



DELLTechnologies

A P E X

Get a more unified cloud experience
on technology you trust



The cloud experience

IT leaders love its ease and agility and now expect it everywhere.

Provision
quickly

Scale on
demand

Pay as
you go

It's a multicloud world

Most organizations today pursue a multicloud strategy, comprising two or more clouds, public and private. It's because they want access to best-in-class capabilities from any provider who can help them achieve differentiated outcomes. IT leaders tell us they don't want to be locked to any single cloud provider or any one approach. They want the flexibility to choose the right path to meet their objectives.

Get simplified cloud experiences where you need them

What's clear is that IT leaders love the ease and agility of the cloud experience. They want to provision services quickly, scale resources on-demand, and make payments over time – like a subscription. As a result, most IT leaders expect to take advantage of these capabilities everywhere, not just in a public cloud, but anywhere that applications and data live, including data centers and edge environments, wherever they're located.

Move to multicloud by design

Every day, we speak with customers who tell us their multicloud strategy works for them. Yet many also admit that in making the move to multicloud, they've encountered unwanted complexity by default. This is why so many organizations today seek a strategic partner like Dell to help them simplify multicloud – by design.

Choose the simpler path to digital transformation

Introducing Dell APEX, our multicloud portfolio that simplifies digital transformation while increasing IT agility and control. APEX makes it easier than ever to unlock the full promise of multicloud, so you can capitalize on cloud experiences wherever you need them and access best-in-class technologies that drive innovation.

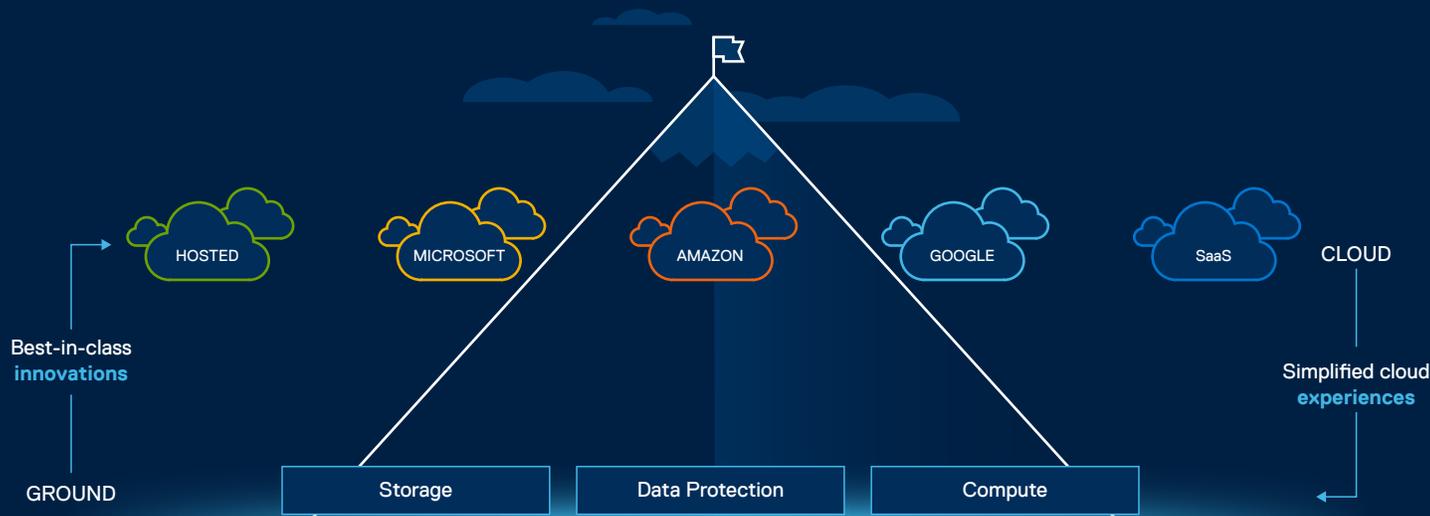
APEX helps ensure that technology stays aligned with your business requirements so you can react quickly to capture new opportunities. With APEX, you can maintain more control of data, to minimize risk and maximize performance, all on your terms.

