The results are in: Dell APEX Delivers a superior customer experience compared to HPE GreenLake

By Andrew Glinka, Vice President of Competitive Intelligence, Dell Technologies | Nov. 2022

Principled Technologies spent the past year using Dell APEX Data Storage Services and HPE GreenLake for Storage. They documented their experiences with both services and found that Dell APEX Data Storage Services provided superior activation, implementation and support when compared to HPE GreenLake for Storage. Their unfiltered customer experience is detailed in this paper and I encourage you to read it to fully appreciate the differences between the two offerings. Here's a quick preview of the findings.

Faster Delivery, Straightforward Implementation

According to Principled Technologies, Dell APEX provided delivery and installation services that are painless, fast and efficient to install. HPE GreenLake for Storage did not. The Dell APEX Data Storage Services solution arrived pre-installed in a rack, and Dell was on site the very next day to handle the onsite deployment. From order to activation, the solution was up and running in two weeks. The dedicated Customer Success Manager coordinated the entire process from before delivery to after activation and continued to provide proactive support. This was not the case with HPE GreenLake.

After an initial two-month delivery delay with sporadic communication throughout, it took HPE a total of three months to totally activate their solution. Their hardware arrived on multiple pallets, and a week went by before the installation team arrived onsite. When the HPE field services team finished the install, they gave a quick overview of the array manager, then left. That same day, when the HPE remote support engineer reached out to begin the activation process, issues popped up immediately. From there, it took several more weeks of escalations to HPE's support engineers to resolve the issues. At one point, the activation process had to start from the beginning. These kinds of constant delays and issues getting up and running would negatively impact any business seeking a quick-turn Storage as-a-Service solution, and no company wants to be behind the eight ball from the start and waste time and money.

A Consistent and Proactive Support Experience

Dell APEX Customer Success Managers delivered exceptional service. They provided proactive support, monthly check-ins (at a minimum), and handled most issues behind the scenes for Principled Technologies. The Dell APEX Console was available the first day the array was active and provided clear valuable context and clear information. Proactive updates were supplied at least once per month, including alerts about capacity and any potential issues. The Customer Success Manager also provided clear timeframes for updates, and once Principled Technologies was satisfied with the timing, the Dell APEX team handled the patches and updates with no interaction required from Principled Technologies - and most importantly - with no apparent downtime. HPE GreenLake didn't come close to offering the same level of service.

Instead of having a dedicated support from the beginning, HPE shuffled the Principled Technologies around to multiple people (engineers, delivery managers and technical staff), with separate email threads to finally get up and running three months after the HPE service team installed the equipment. The issues did not end there. Principled Technologies realized they lacked proper access to certain cloud components that should have been included from the beginning. It was 4 months after installation that they received an introduction to their customer satisfaction manager. Once onboard, the HPE GreenLake for Storage customer satisfaction manager helped resolve many of the issues but discovered during the process that the solution was shipped with less storage than ordered. Four months is a long time to wait to resolve issues, but never achieving a satisfactory resolution is by far worse. This issue was ultimately never resolved by the time the study concluded. Furthermore, when Principled Technologies finally got full access to the HPE GreenLake for Storage interface and tools, they found its data display to be confusing. This in addition to the other issues experienced, the software upgrade experience was never able to be documented.

Simple Decommissioning

The decommissioning process with Dell APEX was just as streamlined and easy to perform as the delivery and activation process. All Principled Technologies had to do was purge and destroy their data, and the Customer Success Manager handled all the back-end requests. With HPE GreenLake, this was the only simple part of the experience. Again, Principled Technologies purged and destroyed their data and disconnected the unit from their existing infrastructure. The HPE field services team arrived when scheduled to remove the system from the rack and shipped out the unit.

Principled Technology's experiences over the last year showed that HPE GreenLake does not live up to the same standards as the Dell APEX Storage Services solution. Dell provided an agile solution that was truly fully managed by the Dell APEX team. The Dell APEX Customer Success Manager provided proactive support and excellent customer service throughout the experience. HPE GreenLake's "fully managed solution" was plagued by significant delays, experienced numerous issues throughout the delivery process, and required months to achieve full implementation. In the end, Dell APEX proved to be a superior experience.

Check out the full report here and infographic here. Reach out to your local Dell Technologies partner or Dell Sales representative for more information on Dell APEX.

About the author: Andrew Glinka is Vice President, Competitive Intelligence at Dell Technologies. Andrew is an 11-year Dell Technologies veteran and brings over 23 years of experience in technology sales, management, and operations. Prior to assuming his current role, Andrew served as Global Director of Sales Strategy for the Data Protection Solutions Division. He has also managed the Global Software Sales team as well as other sales teams in the Data Protection Solutions Division. Prior to joining Dell through the EMC acquisition, Andrew owned and operated an IT Managed Services business in Virginia for over 8 years before successfully selling the company.