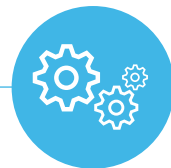


Data Center Utility

APEX Data Center Utility is a highly customizable way to move part, or all, of your data center operations into a pay-per-use model.**

It provides Dell's leading product portfolio coupled with your choice of professional services and support to fully manage your data center and its operations. A simple, single invoice provides monthly payments that are based on a predictable rate and vary based on actual usage.

Data Center Utility has enabled organizations to migrate from predictable, fixed-payment solutions to those that generate variable charges based on actual usage. This has allowed them to properly align their technology expense with the business value they receive from the technology.



HOW IT WORKS

Scope product utility environment

We will work with you to define capacity requirements, growth expectations, SLAs and reporting requirements.

Develop rate structure

After the required solutions have been identified, we will develop a rate structure with consistent pricing.

Monitor usage

Automated tools record the actual consumption levels, and this data will be provided to you on a regular basis for you to review so you can optimize your deployed capacity.

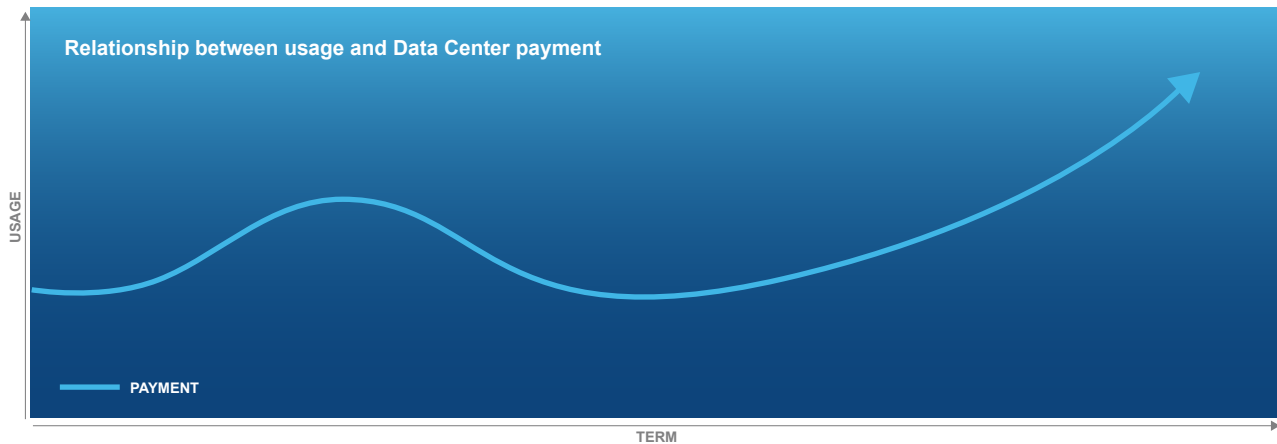
Review monthly usage

Once you have approved the usage data, we will provide an invoice reflecting actual usage each month.

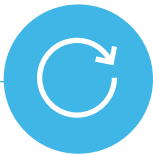
Example: Balancing short term cash flow requirements with a long-term growth forecast

A large financial institution was developing a strategy for their next-generation cloud platform to enable more agile offerings, faster deployment of IT solutions and lower operating costs. They also had short term cash flow challenges, which were hindering their ability to execute their strategic vision.

Dell Financial Services implemented a utility model that allowed the customer to deploy a multi-site, enterprise hybrid cloud solution. The chart below shows the relationship between their usage and their Data Center Utility payment.

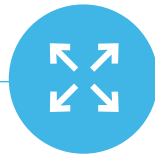


Benefits of Data Center Utility



SIMPLICITY

Data Center Utility provides customized reporting and billing, delivered on a regular cadence. In addition, streamlined and automated procurement cycles can be established to remove the burden of IT management.



AGILITY

Achieve ultimate flexibility to scale up or down as needed to match your organization's demand while freeing up capital for other important initiatives.



CONTROL

Data Center Utility gives you the highest degree of customization so you can meet your specific business requirements across your entire IT ecosystem. A dedicated delivery manager is assigned to your account and is dedicated to your success.

Learn More >

Engage your Dell Technologies or Dell Financial Services
account manager

www.delltechnologies.com/data-center-utility

**Payment solutions provided to qualified commercial customers by Dell Financial Services (DFS) or through Dell Technologies group companies and/or through Dell's authorized business partners (together with DFS "Dell"). Offers may not be available or may vary by country. Offers may be changed without notice and are subject to product availability, eligibility, credit approval and execution of documentation provided by and acceptable to Dell or Dell's authorized business partners. In Spain, solutions are provided by Dell Bank International d.a.c branch in Spain and in specific countries within the EU, EEA, the UK and Switzerland by Dell Bank International d.a.c, trading as Dell Financial Services which is regulated by the Central Bank of Ireland. Dell Technologies, DellEMC and Dell logos are trademarks of Dell Inc.