

The Dell Technologies logo, featuring the word "DELL" in a stylized font with a diagonal line through the "E", followed by the word "Technologies".

DELL Technologies

A P E X

Data Storage Services

Focus on outcomes, not infrastructure.

[LEARN MORE](#)



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# Today's business and IT challenges are unprecedented

The challenges and risks faced by IT organizations have become increasingly difficult to manage

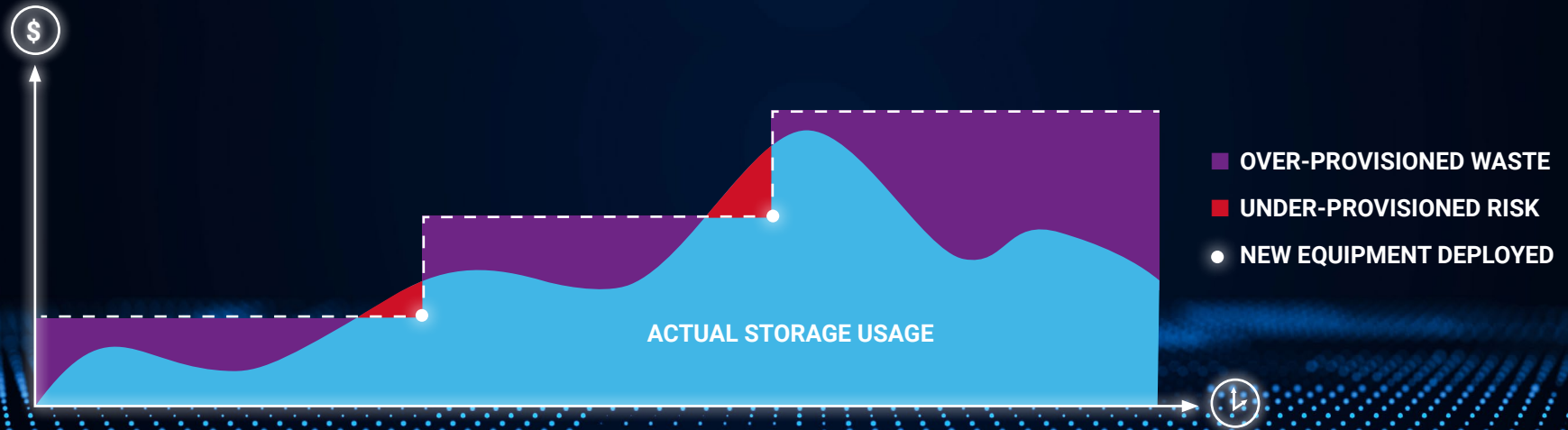


Storage requirements as well as the overall business and economic environment are difficult to predict, and IT departments need to become increasingly agile.

