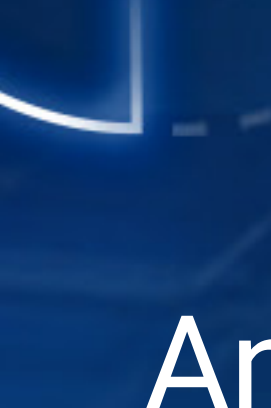


Is your data storage in sync with your organization's goals?

Data storage management can get complicated fast, especially with challenges like:

- Capital budget constraints
- Cloud complexity
- Limited IT staff size or experience
- Lengthy tech refresh cycles
- Over- and under-provisioning
- Unpredictable data growth



"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."

— Gartner, "Market Guide for Consumption-Based Pricing for Data Center Infrastructure," March 2021

An as-a-Service model can help

The adoption of Storage as-a-Service is expected to grow significantly. With its simplicity, agility and choice, as-a-Service enables organizations to:

- Reduce expenses
- Align IT with organizational goals
- Move infrastructure off CapEx balance sheets¹

APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources, built on our industry-leading technologies.²

With APEX, IT leaders can meet changing demands by focusing on outcomes, not infrastructure.

SIMPLICITY

- Eliminate forecasting, procurement and migration cycles
- Enable 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

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

APEX radically simplifies your storage

Dell Technologies delivers, owns and maintains your optimal storage infrastructure: storage hardware and storage software.

You choose the service levels that meet your organization's unique needs and maintain operational control of workloads and applications.

- Dynamically scale as your requirements evolve, for up to 129% return on investment³
- Single rate transparency – pay for the capacity you use with no overage fees
- We'll handle delivery and deployment in as few as 14 days,⁴ monitoring, operations and sustainable decommissioning
- APEX Data Storage Services is designed for 99.9999% availability⁵
- Deploy your resources where they deliver the most value, on-premises or in a Dell-managed colocation facility⁶

How it works

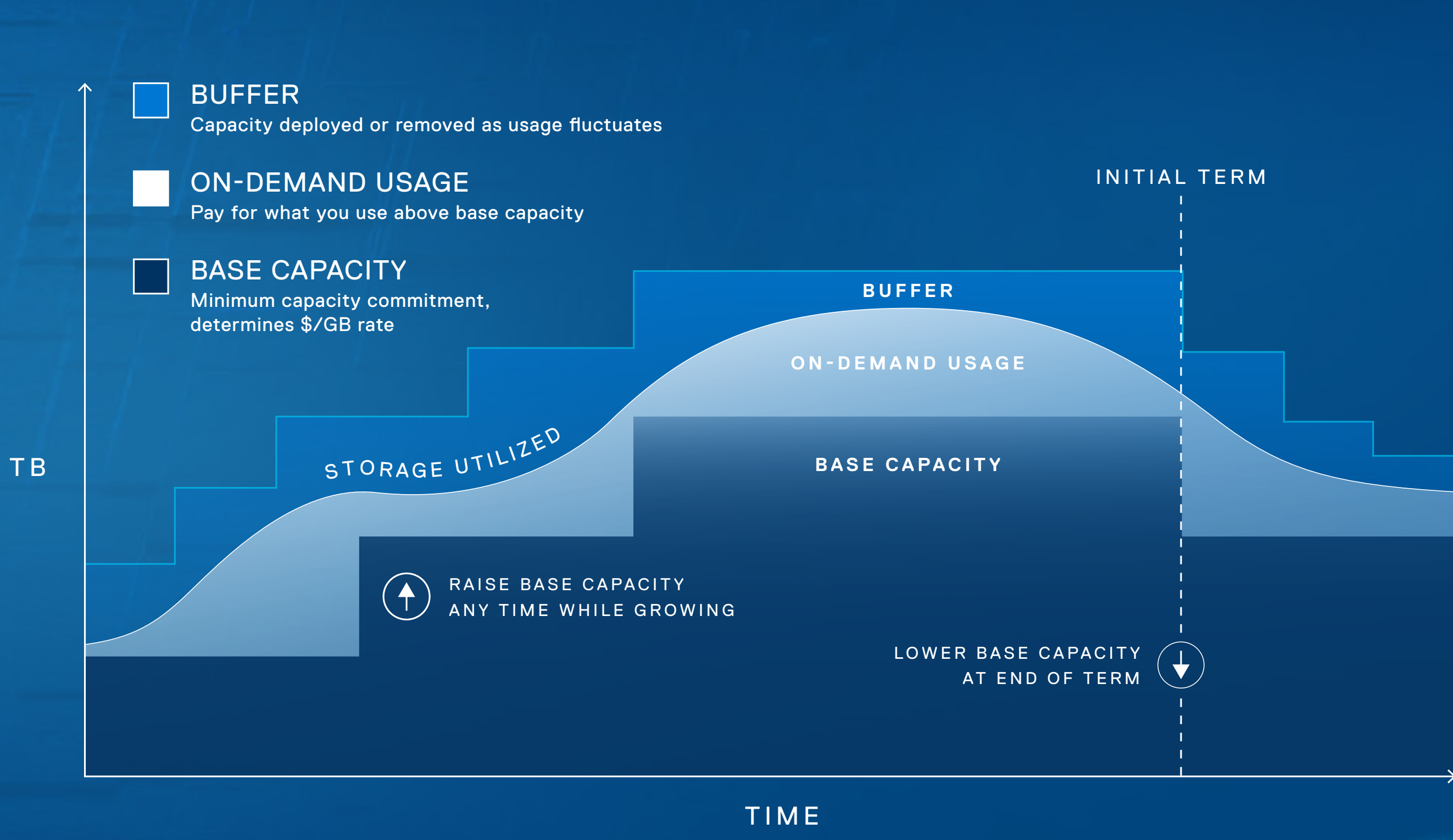
Using the intuitive APEX Console, you can order new services and select the location, data service, performance tier, base capacity and term that are best suited to you.

Choose your subscription terms and review site requirements to ensure a seamless delivery and deployment.



You can also lower your capacity and remove unused infrastructure at the end of your term, all with just a few clicks.

Eliminate costs of over-provisioning, reducing storage costs by as much as 45%.³



APEX

Navigate your entire IT journey

The APEX portfolio doesn't stop at storage. APEX offers the as-a-Service solutions you need, when you need them, all with just a few clicks. APEX opens up OpEx flexibility,¹ so you'll be ready for what's next.

Discover what APEX Data Storage Services can do for your organization.

Explore the APEX portfolio of as-a-Service solutions.

Explore APEX Data Storage Services

Explore the APEX Portfolio



¹ OpEx treatment is subject to customer internal accounting review and policies
² IDC WW Quarterly Enterprise Storage Systems Tracker, 2021 Q2 historical release, September 9, 2021. Ranking by vendor revenue.
³ 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 here](#).
⁴ Applies in US, UK, Ireland, France, and Germany. TTV measured between order acceptance and activation. Subject to customer acceptance of APEX terms, 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.
⁵ Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.
⁶ 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).