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A P E X

TOP REASONS

Top reasons to choose Dell APEX

Get a unified multicloud experience on technology you trust

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1 │ Take advantage of multicloud by design

Dell's vision for multicloud is simple: It's about connecting technology innovation in public cloud and on-premises environments, bringing together the best of both worlds. With APEX, you get the best-in-class innovation and simplified cloud experiences you need to improve operational agility, maintain greater control of your data, and unlock the full promise of multicloud – by design.

2 │ Choose best-in-class technologies to achieve differentiated outcomes

IT leaders prefer to choose leading-edge technologies when driving transformation to gain an advantage. This is why most organizations today make the move to multicloud – to access best-in-class technology services from any provider who can help them achieve differentiated outcomes. APEX is built on industry-leading technology innovations from Dell – relied on daily by organizations of all sizes, in all industries, all around the world – empowering you to accelerate your own innovation imperatives.

3 │ Unify operations among environments to simplify transformation

APEX delivers a truly unified cloud experience, offering more consistency and compatibility among public and private cloud environments. You can benefit from Dell software available in public clouds, public cloud software integrated on Dell infrastructure, hybrid clouds that simplify operations, and private clouds that provide the conveniences of public clouds. As a result, your IT teams can take advantage of the Dell tools and technologies they may already be using, enabling them to bring their expertise to more environments while extending the value of your investments.

4 │ Consume Dell innovation in a public cloud or on-premises as-a-Service

APEX enables you to consume Dell's innovative technologies as-a-Service in more ways and most any environment. You can deploy cloud services on-premises in your distributed data centers and out to your edge environments, in colocation facilities adjacent to public cloud providers, or natively in a public cloud. The extensive APEX portfolio brings you more choice and flexibility in how you implement technology today – offered in a way that only Dell Technologies and our partner community can.

5 │ Migrate workloads and connect data with ease – avoid vendor lock-in

APEX lets you freely migrate workloads and connect data among clouds with more consistency and without fear of vendor lock-in. Using a hybrid cloud model with an abstraction layer, you can seamlessly migrate workloads between private and public clouds, avoiding application re-architecture costs by up to 90% per VM.[1] By taking a cloud-adjacent approach, you can create one common data store that connects to all major public cloud providers simultaneously, enabling you to defy data gravity concerns and reduce your storage footprint.

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6 | Provision services quickly and scale resources on demand

The APEX cloud experience gives your IT teams the ability to quickly provision services and scale resources on demand. APEX provides these benefits by delivering technology as-a-Service anywhere you need it, enabling you to improve planning and provisioning time up to 86% faster,[2] accelerate project timelines, and adapt more readily to changing business requirements. Wherever APEX is deployed, you get more simplicity, agility, and control across your IT enterprise and throughout your multicloud, multi-edge, and multi-data center environment.

7 | Gain financial flexibility with transparent pricing and monthly payments

APEX gives you more predictability with transparent pricing and payments spread over the length of your term, so you can preserve capital and keep cash on hand for urgent priorities. Additionally, usage-based consumption models – available across our entire infrastructure portfolio – help you align costs more precisely with actual use. This optimal pay-per-use approach not only reduces or eliminates the time required for capacity planning, but it can also dramatically cut the cost of wasteful overprovisioning by as much as 45%,[2] giving you more financial flexibility to take advantage of growth opportunities.

8 | Put data in the right place at the right time to deliver the speed you need

Data is the fuel that drives digital transformation. Therefore, you want your most critical data and the most demanding applications to be deployed on technology that's capable of achieving unparalleled performance. APEX cloud services and custom solutions based on Dell Technologies infrastructure are dedicated for your exclusive use, either on-premises in your data center or in facilities with low-latency connections to adjacent public cloud providers, enabling you to produce top-tier performance for your priority workloads.

9 | Protect against cyberattacks and unplanned downtime events

Private cloud implementations of APEX help give you more control of your cybersecurity strategy, as well as the physical security of IT infrastructure. APEX cyber recovery services help you protect your most critical data from the increasing risk of ransomware by physically isolating data in a digital vault. Putting you in charge of cyber resiliency readiness helps you secure intellectual property and keep data private – all on your terms. In addition, APEX data storage services leverage Dell Technologies infrastructure designed for 99.9999% availability[3] to protect against unplanned downtime.

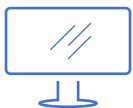## 10 | Ensure data resides in known locations to ease compliance obligations

APEX lets you store data in known locations to help ease compliance obligations for industry and government regulations or internal policies. This more effective governance can help you avoid issues that may violate data privacy, localization, and sovereignty requirements, as well as the penalties that may arise from them. APEX on-premises and cloud-adjacent offerings give you full custody of your data and peace of mind knowing where it is located throughout its lifecycle.

Read more about the APEX cloud experience and watch what it can do for you.

[1] Based on a Forrester Total Economic Impact™ Study of APEX Cloud Services, Commissioned by Dell Technologies, VMware, And Intel Corporation, July 2020. Estimates projected over 3 years, based on interviews with eight customers using APEX Hybrid Cloud, aggregated and combined into a composite organization. Actual results may vary. Read the full report here.

[2] 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. Read the full report here.

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

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