# Traditional storage consumption model

## Difficult balance between over and under-provisioning

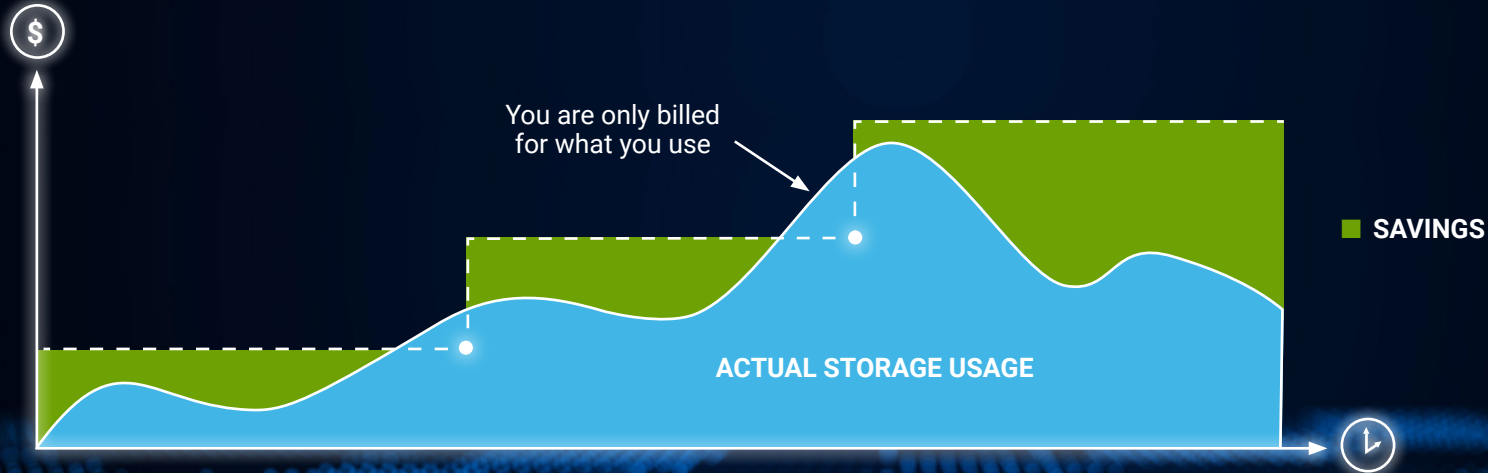
Examining the traditional purchasing model for data storage infrastructure, there is often an ongoing challenge to align deployed capacity with actual usage. There is a tendency to over-provision in order to avoid risk, but if the business is growing or capacity requirements become unpredictable, despite best efforts you may still end up exposed to risk associated with under-provisioning. When storage usage approaches this risk threshold, the traditional response is to deploy more storage capacity, culminating in a routine of exposure to risk and wasted available capacity.



# Efficient Storage as-a-Service model

Pay for what you use and avoid time-to-market delays

With an efficient and aligned Storage as-a-Service model, you pay for the capacity you use and there is no wasted expense associated with over-provisioning. All of what has traditionally been wasteful expense gets removed from the equation and transitions to savings.

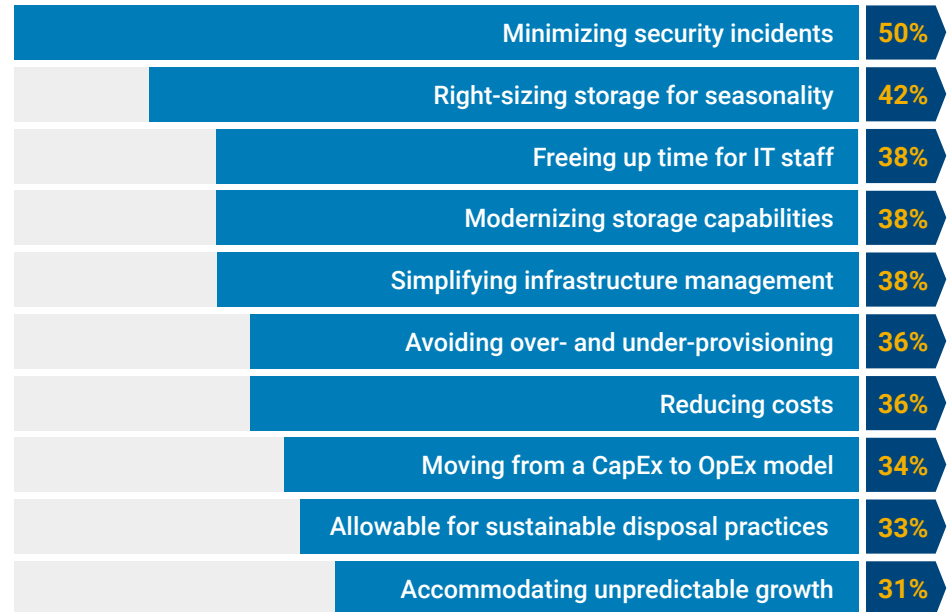


# Key drivers for as-a-Service adoption

Forrester conducted a survey of Dell Technologies customers to determine the significance of specific benefits associated with Storage as-a-Service from Dell Technologies. This research illustrates some of the key benefits they expect to receive.

