

Is your data storage in sync with your organization's goals?

Data storage management can get complicated fast, especially with challenges like:

- Capital budget constraints
- Cloud complexity
- Limited IT staff size or experience
- Lengthy tech refresh cycles
- Over- and under-provisioning
- Unpredictable data growth



"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."

— Gartner, "Market Guide for Consumption-Based Pricing for Data Center Infrastructure," March 2021

An as-a-Service model can help

The adoption of Storage as-a-Service is expected to grow significantly. With its simplicity, agility and control, as-a-Service enables organizations to:

- Reduce expenses
- Align IT with organizational goals
- Move infrastructure off CapEx balance sheets¹

APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources, built on our industry-leading technologies.²

With APEX, IT leaders can meet changing demands by focusing on outcomes, not infrastructure.

SIMPLICITY

- Eliminate forecasting, procurement and migration cycles
- Enable IT staff to focus on value-added activities
- Manage your entire as-a-Service journey from a single console

AGILITY

- Deliver resources to your customers as needed
- Scale capacity up and down seamlessly
- Align expenses with actual vs. anticipated usage

CONTROL

- Helps you meet data localization, regulatory and audit requirements
- Enable hybrid cloud or cloud consumption strategy
- Become a service provider for your organization

APEX radically simplifies your storage

Dell delivers, owns and maintains³ your optimal storage infrastructure: storage hardware and storage software.

You choose the service levels that meet your organization's unique needs and maintain operational control of workloads and applications.

- Dynamically scale as your requirements evolve, for up to 129% return on investment⁴
- Single rate transparency – pay for the capacity you use with no overage fees
- We'll handle delivery and deployment in as few as 14 days,⁵ monitoring, operations and sustainable decommissioning⁶
- APEX Data Storage Services is designed for 99.9999% availability⁶
- Deploy your resources where they deliver the most value, on-premises or in an interconnected Dell-managed colocation facility⁷

How it works

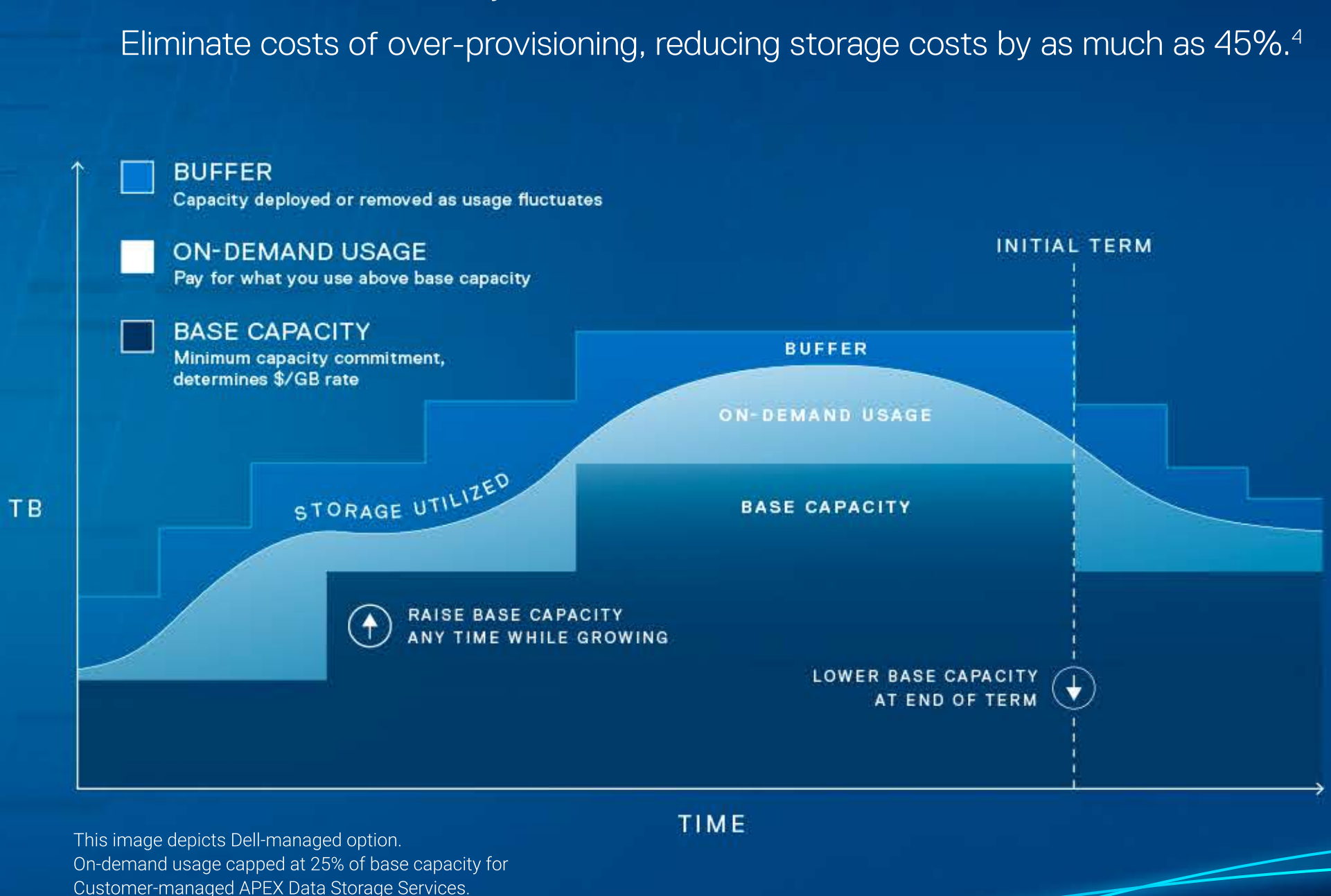
Using the intuitive APEX Console, you can order new services and select the data service, management, location, base capacity, performance tier and term that are best suited to you.