Achieve greater consistency across your enterprise

Multicloud by design delivers a more unified cloud experience. By bringing together the best-in-class innovations of public cloud and on-premises environments, you can modernize your IT enterprise to get more from the cloud experience. As a result, unnecessary cost and complexity is removed, technology and business needs align, and innovation can be prioritized to gain a competitive advantage.

Dell APEX bridges the divide between the public cloud agility you love and the private cloud control you need – all based on the innovative Dell technologies you trust to adapt and thrive in the industry you serve.

Wherever APEX is deployed, you can achieve consistent operations throughout your IT enterprise – across your multicloud, multi-edge, and multi-data center environments – giving you more flexibility and freedom of choice to achieve better outcomes.



INNOVATION · IN THE CLOUD · ON THE GROUND

Connect the best of both worlds

Multicloud by design is about bringing together technologies in public cloud and on-premises environments, so you can experience the best of both worlds.

First, you can consume the innovative software powering Dell's leading infrastructure you know and trust in public clouds. This extends the value of investments you may have made in the Dell tools and technologies you're already using on-premises, creating more consistency among private cloud and public cloud environments while enabling you to maximize your IT teams' efficiency by extending their skill sets further.

Next, you can take advantage of the simplified cloud experiences you know and love with quick provisioning, rapid scaling, and flexible consumption across Dell's broad portfolio. We're also integrating public cloud software and services on our innovative infrastructure products, so you can benefit from hybrid cloud solutions that simplify operations and DevOps-ready platforms that accelerate agile application development.

Unify multicloud on technology you trust

As a result, you get the unified cloud experience you want and the best-in-class technologies you need to simplify operations, achieve greater business agility, and maintain more control of your data. This is multicloud by design – the Dell APEX way.



SIMPLICITY

Take advantage of cloud experiences everywhere

Dell APEX enables you to implement Dell Technologies innovation as-a-Service, simplifying the technology experience, so you can focus on critical priorities.

APEX removes unwanted complexity – and its related inefficiencies and costs – to help you streamline transformations, modernize operations, and achieve differentiated outcomes.

More choice

Select the best-in-class technologies you need to more easily achieve differentiated outcomes. APEX is built on the innovative and extensive Dell Technologies portfolio, relied on daily by organizations of all sizes, in all industries, all around the world.

More consistency

Unify operations among environments to simplify transformation. APEX takes hybrid multicloud to the next level, offering a truly unified cloud experience that brings consistency and compatibility between public cloud and on-premises environments.

More freedom

Migrate workloads and connect data with ease while avoiding vendor lock-in. APEX lets you freely move workloads between private and public clouds and create a single data store that connects to all the major public cloud providers simultaneously.



AGILITY

React quickly to capture new opportunities

Dell APEX gives you the speed and agility needed to accelerate transformation and adapt to ever-evolving dynamics.

APEX provides greater flexibility in how you get more value from the Dell Technologies innovation you rely on daily, enabling you to free up extra time, money, and resources – and generate lasting value for your organization.

More adaptability

Provision services quickly and scale resources on demand, as needed. APEX gives you the ability to accelerate project timelines and rapidly respond to changing business requirements, so you can get more of what you need to achieve – faster.

More flexibility

Consume technology as-a-Service in public clouds or on-premises environments. APEX empowers you to extend the benefits of the cloud experience – anywhere you choose to deploy Dell Technologies innovation – across your entire IT enterprise.

More predictability

Gain financial flexibility with transparent pricing and monthly payments. APEX allows you to spread payments over the length of your term – and know precisely what you're paying for – to preserve capital and manage expenses more effectively.



CONTROL

Minimize risk and maximize performance on your terms

Dell APEX gives you more control of your data, from where it is located, to who can access it, to how it is protected.

APEX enables you to put data where it is needed to derive greater value from it when it is needed, offering more ways to maximize its availability, improve overall governance, and safeguard it from a growing number of concerns.

More security

Protect against cyberattacks and unplanned downtime events. APEX puts you in full control of your cybersecurity incident response, so you can protect intellectual property and keep data private in ways that best fit your organization.

More governance

Ensure data resides in known locations to help satisfy compliance obligations. APEX can help you avoid issues that may violate data privacy, sovereignty, and localization rules and requirements, as well as the penalties that may come with them.

More performance

Put data in the right place at the right time to deliver the speed you need. APEX defies data gravity, where large data sets can't easily be moved, offering data locality, so applications and data reside near one another for maximum performance.