FORRESTER

*"How important are the following benefits of the Storage as-a-Service offering from Dell Technologies to your organization?" (showing "very important")*



Base: 121 IT decision-makers responsible for storage / Source: A commissioned study conducted by Forrester Consulting on behalf of Dell, April 2021

# Analysts predict a bright future for as-a-Service

By 2025, **60%** of enterprises will fund LOB and IT projects through OpEx budgets, matching how vendors provide their services with a focus on outcomes that are determined by SLAs and KPIs.<sup>1</sup>



<sup>1</sup>IDC FutureScope: "Worldwide Future of Digital Infrastructure 2022 Predictions," October 2021  
Doc # US47441321

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.<sup>2</sup>



<sup>2</sup>Gartner®, "Market Guide for Consumption-Based Pricing for Data Center Infrastructure," March 2021

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# Dell Technologies as-a-Service principles

Wouldn't it be nice if your organization could scale up and down elastically and only pay for what you use?  
What if you could consume IT resources the same way you consume water, electricity and cell phones?



## Outcomes, not products

Providing the performance, capacity and availability to meet workload requirements



## Consumption / usage based

Align expenses with actual usage and pay for what you use, like a utility model



## Designed for OpEx treatment\*

Move assets off the balance sheet and avoid large capital expenditures



## Elastic resources

"Bursty" workloads and spikes in capacity needs are no longer a concern



## Dell owned and maintained

Administrative tasks and maintenance are no longer your responsibility



## Customer operated

Enterprise-class benefits of storage without the headaches of ownership

\*OpEx treatment subject to customer's accounting policies and practices



# APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment<sup>1</sup>

## Focus on outcomes, not infrastructure



**SIMPLICITY**

**Remove complexity to deliver more value to your organization**

Up to 50% IT time savings<sup>2</sup> and single rate transparency with no overage fees



**AGILITY**

**Manage unpredictability by responding dynamically to changing business needs**

Time-to-value in as few as 14 days<sup>3</sup> with up to 86% faster deployment<sup>2</sup>



**CONTROL**

**Reduce risk while delivering flexible storage services**

Enterprise-class performance designed for 99.9999% availability<sup>4</sup> with non-disruptive upgrades

## YOU SELECT THE SERVICE LEVELS

### LOCATION

- Data Center
- ✓ Dell-managed Colocation

### DATA SERVICE

- File services
- ✓ Block services

### PERFORMANCE TIER

- Capacity optimized
- ✓ Balanced
- Performance optimized

### BASE CAPACITY

Base capacity (TB)

100

Min: 50

Options start at 50TB

### TERM

- ✓ 12 months
- 36 months

<sup>1</sup> OpEx treatment is subject to customer internal accounting review and policies

<sup>2</sup> Source: 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.

<sup>3</sup> 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.

<sup>4</sup> Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.

# APEX Data Storage Services enables you to optimize for simplicity in order to maximize operational efficiency



The traditional tech refresh process can be a significant challenge and might involve up to a full year of planning.

## TRADITIONAL INFRASTRUCTURE LIFECYCLE

6-12 months prior to infrastructure refresh

3-5 years of product life

- Budget approval and forecasting process
- Vendor and technology evaluation
- Negotiate price and service agreement



Once a purchase has been made using a traditional model, the deployment process can be challenging and include unanticipated costs as well as disruptive activities.

## TRADITIONAL INFRASTRUCTURE LIFECYCLE



**3-5 years of product life**

APEX Data Storage Services

- Installation, configuration and data migration
- Old equipment removal and disposal
- Sporadic cost for maintenance, upgrades and capacity



With APEX Data Storage Services, many of these traditional challenges are streamlined. Furthermore, with the option to deploy in a secure colocation facility, all of the activities associated with site readiness and the burden of data center management are removed from the equation. This enables IT staff to focus on more value-added activities.

## APEX Data Storage Services

- **ELIMINATE** forecasting, procurement and migration cycles
- **ENABLE** IT staff to focus on more value-added activities
- **EXPERIENCE** your as-a-Service journey all in one console

Up to  
**86%**  
reduction in planning  
and provisioning costs\*

Up to  
**50%**  
IT time savings\*

\*Source: 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.

# Dell Technologies APEX Console



A unified and seamless experience to manage your entire APEX journey to enable agile IT service delivery by reducing complexity.

