⁵

6 | Maximize the value of your workloads

Application resiliency is only as good as the underlying infrastructure. Equinix data centers embrace “no single point of failure” design principles for the facilities supporting your most critical IT infrastructure, and APEX Data Storage Services is designed for 99.9999% availability.⁶ Operational staff from Dell and Equinix are available 24x7, so you can sleep peacefully knowing your overall IT resiliency is in the best hands.

7 | Secure your most valuable asset: data

Maintaining control of your data is one of the key drivers of private cloud deployments. Physical security is also a core tenet of Equinix colocation services. Utilizing a secure colocation facility featuring dedicated infrastructure enables you to maintain complete control over your data and know exactly where it resides -- helping you meet data localization, regulatory, audit and compliance requirements.

8 | Make sustainability a priority

Equinix data centers embrace environmental sustainability, with a goal to be climate neutral by 2030.⁷ Resource utilization is optimized from adaptive control systems to fuel cells and energy efficiency. APEX Data Storage Services infrastructure is compliant with all regulatory requirements for electromagnetic compatibility, product safety and environmental regulations. Data from retired systems is sanitized, rendering all data unrecoverable to eradicate risk. Returned systems are refurbished or recycled to eliminate e-waste and promote the sustainable, regenerative use of resources.

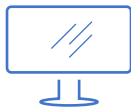
9 | Build a cost-effective Hybrid DR solution

Leverage native array-based replication from on-premises storage to APEX Data Storage Services at Equinix for Disaster Recovery, without the need to build new data centers and infrastructure. Use on-demand compute with Equinix Metal (including Dell Compute options) or the public cloud for testing and failover.

10 | Global scale, leading technologies and IT expertise – all devoted to your success

Dell Technologies and Equinix are trusted providers of IT infrastructure and clear leaders. Equinix was recently named a leader in the 2021 IDC MarketScape Report for Worldwide Datacenter Colocation and Interconnection Services industry,⁸ and Dell Technologies is the #1 industry leader in Enterprise storage.⁹ Together we deliver risk avoidance in complex infrastructure deployments.

For more information on APEX Data Storage Services, visit DellTechnologies.com/APEX-Storage.



Learn More about:
[APEX Data Storage Services](#) and [Equinix](#)



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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 OpEx treatment is subject to customer internal accounting review and policies

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

4 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](#).

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

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7 <https://www.equinix.com/newsroom/press-releases/2021/06/equinix-sets-2030-global-climate-neutral-target>

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

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

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