

## APEX Data Storage Services

Focus on outcomes, not infrastructure

### BENEFITS

#### Simplicity

- Eliminate forecasting, procurement and migration cycles
- Enable your IT staff to focus on value-added activities
- Manage your entire as-a-Service journey from a single console

#### Agility

- Deliver resources to your customers as needed
- Scale capacity up and down seamlessly
- Align expenses with actual vs. anticipated usage

#### Control

- Meet many data localization, regulatory and audit requirements
- Enable hybrid cloud or cloud consumption strategy
- Become a service provider for your organization

### Managing today's complex business and IT environment

If you're like most IT organizations, you may have faced challenges with over- and under-provisioning and capital budget constraints. Compound that with lengthy procurement cycles and the need for complex migrations, and it can all add up to major difficulties managing your storage requirements. The overall business and economic environment is difficult to predict, making it more important than ever for your IT department to increase agility. It can be risky to make an up-front investment in infrastructure if you are having a hard time anticipating your workload requirements. You may also be coping with limited IT staffing resources and skillsets, with cloud initiatives adding another layer of complexity. For all these reasons, IT leaders are searching for a simpler experience.

### The shift to as-a-Service

As-a-Service models are growing more attractive as a way to achieve simplicity, reduce expenses and align with organizational objectives. Choice, agility and the ability to treat storage capacity as an operating expense (OpEx) are all reasons why the adoption of as-a-Service is predicted to grow significantly in the coming years. Storage as-a-Service should be a consideration for any IT organization with the need to optimize its data storage environment, meet changing demands and focus on delivering outcomes that align with business goals.

### Solution: APEX Data Storage Services

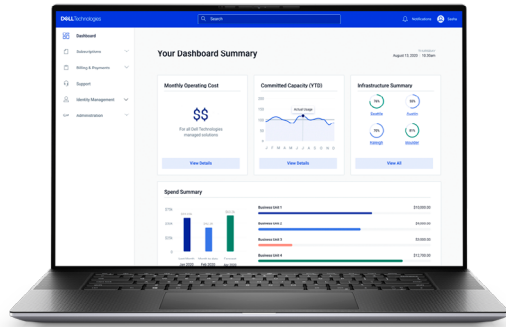
APEX Data Storage Services is an on-premises, as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment.<sup>1</sup>

This offering enables you to optimize for simplicity by eliminating over- and under-provisioning as well as complex procurement and migration cycles. You can easily manage your as-a-Service experience through a single interface — the APEX Console. Increase agility by scaling up and down to respond dynamically to customer and workload requirements, and only pay for what you use at a single rate with no overage fees. Plus, you'll have access to an assigned Customer Success Manager, who serves as your trusted advisor and primary point of contact from day one.

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*“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>*  
 – Gartner

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## Optimize for simplicity to maximize operational efficiency

APEX Data Storage Services simplifies the process of purchasing, deploying and maintaining infrastructure. It's as easy as selecting these four key service parameters:

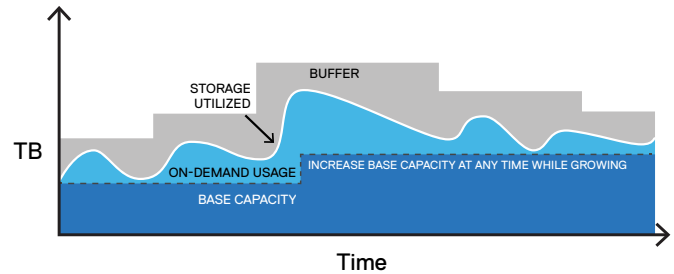
- Data Service — block or file storage
- Performance Tier — three levels to choose from based on IOPS/throughput
- Base Capacity — minimum amount of committed capacity, with options starting as low as 50TB
- Term — choose between one or three years

Your as-a-Service experience is all managed through the simple, intuitive Dell Technologies APEX Console, which you can use to discover and order services, deploy workloads, monitor your environment and review capacity utilization and billing activity. The console also allows an organization's administrator to onboard stakeholders, controlling access and individual privileges. Once you've placed an order, you can use the console to review site requirements in order to ensure a smooth delivery and seamless deployment. Service levels are designed to drive the outcomes you need, and all infrastructure is owned and maintained by Dell Technologies — freeing your IT organization to focus on more value-added activities and spend less time on routine administrative and maintenance tasks.

## Increase agility to manage unpredictability

With APEX Data Storage Services, you can align expenses with actual versus anticipated usage, all at a single rate with no overage fees for capacity utilization above your base commitment. You have the option to increase your

base capacity at any time during your term and receive a discount to your overall rate with no impact to term length. This enables you to seamlessly scale capacity up or down and respond dynamically to changes in workload requirements. And whenever you order or add services, your infrastructure will be fully deployed in as few as 14 days.<sup>3</sup>



Upon decommission, all retired data/memory-bearing devices are certifiably sanitized, rendering all data unrecoverable to help enable data security and regulatory compliance. Returned systems are refurbished for resale or responsibly recycled to eliminate e-waste and promote the continual regenerative use of resources.

## Control your data to deliver more value to your organization

You have complete control of your data with on-premises infrastructure from Dell Technologies. The close physical proximity of data and applications optimizes workloads and ensures you receive consistent high levels of scalability and performance. APEX Data Storage Services is designed for 99.9999% availability,<sup>4</sup> with non-disruptive hardware upgrades and no planned downtime. On-premises data storage also helps you meet data localization, regulatory and audit requirements.

You maintain operational control of your workloads and applications while Dell Technologies — the #1 provider of enterprise storage<sup>5</sup> — manages and maintains the on-premises infrastructure. The result is a cloud-like experience with predictable, easy to understand pricing and no egress fees or latency issues.

Maximize your operational efficiency, increase your agility and deliver more value to your organization with Dell Technologies APEX Data Storage Services.



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



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

<sup>2</sup>Gartner: Market Guide for Consumption-Based Pricing for Data Center Infrastructure, Daniel Bowers, et al., 1 March 2021.

<sup>3</sup>Time to value 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.

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

<sup>5</sup>IDC WW Quarterly Enterprise Storage Systems Tracker, 2020 Q4 historical release, March 11, 2021. Ranking by vendor revenue.

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