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APEX Flex on Demand drives savings and performance for digital transformation**

Business needs

A leading consumer products provider needed to upgrade its technology and prioritize while minimizing future business disruptions by ensuring it has the capacity for growth. It was looking to benefit from better agility and scalability while still operating its technology on-premises. APEX Flex on Demand was the perfect solution, offering a flexible consumption model that allowed the customer to choose the right technology, with scalability to meet future growth demands.

Business Benefits

- Contain costs with an OpEx approach

- Minimal disruption to business

- Increase speed of technology

- Decrease labor costs

- Free up capital for other uses

- Manage variable workloads with elasticity to scale up and down

- Only pay for buffer capacity that is used

- Optimize performance through control of data placement

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"We needed to improve performance, business resiliency, and move to an OpEx model to lower our infrastructure costs. APEX Flex on Demand enabled us to do all of this."

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Many businesses today face the challenge of driving digital transformation within their organizations while efficiently managing and running their operations. They are looking to upgrade their technology without the need to invest in large capital expenses and risk overprovisioning equipment that will not be utilized.

One such company is a worldwide supplier of consumer, pharmaceutical, beverage and processed food products. Headquartered in Europe, the company had invested in on-premises technology and were enjoying the operational control of having their own data center and technology staff.

However, they were starting to see the benefits of Cloud-based pay-as-you-use for some of their desktop applications and were questioning whether a similar approach - that enabled scaling up and down - could be applied to their data center. They were keen to upgrade their storage technology in order to get better resiliency, security, and performance, but also wanted to benefit from greater operational efficiency.

Digital transformation without business disruption

With the pandemic placing considerable restrictions on the company's staffing and operational flexibility – and with the business experiencing solid growth – they needed a scalable, cost effective solution that would replace the current CapEx model, which was unable to scale quickly to meet peaks in demand.

Dell Technologies APEX Flex on Demand was the perfect solution, with the ability to acquire the technology they needed to support their business. Moving to an OpEX model allowed them to acquire technology without waiting months and to meet the immediate mission-critical business needs.

SIMPLICITY

AGILITY

CONTROL

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It also ensured they would only pay for the technology they used, providing immediate access to "buffer capacity", with payments adjusting to match their actual usage. APEX Flex on Demand ticked all the boxes: simplicity, agility and control.
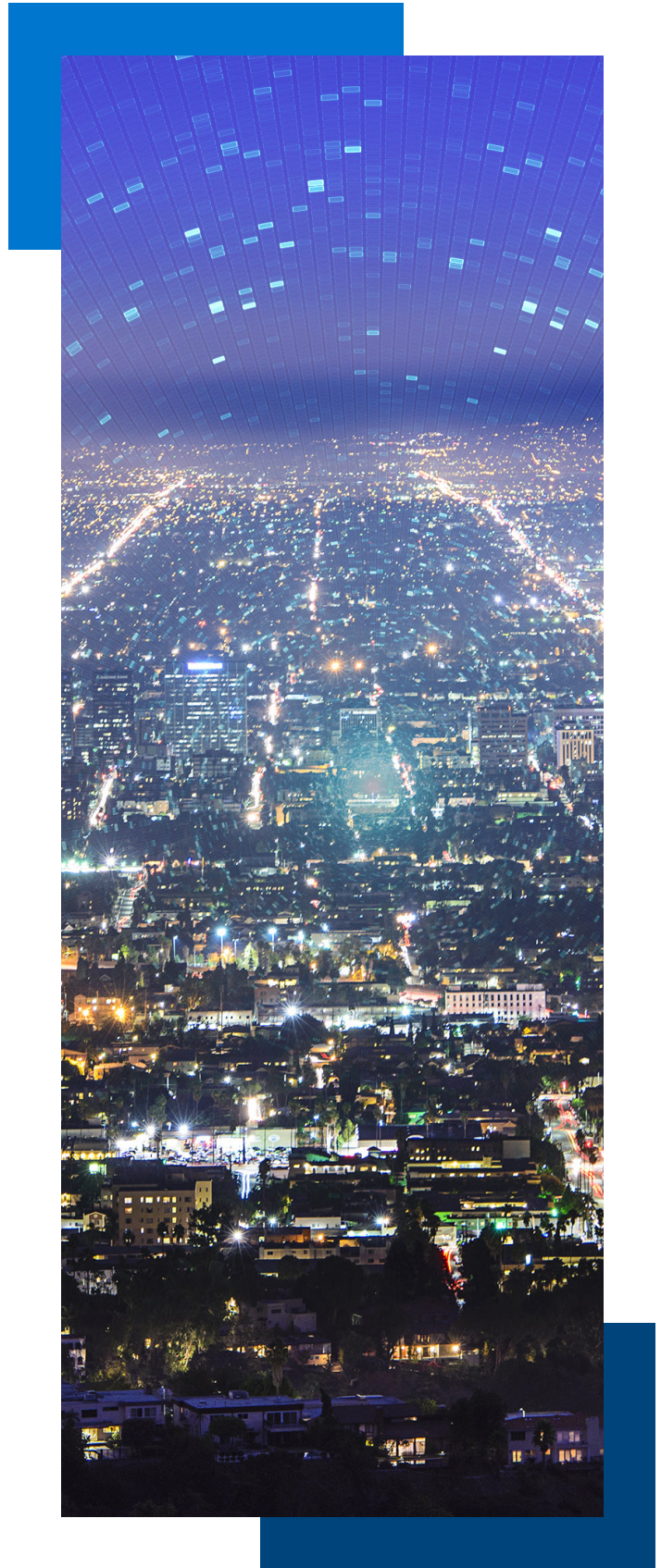
Managing variable workloads

