

Dell Technologies APEX

Simplified cloud experiences delivered as-a-Service

Leverage proven technology and a strong partnership with the undisputed market leader in infrastructure¹ to expand your as-a-Service portfolio and unlock new recurring revenue streams.

What does Dell APEX allow you to do?



Enable customers to take advantage of a world-class portfolio of infrastructure, platforms and solutions as-a-Service



Deliver greater time-to-value for your customers



Increase your own profitability potential



Shorten the sales cycle



Focus on promoting higher-value specialty services



Help customers experience easier digital transformations

Provide simplified cloud experiences that deliver greater agility and choice for your customers – giving your business a clear advantage.



Dell APEX delivers simplified cloud experiences across our innovative portfolio in more ways and places – enhanced by your own value-added services.



Simplify

Streamline your as-a-Service portfolio and offer a simplified experience

Predictable costs

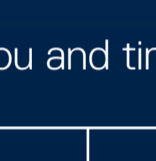
Help customers match IT spend with forecast use and business objectives.

Centralized management

View customer subscriptions and insights in one console and enable proactive planning.

Frictionless commerce

Simplify decisions to deploy as-a-Service infrastructure and minimize operational risk.



Accelerate

Improve time to delivery for you and time-to-value for your customers

Instant scalability

Spec, deploy and dynamically scale solutions quickly to deliver rapid customer value.

Increased agility

Offer and experience flexible IT delivered as-a-Service in public cloud and on-premises environments.

Shorter sales cycle

Use standardized offerings to benefit from a rapid quote-to-order process.



Enhance

Offer value-added specialty services that enhance the end-customer experience

Profitable differentiation

Take advantage of lucrative Partner Program benefits to help you stand out from the crowd.

Improved business results

Build your unique specialty services around Dell APEX solutions to deliver even better results.

Better together experience

Your reach and our technology leadership are force multipliers in our joint business growth.

Discover the Dell APEX advantage for your business



Rewards

Give your business a clear advantage and enjoy the rewards of lucrative incentives and benefits on Dell APEX deals.



Flexibility

Take advantage of the flexibility to sell the way customers want to consume, based on specific business needs.



Enablement

Benefit from dedicated training and existing "Partner of Record"² programs to drive your advantage home.



Differentiation

Experience the advantage of being able to build value-added services around the Dell APEX offers you deliver.

Discover the Dell APEX advantage for your business

Explore the combined Dell APEX multicloud portfolio, from compute and powerful storage to cyber & data protection and custom solutions, to deliver the simplified cloud experience customers want:



Compute and HCI Services

Simplify multicloud by giving your customers a secure, consistent experience everywhere, with the best-of-breed features and performance their workloads require



Storage Services

Respond to your customers' changing business needs, remove complexity and reduce risk with scalable and elastic storage as-a-Service



Cyber and Data Protection Services

Help customers make smarter technology choices that will improve business results and ensure their infrastructure and data stays protected and secure



Custom Solutions

Create specialized, on-demand environments by leveraging our innovative and extensive portfolio of infrastructure and services to meet a wide variety of customer requirements

Take the next step

Help customers experience easier digital transformation by providing simple, accelerated, enhanced solutions that deliver real results – for everyone.

¹ Dell Technologies is #1 in Infrastructure, IDC Quarterly Enterprise Storage Systems Tracker, 2022Q2, September 8, 2022. Vendor Revenue and IDC Quarterly Converged Systems Tracker, 2022Q2, September 15, 2022. Vendor Revenue

² APEX Cloud Services Referral CCV revenue is eligible towards POR status through either Power up or Storage Partner of Record (POR) Incumbency programs