The APEX Console allows an organization's administrator to onboard stakeholders, controlling access and individual privileges.



[Learn more about the APEX Console](#)

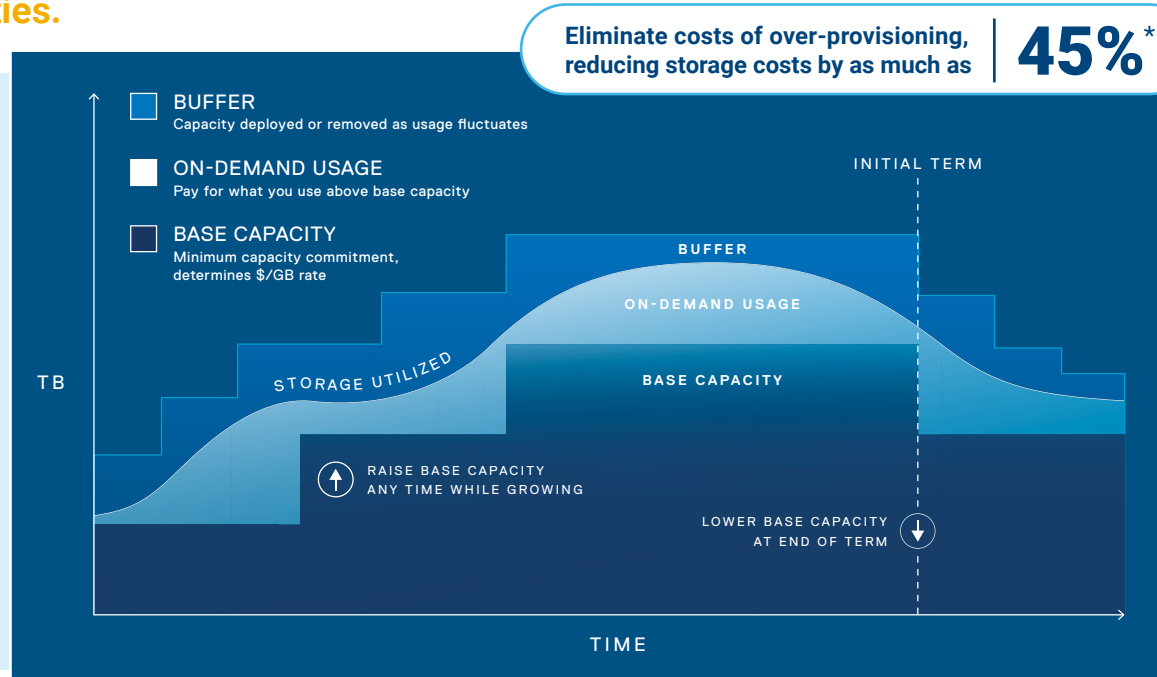
# Pay for what you use

You select a base capacity, which is a minimum amount of storage commitment. Anything you use above that is on-demand usage. **You pay a single rate for both base capacity and on-demand usage with no overage fees or penalties.**

As on-demand usage takes place, it may go much higher than base capacity. **You can raise base capacity at any time without any impact to the length of your term, resulting in a lower rate.** At the end of the term, the base capacity can be lowered again.

**There is an additional buffer available for incremental growth, ensuring you don't run out of available capacity.** If your utilization grows, additional capacity is deployed (with your permission) and the buffer increases.

Unused infrastructure is removed if capacity requirements decrease, in coordination with your Customer Success Manager.