APEX Flex on Demand enabled them to adopt a flexible consumption model on technology of their choosing. They assessed the pricing and budgeting plans, and then established the "committed capacity" for current usage and "buffer capacity" for potential future usage, which would only be paid for if actually used. The set-up is managed on a metred-usage basis, with buffer usage measured at a component level on a regular basis using automated tools. They had the opportunity to benefit from lower usage charges by selecting higher levels of committed capacity and longer usage periods.

Flexibility and customization

The company adopted APEX Flex on Demand in a two-stage approach. Stage one focused on data storage. In order to simplify and reduce footprint within the data center, they moved to PowerMax. They were using this for SAP, so were already enjoying PowerMax's unmatched levels of performance and consolidation for their high-value and high-demand workloads. With APEX Flex on Demand they could choose their desired hardware and customize to meet their needs. They opted for a 5-year deal with a 50% usage commitment.

They also built in ProDeploy for Enterprise and ProSupport Plus for Enterprise. ProDeploy to maximize value with 24/7 deployment services that will take them from planning through implementation to production ready. ProSupport Plus to provide them with a central point of accountability for all of their support questions. With ProDeploy and ProSupport Plus for Enterprise, they have peace of mind knowing they have the support of over 35,000 service professionals located in over 170 countries all over the world, available to help them any time of the day.

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On-demand scalability

Stage two of the APEX Flex on Demand implementation saw them replace all of their legacy servers with PowerEdge servers. This gave them the ability to scale up and down according to need and buffer capacity that they would only pay for if used. Based on their requirements to acquire the latest technology and forecasting growth initiatives, they opted for a 3-year, APEX Flex on Demand contract for their new PowerEdge servers.

Increased speed and performance

The company now recognizes better speed, performance, security and resiliency in their technology. All of the changes have been made with minimal disruption to their business. With each invoice they know exactly what they are consuming in terms of storage and compute time and are only paying for the technology they use.

APEX Flex on Demand is already delivering significant business benefits for them.

The focus on flexible technology is freeing up their 40,000 employees to focus on core business activities.

The shift to an APEX Flex on Demand contract means that they have been able to quickly and easily move from a CapEx to an OpEx model.

The experiences of this company demonstrate that organizations can deliver on their digital transformation strategies in ways that are customized to their needs, that deliver financial and operational benefits, and that do not disrupt business activities.

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"APEX Flex on Demand is the perfect choice because it enables us to access on-demand scalability on the latest technology and lowered our costs by only requiring us to pay for buffer capacity if we use it."

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