

## Top reasons to choose APEX Data Storage Services

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Introducing our on-premises, as-a-Service portfolio of scalable and elastic storage resources that empowers you to focus on outcomes, not infrastructure.

### 1 | Eliminate complex and time-consuming forecasting, procurement and migration cycles

Avoid lengthy procurement cycles and complex migrations associated with routinely updating or refreshing your storage infrastructure. With non-disruptive hardware upgrades and contract terms that are simple to understand, APEX Data Storage Services maximizes your operational efficiency and enables you to seamlessly manage unpredictability.

### 2 | Avoid over- and under-provisioning

Traditionally, organizations tend to over-provision storage capacity to avoid risk. However, rapid growth or unpredictable capacity requirements can also result in underprovisioning. With APEX Data Storage Services, you simply utilize capacity on an as-needed basis, without the headaches associated with over- and under-provisioning.

### 3 | Enable IT staff to focus on more value-added activities

All infrastructure is owned and maintained by Dell Technologies, with agreed service levels for capacity, performance and availability. Administrative tasks and maintenance activities that typically accompany infrastructure ownership are no longer your responsibility. This frees time for IT to become a service provider for its stakeholders and focus on outcomes, not infrastructure.

### 4 | Align expenses with actual vs. anticipated usage

Storage requirements — as well as the overall business and economic environment — can be difficult to predict. With APEX Data Storage Services, you only pay for what you use above the base capacity, removing the ongoing challenge of aligning deployed capacity with actual usage.

### 5 | Scale capacity up and down elastically

Increase agility by scaling up and down to respond dynamically to business needs. With elastic resources, “bursty” workloads and spikes in capacity usage are no longer a concern.

### 6 | Easily manage your as-a-Service journey, all in one console

Optimize for value and simplicity with the Dell Technologies APEX Console, a unified and seamless experience to manage your entire as-a-Service journey. The simple and intuitive interface enables agile IT service delivery by reducing complexity.

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### 7 | Helps you meet data localization, regulatory and audit requirements

On-premises as-a-Service solutions address many of the challenges you may face with public cloud, such as security, compliance and availability concerns. APEX Data Storage Services is designed for 99.9999% availability,<sup>1</sup> enabling you to deliver more value to your organization while maintaining complete control over your data.

### 8 | Designed for OpEx accounting treatment<sup>2</sup>

APEX Data Storage Services is purpose-built for OpEx accounting treatment, allowing you to move assets off the balance sheet and avoid large capital expenditures generally associated with traditional infrastructure purchases. You get the benefits of on-prem in a cloud-like consumption model.

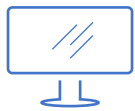
### 9 | Get up and running fast with a 14-day time to value (TTV) objective<sup>3</sup>

APEX Data Storage Services delivers fast turnaround times for the deployment of storage capacity. Dell Technologies will have you up and running in as few as 14 days with a low-friction procurement process.

### 10 | Experience single-rate transparency with no overage fees

With Dell Technologies APEX Data Storage Services, you pay the same rate for both base capacity and on-demand usage. You'll only pay for what you use above the base capacity — without penalties for the flexibility of on-demand usage.

For more information on APEX Data Storage Services, visit [DellTechnologies.com/APEX-Storage](https://DellTechnologies.com/APEX-Storage).



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APEX Data  
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<sup>1</sup>Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.

<sup>2</sup>OpEx treatment is subject to customer internal accounting review and policies.

<sup>3</sup>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. US only.

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