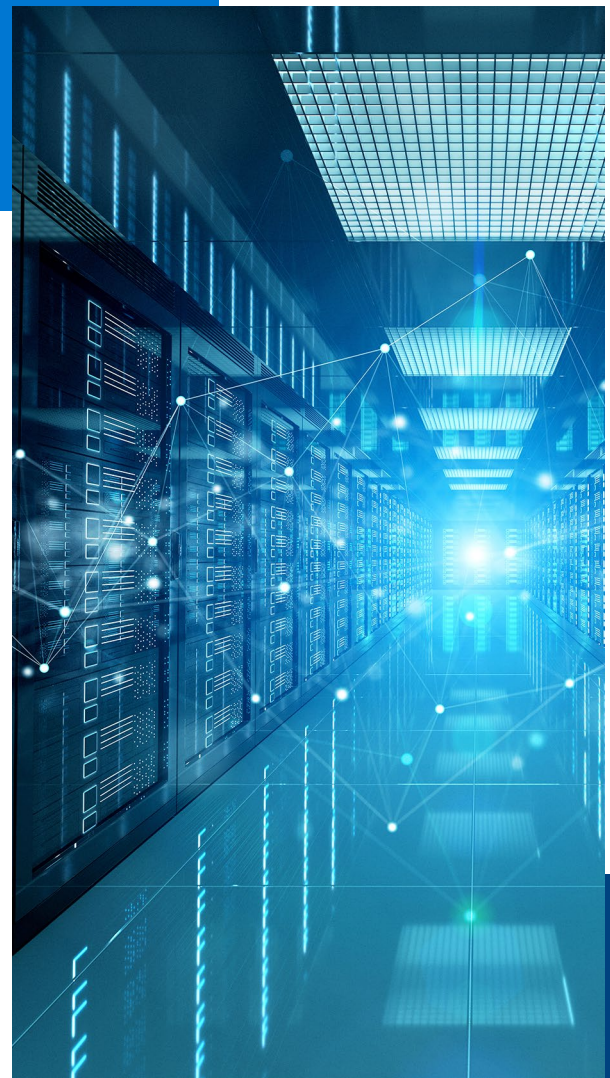**DELL**Technologies

Electric wholesale leader drives IT modernization with Dell APEX Private Cloud

Business needs

- Phase-out aging legacy hardware and infrastructure
- Transition towards a cloud-first model
- Implement lean IT infrastructure within a short timeframe

Business benefits

- Simplified ordering, consumption, and payment administration
- Gained multi-cloud capabilities with lean IT
- Accelerated time to market
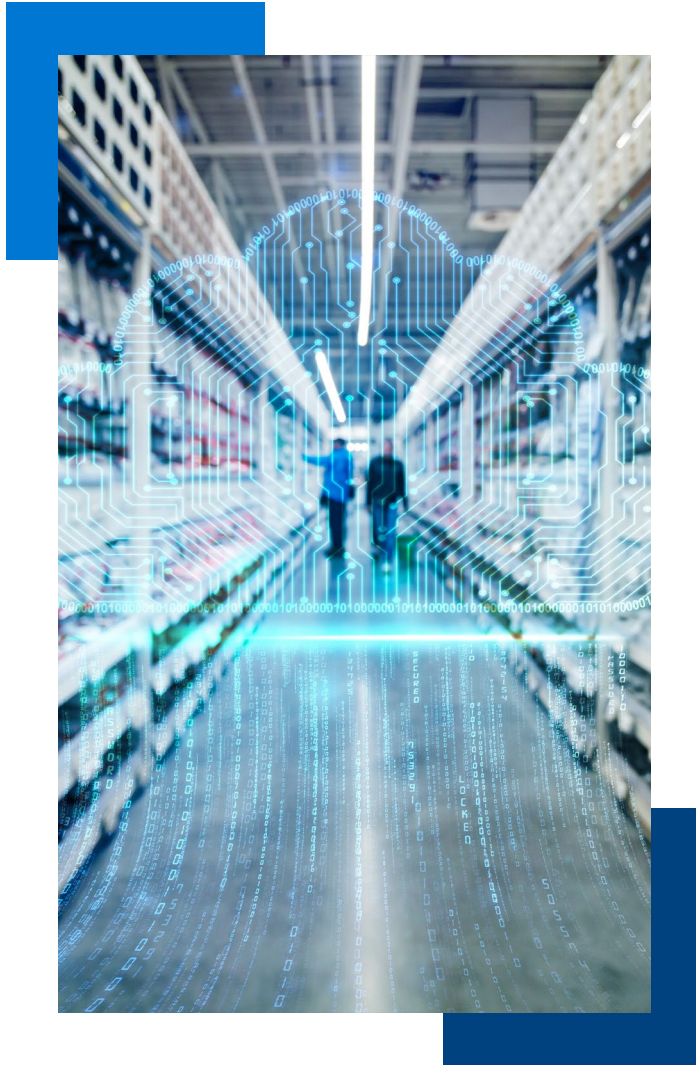- Adopted a cloud-first approach within a short timeframe

