

APEX Data Storage Services for Block

Data-centric, intelligent and adaptable Block Services

APEX Block Services

Benefits:

- Up to **129% projected ROI**²
- Up to **45% reduction** in over-provisioning costs²
- Up to **86% savings** on planning and provisioning²
- Up to **50% time savings** for IT teams²

Capabilities:

- Simplify block storage management
- Accommodate new or unpredictable workloads
- Add capacity seamlessly
- Safeguard your company and data
- Integrate with leading vendors
- Connect to customers, partners and ecosystems with no vendor lock-in

“ We’re now relieved from the variability of our business and can scale up or down when we need. Dell handles all the work. ”

— Senior cloud solutions architect, telecommunications

In today’s data era, performance, scalability and efficiency are top priorities for leading companies. Building and maintaining IT Infrastructure to support dynamically changing workloads and requirements, however, is a common and constant challenge for organizations. Optimizing expenditure, predicting usage and limited resources further adds to this complexity.

It’s no wonder that the adoption of as-a-Service consumption is increasing among organizations looking for simplicity, agility and control. 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 2020.¹

Dell Technologies has a proven track record for delivering powerful storage solutions backed by world-class support and services. With APEX Block Services, you get the best of both public and private cloud worlds: scalable, agile, on-demand resources with the enterprise-class features, control and security of infrastructure located on-premises in your own data center or in a secure colocation facility.

Create Your Own On-Demand Environment

APEX Data Storage Services simplifies the process for purchasing, deploying and maintaining block storage. Your as-a-Service experience is managed through the simple, intuitive Dell Technologies APEX Console which allows you to:

- Select your performance tier, base capacity, location and term
- Monitor capacity utilization and billing activity
- Control user access and privileges

With APEX Data Storage Services, billing is aligned to actual usage. Pay for what you use at a single rate with no overage fees for capacity utilization above your base commitment. You can increase your base capacity at any time and receive a discount to your overall rate with no impact on term length. This means you have the flexibility to respond to changes in workload requirements on the fly.

Best-in-Class Block Storage Technology

APEX Block Services is powered by infrastructure that provides ever-expanding levels of performance, capacity and resiliency for a variety of traditional and modern workloads. And now, with the flexibility to deploy your block storage through an as-a-Service model, you have more time to focus on agility, responsiveness and other high value initiatives while spending less time on maintenance and administrative tasks.

- **Simplified experience:** Simplify management and the user experience through a simple, powerful, unified console.
- **Support for all workloads:** Cost-effectively support any workload through improved system performance, scalability and storage efficiency.
- **Start small and grow:** Accommodate new or unpredictable workloads with the ability to seamlessly add capacity.

- **Enterprise data protection:** Reduce risk with highly resilient systems that offer proven enterprise-grade back-up along with local and remote protection options.
- **Robust security options:** Safeguard your company with Data at Rest Encryption (DARE), TLS 1.2, authentication using LDAP/AD, IPv6 certification, TAA and VPAT compliance.
- **Ecosystem integration:** Improve ease of use and seamlessly integrate with leading vendors like VMware and Microsoft.
- **Multi-cloud flexibility:** Multi-cloud readiness in collaboration with data center colocation partners enables connectivity to the customers, partners and ecosystems that deliver the most value without any vendor lock in.

- **High availability:** All APEX Data Storage Services infrastructure is designed for 99.9999% availability and includes non-disruptive hardware upgrades.³

Focus on Outcomes, Not Infrastructure

With APEX Block Services, you utilize the capacity and maintain complete operational control of your workloads and applications while Dell Technologies owns and maintains the infrastructure, located on-premises or in a secure colocation facility.

The result is a cloud-like experience with predictable, easy-to-understand pricing and no egress fees or latency issues. Now your IT staff can increase productivity and focus on high value initiatives to deliver customer satisfaction without worrying about day-to-day maintenance, forecasting, procurement, upgrades and complex tech refresh cycles.

Pricing and performance options for APEX Block Services:

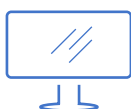
Performance Tier	Capacity Optimized	Balanced	Performance Optimized
Description	Cost-optimized performance at sub-ms latency	Balanced performance at sub-ms latency	Highest performance at sub-ms latency
Read Performance	50 (MB/s per TB)	80 (MB/s per TB)	100 (MB/s per TB)
Write Performance	8 (MB/s per TB)	12 (MB/s per TB)	20 (MB/s per TB)
IOPS	700 (per TB)	1,100 (per TB)	1,800 (per TB)
Min. Capacity	50 TB	50 TB	100 TB
Target Use Cases	Smaller databases, test/dev, IoT applications, disaster recovery, commodity SQL, manufacturing execution systems	Medium-sized virtual environment, relational databases, data warehousing, SQL, Oracle, MongoDB	Financial services, Big Data and analytics, healthcare, SAP HANA, Splunk, Spark, Oracle and SQL (big instances)
Starting MSRP per GB/month	\$0.0715	\$0.1039	\$0.1573

Capacity expressed in TB where 1 TB = 2⁴⁰ bytes, capacity expressed in GB where 1 GB = 2³⁰ bytes

Read and write maximum performance based on 256KB IO Size and 100% sequential read/write workloads in block optimized mode (per base TB). IOPS maximum performance based on random mixed block workload in block optimized mode (per base TB).

Performance metrics are based on specific base capacity points. Higher performance could be achieved depending on subscribed capacity.

Pricing subject to change and based on 3 year term commitment, 1 year term also available.



[Learn more](#) about APEX Data Storage Services



[Contact](#) a Dell Technologies Expert

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

GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

² OPEX treatment is subject to customer internal accounting review and policies. 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: <https://www.delltechnologies.com/asset/en-us/solutions/apex/industry-market/forrester-tei-dell-technologies-apex-data-storage-services.pdf>

³ Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.