APEX Data Storage Services for File

Unlock the potential of your unstructured data with File Services

APEX File Services

Benefits:

- Up to **129% projected ROI**[2]
- Up to **45% reduction** in over-provisioning costs[2]
- Up to **86% savings** on planning and provisioning[2]
- Up to **50% time savings** for IT teams[2]

Capabilities:

- Scale to PBs of capacity
- Run your most demanding workloads
- Support a wide range of data types
- Manage your data, not your storage
- Integrate and connect with leading vendors, customers, partners, and ecosystems
- Designed for 99.9999% availability[3]

> " **We're now relieved from the variability of our business and can scale up or down when we need. Dell handles all the work.** "
>
> — *Senior cloud solutions architect, telecommuncations*

When it comes to unstructured data, there is a lot of potential to drive innovation, get to market faster and create differentiation. But there are also challenges to unlocking the potential of this data. The sheer volume of unstructured data is massive, diverse and it continues to grow exponentially. Building and maintaining an IT Infrastructure to support these solutions is a common and constant challenge for organizations. Optimizing expenditure, predicting usage and limited resources further adds to this complexity.

It's no wonder that the adoption of as-a-Service consumption is increasing among organizations looking for simplicity, agility and control. Gartner® predicts that 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.[1]

Dell Technologies has a proven track record for delivering powerful storage solutions backed by world-class support and services. With APEX File Services, you get the best of both public and private cloud worlds: scalable, agile, on-demand resources with the enterprise-class features, control and security of infrastructure located on-premises in your own data center or in an interconnected Dell-managed colocation facility.

Create Your Own On-Demand Environment

APEX Data Storage Services simplifies the process for purchasing, deploying and maintaining file storage. Your as-a-Service experience is managed through the simple, intuitive Dell Technologies APEX Console which allows you to:

- Select your management, location, base capacity, performance tier and term
- Monitor capacity utilization and billing activity
- Control user access and privileges

With APEX Data Storage Services, billing is aligned to actual usage. Pay for what you use at a single rate with no overage fees for capacity utilization above your base commitment. You can increase your base capacity at any time and receive a discount to your overall rate with no impact on term length. This means you have the flexibility to respond to changes in workload requirements on the fly.

Best-in-Class Scale-Out NAS Technology

Dell Technologies is a trusted partner and the leading enterprise storage systems supplier worldwide.[4] And now, with the flexibility to deploy your file storage through an as-a-Service model, you can be confident that your unstructured data will be stored, managed, secured, protected and analyzed efficiently, freeing up time for you to focus on maximizing the value from your data.

- **Simplicity at any scale:** Unlock the potential within your unstructured data using a solution that scales to PBs of capacity.
- **Support for demanding workloads:** Run your most demanding workloads with solutions that deliver massive performance and scale easily as your needs change.

- **Any data, anywhere:** Support a wide range of data types and diverse workloads with concurrent, built-in, multi-protocol, self-service capabilities including NFS, SMB, HDFS, Amazon S3, HTTP and FTP protocols.

- **Cost-optimized data placement:** Lower costs with automated storage placement based on business rules and built-in intelligence.

- **Enterprise data protection:** Reduce risk with highly resilient systems that offer seamless compatibility with proven enterprise-grade backup and disaster recovery solutions along with local and remote protection options.

- **Robust security options:** Safeguard your company with Data at Rest Encryption (D@RE) via self-encrypting drives, role-based access control, authentication using LDAP/AD, access zones, file system auditing, SMB3 encryption, and HDFS transparent data encryption.

- **Big Data integration:** Seamlessly integrate with leading vendors like Pivotal, Cloudera, Hortonworks and Splunk to drive workloads in artificial intelligence, machine learning and deep learning with in-place analytics.

- **Multi-cloud flexibility:** Multi-cloud readiness in collaboration with data center colocation partners enables connectivity to the customers, partners and ecosystems that deliver the most value without any vendor lock-in.

- **High availability:** All APEX Data Storage Services infrastructure is designed for 99.9999% availability[3] and includes non-disruptive hardware upgrades.

- **Object-enabled:** Support for S3 expands storage use cases to include cloud native development without the need to copy data.

Focus on Outcomes, Not Infrastructure

With Dell-managed File Services, you utilize the capacity and maintain complete operational control of your workloads and applications while Dell Technologies owns and maintains the infrastructure, located on-premises or in an interconnected Dell-managed colocation facility.[5]

Alternatively, IT organizations seeking even more control over their as-a-Service experience may choose a Customer-managed APEX Data Storage Services option, designed to empower you with responsibility for infrastructure design, configuration of shares, and other administrative tasks. No matter which option you select, the result is a cloud-like experience with predictable, easy-to-understand pricing and no egress fees or latency issues. Now your IT staff can increase productivity and focus on high value initiatives to deliver customer satisfaction without worrying about day-to-day maintenance, forecasting, procurement, upgrades and complex tech refresh cycles.

Performance options for APEX File Services:

Performance Tier	Capacity Optimized	Balanced	Performance Optimized
Description	Cost-optimized	Balanced performance and cost	Highest performance, low latency
Read Performance	10 (MB/s per TB)	28 (MB/s per TB)	330 (MB/s per TB)
Write Performance	5 (MB/s per TB)	13 (MB/s per TB)	109 (MB/s per TB)
Ops / sec	90 (per TB)	130 (per TB)	4,250 (per TB)
Min. Capacity	200 TB	200 TB	50 TB
Target Use Cases	Archive / data tiering, video surveillance / digital evidence, medical imaging	Home directories, M&E content delivery, SW test/dev, Big Data / batch analytics	Streaming / real-time analytics, data lakes for AI / ML / DL, M&E content creation, EDA / ADAS

Capacity expressed in TB where 1 TB = 2^40 bytes, capacity expressed in GB where 1 GB = 2^30 bytes. Maximum read/write throughput performance based on NFSv3 protocol with 100% sequential read / write workloads (per base TB). Maximum ops/sec performance based on NFSv3 protocol with a common NAS File Sharing benchmark (per base TB). Performance metrics are based on specific base capacity points. Higher performance could be achieved depending on subscribed capacity.

Learn more about APEX Data Storage Services

Contact a Dell Technologies Expert

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