



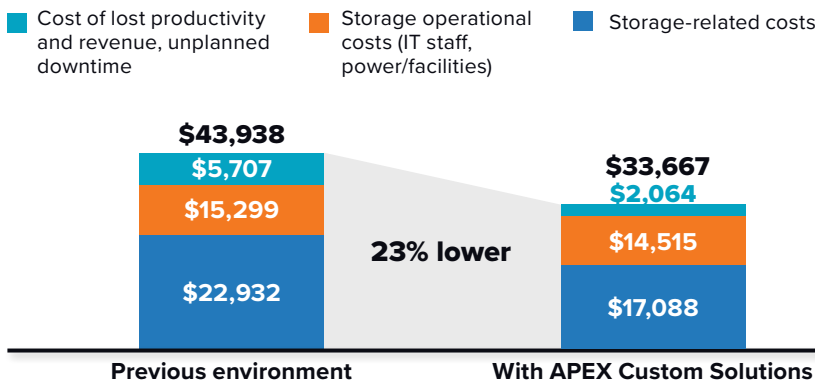
# The Business Value of APEX Custom Solutions

Study participants **gained significant flexibility and agility** through APEX Custom Solutions for storage and other IT resources. These Dell Technologies solutions **help organizations better match IT resources to business demand and lower their operational costs.**

## Lowering the Cost of Operating Storage

### Average Storage Cost of Operations

(\$ per 100 TBs per year)



**23%** lower average storage cost of operations per year

**64%** lower cost of unplanned outages (due to a reduced loss of productivity and revenue)

**5%** lower storage operational costs (staff time, co-location, power, facilities)

**25%** lower storage acquisition costs

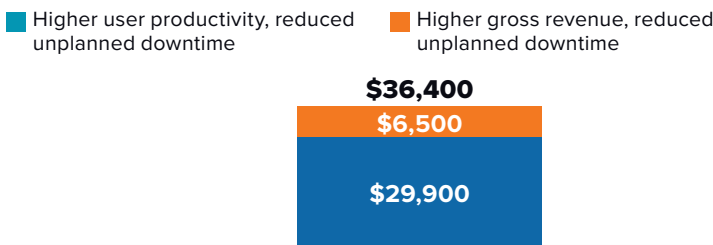
**CUSTOMER QUOTE:**

“The benefits of APEX Custom Solutions really comes down to having predictable costs. We’ve essentially just turned storage into a utility.”

## Revenue and Productivity Benefits

### Business and Operational Benefits

(\$ per 100 users per year)



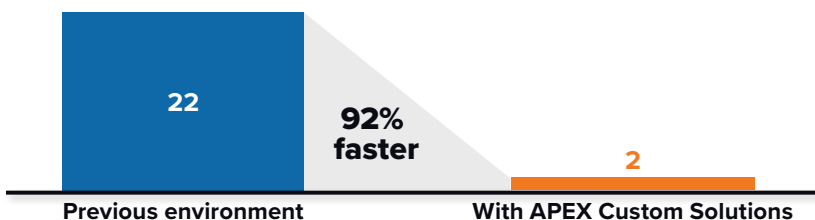
**CUSTOMER QUOTE:**

“With APEX Custom Solutions, we can now take on one-off projects that we would not have been able to do previously because we had always used up storage.”

## Business Agility Improvements

### Time to Deploy New Storage

(Number of days)



**CUSTOMER QUOTE:**

“With the storage burst capabilities that we have with APEX Custom Solutions, what used to be a 6–8 week long order is now an administrative configuration taking less than an hour.”