

DELLTechnologies

A P E X

Streamline your as-a-Service portfolio
and unlock new revenue streams

Introducing the as-a-Service infrastructure, platforms and solutions that provide the simplified cloud experiences customers are looking for.

Dell APEX is an exciting new way to deliver simplified cloud experiences that enable easier digital transformation for your customers, while also unlocking new recurring revenue streams for your business.

Our portfolio of world-class, as-a-Service infrastructure offerings is specifically designed to make life easier –for you and your customers. Dell APEX helps your customers take advantage of simplified cloud experiences wherever applications and data live – delivering the flexibility, ease and experience of cloud and as-a-Service models.

Now you can simplify IT management, accelerate business results and provide enhanced, value-added services that enable customer innovation.



Simplified. Accelerated. Enhanced.

Deliver simplified, accelerated and enhanced IT services that combine your own value-added expertise with a world-class portfolio of solutions from the undisputed market leader in infrastructure¹ – to unlock the full potential of as-a-Service for your customers.

With Dell APEX, you can offer simplified cloud experiences with quick provisioning, moving swiftly to spec, deploy and dynamically scale solutions as customer needs change. This increased agility and instant scalability results in improved time-to-delivery for you and time-to-value for your customers.

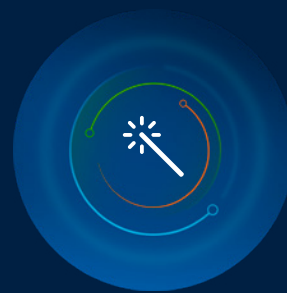
You can help customers match IT spend with forecast use and business objectives, as well as enhance Dell APEX solutions with your own specialty services to deliver even better results.



Simplify



Accelerate



Enhance

Dell APEX is part of our Stop at Nothing partner promise

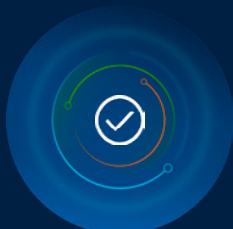
Partners like you are key to executing our as-a-Service vision – and Dell APEX gives you the opportunity to focus on providing specialty services for your customers.

When we work together, we can achieve even greater success. Your business is essential to ours because we know you have the expertise and reach to help us accelerate sales and to increase customer stickiness for a broad range of Dell Technologies infrastructure, software and solutions.

Clear business benefits for *you and your customers*

Deliver simplified, accelerated, enhanced solutions and promote your own value-added specialty services across a proven portfolio of leading infrastructure technology – all available as-a-Service.

Use Dell APEX to:



Simplify the way your customers consume technology



Unlock your own new recurring revenue streams



Enjoy lucrative financial incentives and benefits on Dell APEX deals



Leverage flexible IT to scale solutions swiftly to meet market demand



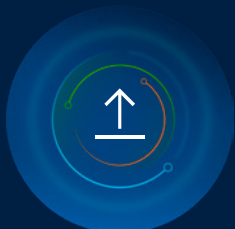
Scale up your customers' environments when needed and reduce overprovisioning which may cut emissions and resource usage



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



Help customers match IT spend to forecast use for reliable business results



Differentiate your offer by focusing on higher value services that boost profitability

Choose your route to market

You can benefit from three potential selling motions for Dell APEX offers:



Resell

A partner resells a Dell APEX offer to a customer, with deployment at the customer site, Dell-managed colocation² facility or customer/partner-coordinated colocation facility.

Extend Dell Technologies salesforce reach

Access to net new prospects and markets

Enhance your own specialty services



Host

A partner subscribes to a Dell APEX solution, with equipment installed in their data center or colocation facility that they operate and manage on behalf of a customer.

Create adjacent solutions with colocation providers

Integrate with your own technology to deliver a unique service offering

Host and manage private clouds



Referral

A partner collaborates with us to refer the Dell APEX lead and we fulfill direct.

Advisory role for partners to refer opportunities

A simple route to market for as-a-Service business

Partners may also qualify for Partner of Record³ status



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, for the simplified cloud experiences your customers want:



Compute and HCI Solutions

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.

[Learn more about the portfolio](#)

Take advantage of dedicated Partner Program benefits

Promote the Dell APEX portfolio to customers and enjoy the rewards of lucrative financial incentives and benefits for your own business.

Go to the [Partner Program Guide](#) to see what's available to you.

Visit the [Partner Demand Generation Center](#) to learn more and explore all available resources.

¹ Dell Technologies is #1 in infrastructure, IDC Quarterly Converged Systems Tracker, 2022 Q2, September 15, 2022, Vendor Revenue

² Dell-managed colocation deployment is not available with Customer-managed option. For regional availability of Dell-managed colocation deployment, visit [Dell.com/Access-APEX](#)

³ APEX Cloud Services Referral CCV revenue is eligible towards POR status through either Power up or Storage Partner of Record (POR) Incumbency programs