\* Source: 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

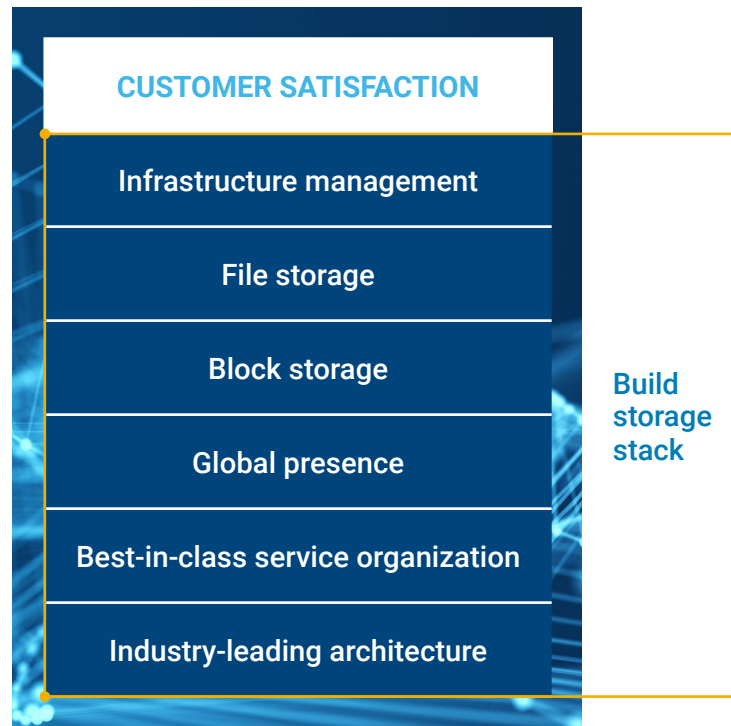
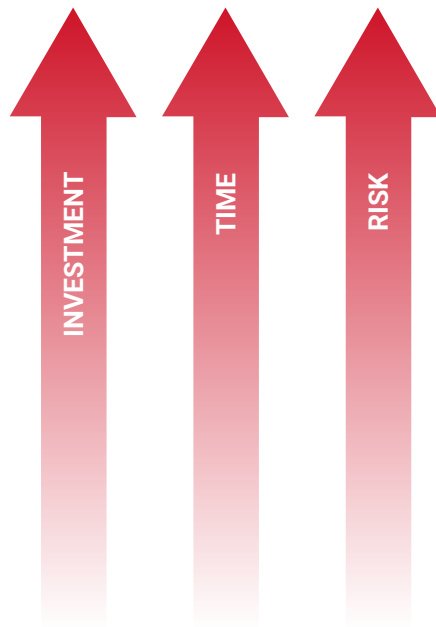


# The traditional approach to data center infrastructure can increase investment, time and risk

Building a storage environment can be very complex, and many of our customers are juggling storage requirements and often over-extending themselves just to “keep the lights on.”

The amount of work required to build and maintain a data center environment can distract from proactively enabling the business and meeting customer requirements.

You may also be making compromises in areas such as performance, security, and data sovereignty when you move workloads to the public cloud. All of this can cause investment, time and risk to increase.

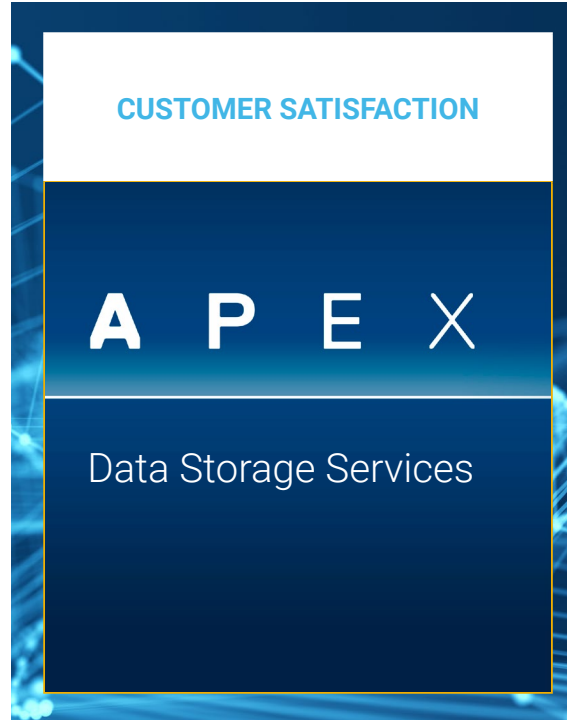
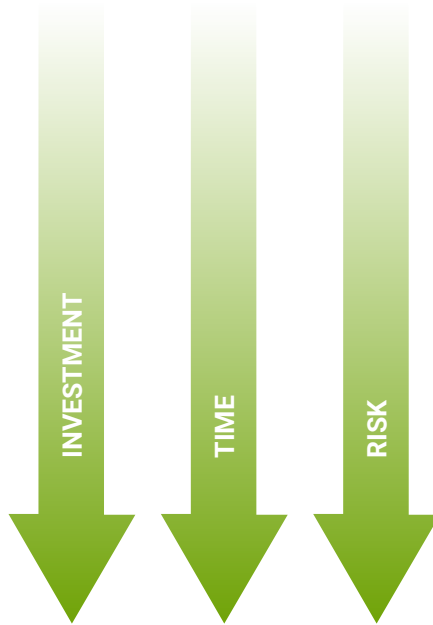