Solutions at a glance

- Dell APEX Private Cloud

DELLTechnologies

Laying a foundation for long-term success

While digital transformation has become a strategic necessity across almost all industries, doing so on a budget, on time and without disrupting operations is no easy task. These challenges were precisely what led one family-owned electrical wholesale provider to engage with Dell Technologies. By leveraging an APEX Private Cloud solution, the business has successfully overcome the limitations of aging infrastructure, gained new multi-cloud capabilities and brought simplicity to a host of operational activities.

Prior to working with Dell Technologies, the organization had started to experience issues with its flash-based storage and infrastructure. A combination of aging, increasingly inefficient hardware, and a large data center footprint was proving incapable of delivering the performance and cost-efficiency the business required. In addition, the existing infrastructure could not deliver the longevity or scalability to drive future growth, as the hardware was already several generations old and had reached the end of its lifecycle.

The ability to respond quickly to changing customer needs, as well as deliver new personalized services across residential, commercial, and industrial markets were central to the organization's long-term, cloud-first strategy. To achieve this, the business needed access to modern, enterprise-grade infrastructure that was lean, high performance and cost-effective so they could meet customer needs with speed and agility.

The business had to act quickly as its existing data center was due to close by the end of the year. Any technology partner the business chose had to be capable of getting new infrastructure up and running in a matter of months. Leveraging an existing relationship with a Dell partner, the company's CTO reached out to Dell Technologies in search of a solution. Shortly after, initial discovery sessions were scheduled to discuss APEX Private Cloud solutions.

From discovery to deployment in days — not months

APEX Private Cloud solutions enable organizations to combine both the power and speed of public cloud with the control and security of your own private data center. APEX Private Cloud provides tailored cloud solutions to meet specific business needs with simplicity, agility, and control.

Based on the customer's strict timeline and desire to remain cost-effective, Dell Technologies' experts suggested an APEX Private Cloud offering. Following a technical demonstration of the APEX console and further discussion, the customer was impressed by APEX's OpEx pricing structure, speed of deployment, and easy-to-use interface. Dell Technologies' experts then worked collaboratively with the customer to build a custom APEX solution in alignment with the business' specific requirements.

The result was a solution based on a memory-optimized APEX Private Cloud configuration with 16GB RAM per core. This would deliver the performance needed to host all the customer's 300 instances on 7 nodes and provide ample CPU, memory, and storage capacity for future expansion. Once agreed, the solution was deployed in just 28 days — months before the customer's existing data center was due to shut down.

Lean IT powers cloud-first future

APEX Private Cloud has enabled the customer to significantly reduce its hardware footprint down from nearly an entire rack of blades and 3PAR. The business now has the lean, high-performance infrastructure needed to pursue a cloud-first strategy and unlock new capabilities. The customer remains in regular contact with Dell Technologies every quarter, so its environment remains optimal and healthy. Looking ahead, the customer is now considering expanding by adding VRealize and Tanzu as well as a new APEX Private Cloud solution in another location for disaster recovery.

Learn More About Dell APEX Private Cloud

Contact a Dell Technologies Solutions Expert

Connect on social

D&LL Technologies