

Dell APEX vs. Pure Evergreen

Dell APEX

as-a-Service across the Data Center
Achieve the broadcast as-a-Service experience across the IT infrastructure.

No premium for on-demand capacity utilization

No penalty rates for increased capacity usage. Simplified billing with single-rate transparency and no overage fees.

Self-service ordering and lifecycle management

APEX provides a simple self-service experience for customers, giving you the control to select and order the outcomes or solutions you need.

APEX offers are built on an industry leading storage portfolio
#1 in External Enterprise Storage Systems (Midrange, High-End).¹



Pure Evergreen

as-a-Service across a storage-only portfolio

Pure's Evergreen offers are storage centric. It does not include server or data protection offerings.

Higher fees for on-demand capacity utilization

Customers pay more for on-demand capacity usage versus committed capacity, which can add complexity and chances to overpay.

Requires a traditional sales motion

Pure does not offer customers a self-service ordering experience with Evergreen.

Pure's storage portfolio is not industry leading

Pure Storage is behind in share to Dell Technologies.

¹IDC WW Quarterly Enterprise Storage Systems Tracker, 2022 Q1 historical release, June 9, 2022. Ranking by vendor revenue.

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