# Manage unpredictability and focus on customer satisfaction

## Decrease investment, time and risk

APEX Data Storage Services removes many of these responsibilities from the equation by enabling a stronger focus on customer satisfaction. Meanwhile investment, time and risk are all reduced.

This enables you to become more agile and responsive to the needs of your customers and your business.



- ▶ Deliver resources to your customers as-needed
- ▶ Get up and running in as few as 14 days<sup>1</sup>
- ▶ Dynamically respond to changing customer requirements for up to 129% return on investment<sup>2</sup>
- ▶ Deploy storage resources where you need them

<sup>1</sup> 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.

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# Examining the hybrid cloud operating model



## PRIVATE CLOUD



- » Single rate transparency and no excessive egress fees
- » High performance and designed for 99.9999% availability\*
- » Helps meet data localization, regulatory and audit requirements

While there are many benefits to public cloud, many organizations have rushed to adopt a “cloud first” mindset, often based on exuberance and excitement about public cloud. This mindset has caused many organizations to rush into public cloud adoption and, in some cases, mandates to shift to public cloud – perhaps without thoughtful consideration of which workloads may or may not be a fit.

The reality of the situation is that we live in a hybrid cloud world where public cloud and on-premises infrastructure both have important roles to play in the hybrid cloud operating model. While public cloud may be a fit for some workloads, in certain situations you may prefer or require to utilize infrastructure on-premises or in a secure colocation facility rather than in the public cloud.

## PUBLIC CLOUD



- » Simplified operations
- » Increased agility
- » Accelerated innovation

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

# APEX Data Storage Services: the best of both worlds

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



## PRIVATE CLOUD



- » Single rate transparency and no excessive egress fees
- » High performance and designed for 99.9999% availability\*
- » Helps meet data localization, regulatory and audit requirements

You can recognize the benefits of public cloud with the control and enterprise-class features of storage from Dell Technologies deployed in an as-a-Service model.

# A P E X

THE BEST OF BOTH WORLDS

## PUBLIC CLOUD



- » Simplified operations
- » Increased agility
- » Accelerated innovation

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

# The value of Dell-managed colocation



By 2022, **90%** of enterprises plan to use colocation services, up from **47%** in 2020\*

In select regions, you have the option to deploy APEX Data Storage Services in a secure Dell-managed colocation facility, which is available through a partnership with Equinix – a well known leader in the Data Center Provider industry.

This partnership with Equinix enables you to:

- » Simplify operations and reduce challenges associated with data center management.
- » Grow your business and quickly expand into new regions.
- » Receive a single invoice from a single vendor.
- » Connect to the public cloud of choice while maintaining control of data.
- » Achieve peace of mind knowing security is a top priority at Equinix facilities.
- » Utilize Equinix facilities for streamlined disaster recovery for data on-prem or in the public cloud.

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).