Choose your subscription terms and review site requirements to ensure a seamless delivery and deployment.



You can also lower your capacity and remove unused infrastructure at the end of your term, all with just a few clicks.

Eliminate costs of over-provisioning, reducing storage costs by as much as 45%.⁴



A P E X

Navigate your entire IT journey

The APEX portfolio doesn't stop at storage. APEX offers the as-a-Service solutions you need, when you need them, all with just a few clicks. APEX opens up OpEx flexibility,¹ so you'll be ready for what's next.

Discover what APEX Data Storage Services can do for your organization.

Explore the APEX portfolio of as-a-Service solutions.

Explore APEX Data Storage Services

Explore the APEX Portfolio



¹ OpEx treatment is subject to customer internal accounting review and policies
² IDC WW Quarterly Enterprise Storage Systems Tracker, 2022 Q1 historical release, June 9, 2022. Ranking by vendor revenue.
³ For the Dell-managed option, Dell manages the infrastructure. For the Customer-managed option, customer takes on more of the infrastructure management tasks while Dell handles deployment, support and decommissioning. For additional information on roles and responsibilities, visit: <https://www.dell.com/support/home/en-us/product-support/product/apex-data-storage-service/docs>
⁴ A Forrester New Technology Projected Total Economic Impact Study, commissioned by Dell Technologies, June 2021. Estimates projected over 3 years, based on interviews with four organizations using APEX Data Storage Services, aggregated and combined into a composite organization, and survey responses from an additional 121 IT decision makers. Actual results will vary. [Full report here.](#)
⁵ Deployment time (TTV) measured between order acceptance and activation. Subject to credit approval, acceptance of APEX terms by required parties and site qualification which must be completed before order placement, and participation in pre-order planning. Product availability, international shipping, holidays and other factors may impact deployment times. Not applicable to Customer-managed offers or Dell-managed colocation deployment. For Time-To-Value objectives and regional offer availability, visit [Dell.com/Access-APEX](https://www.dell.com/Access-APEX).
⁶ Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.
⁷ Dell-managed colocation deployment is not available with Customer-managed subscriptions. For regional availability of Dell-managed colocation deployment, visit [Dell.com/Access-APEX](https://www.dell.com/Access-APEX).