Off-prem  
private cloud  
Remote  
replication

**ULTIMATE FLEXIBILITY AND CHOICE:** Rapidly deploy as-a-Service resources where they deliver the most value



\*IDC, U.S. Enterprise Communications Survey, 2020: Colocation Services, Doc # US47066520, December 2020

# Roles and responsibilities



## CUSTOMER

Maintains operational control of workloads and applications

Site readiness\*

Data access

Data protection policies

\*Not applicable when utilizing a Dell-managed colocation facility



## CUSTOMER SUCCESS MANAGER (CSM)

Trusted advisor to ensure a worry-free APEX Data Storage Services experience



## DELL TECHNOLOGIES

Owns and maintains the infrastructure

Initial deployment

Day-to-day management

Updates and upgrades

For more detailed information on roles and responsibilities, please review the Service Offering Descriptions located on [this page](#)

# Customer Success Manager

Trusted advisor and primary point of contact for APEX Data Storage Services



## Concierge for your APEX Data Storage Services

The CSM will oversee onboarding and orientation for a smooth transition. They'll collaborate with you on strategic direction and schedule business reviews to discuss goals and progress.

## Ensures a worry-free experience

The CSM works behind-the-scenes to verify that service levels for performance, capacity and availability are achieved and continually met. They are always one step ahead, anticipating needs and initiating ongoing checkpoints. In coordinating a variety of activities, the CSM brings in the right technical or support experts when needed, tapping into the breadth and depth of our expertise.

## Maximizes operational efficiencies

They proactively manage system health, keeping a watch on telemetry and system alerts. If anything appears outside expected thresholds, they identify changes or updates to optimize for peak performance.

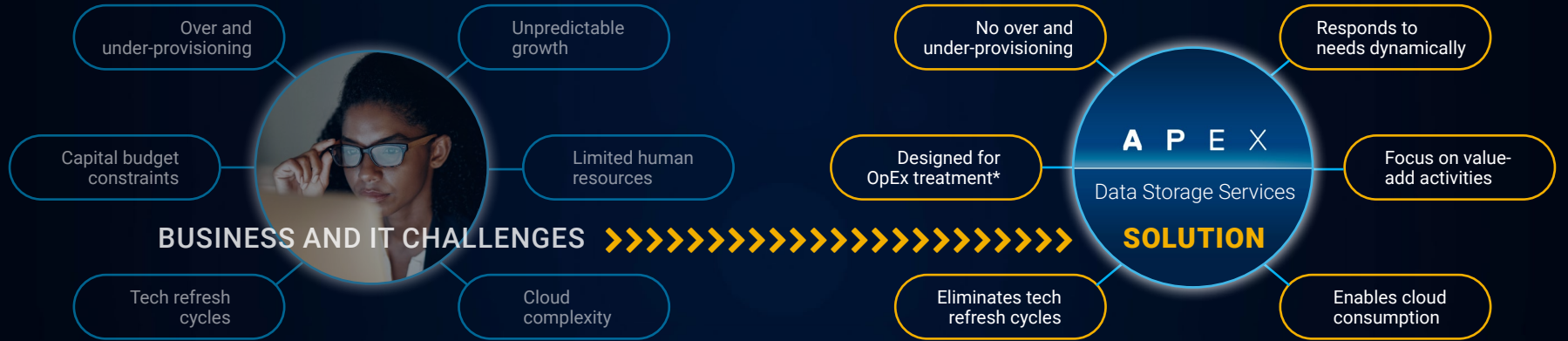
With insights that span the organization and a keen understanding of your goals, CSMs will keep you informed, connected and confident that you have what you need to achieve desired outcomes.



Delivering an exceptional experience from **day one**.

# Unprecedented challenges have met their match

## with Project APEX Data Storage Services



- ✓ No more over and under-provisioning
- ✓ Eliminate headaches associated with tech refresh cycles
- ✓ Free up time for IT staff
- ✓ Shift from CapEx to OpEx\*
- ✓ Dynamically respond to change
- ✓ Enable a gateway to cloud consumption

And with the option to utilize a secure Dell-managed colocation facility, you can easily deploy APEX Data Storage Services resources in the location that delivers the most value.

\*OpEx treatment is subject to customer internal accounting review and policies.

Focus on outcomes, not infrastructure.

**DELL**Technologies

**A P E X**

Data Storage Services

To learn more, visit [DellTechnologies.com/APEX-Storage](https://DellTechnologies.com/APEX-Storage)



SIMPLICITY



AGILITY



CONTROL

BACK