Select the outcomes you need in the environment of your choice

Dell APEX is all about outcomes. Imagine taking full advantage of the technology you need while taking on less of the burden. Think of the ideas you could bring to life if your teams spent less time maintaining and more time innovating.

We believe technology drives human progress and see APEX as a way to accelerate it. By removing unnecessary complexity – along with its inefficiencies and costs – you get more of the gain that technology brings, but with less of the pain.

We're moving toward a future where you can easily deploy the outcomes you want in the environment of your choice. This simple vision is where we're going, and we're well on our way.



Realize the business value of Dell APEX

Cost optimization

Optimize your IT infrastructure costs with a modern consumption experience and transparent pricing.

Up to **39%**
Lower 3-year cost
of operations¹

Up to **34%**
Reduction in over-
provisioning capacity¹

Up to **39%**
Lower cost of capacity for
equivalent workloads¹

Productivity

Increase your IT team's productivity by reducing the time and resources dedicated to managing infrastructure.

Up to **38%**
More efficient IT
infrastructure staff¹

Up to **43%**
Less time on planning and
patching tasks¹

Up to **53%**
Less time decommissioning
and retiring hardware¹

Digital resilience

Ensure performance and availability of mission-critical applications and data aligned to service level agreements.

Up to **64%**
Reduction of unplanned
outages per year¹

Up to **46%**
Reduction of mean time
to recovery¹

Up to **88%**
Reduced lost productivity per
user/year due to IT outages¹

Business acceleration

Deploy and provision IT services faster to capture new business opportunities and speed innovation.

Up to **60%**
Faster time to deploy
new IT resources¹

Up to **64%**
Less staff time to deploy
new IT resources¹

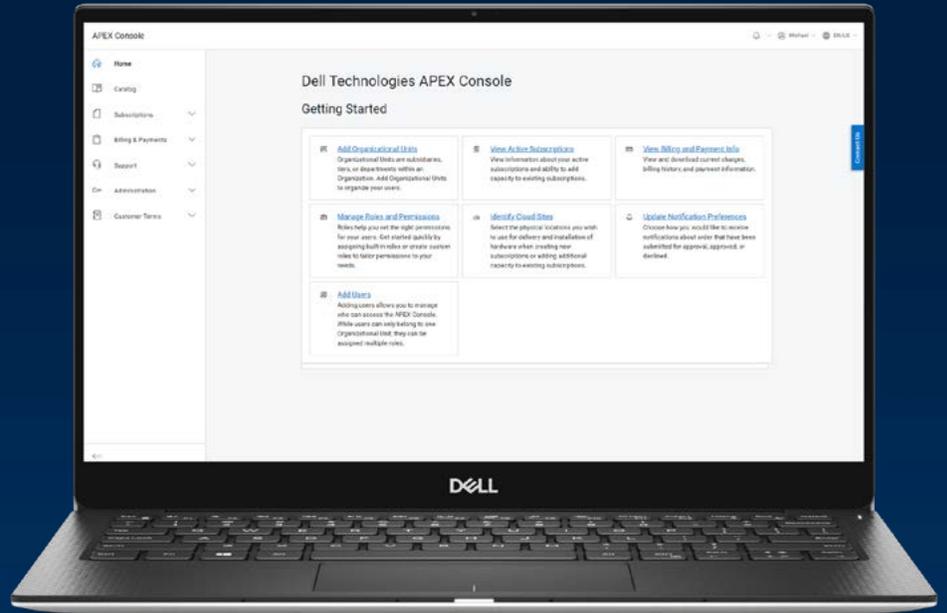
Up to **33%**
Faster time to prepare IT
for business extensions¹

Expect more from multicloud with Dell APEX

Taking advantage of leading Dell Technologies innovation has never been easier. By taking an outcome-first approach – designed to remove unnecessary complexity – your IT teams can focus more time and effort on strategic imperatives. Dell Technologies and our partner community can bring unmatched time-to-value all around the world, backed by our global services, scale, and supply chain leadership.

Get started today – the Dell APEX way

Take the first step in your Dell Technologies multicloud journey with the Dell APEX Console, providing simplified access to a catalog of outcome-based services. Your account team can get you started quickly and show you how easy it is to discover, configure, deploy, monitor, and expand APEX services. View the APEX Console [demo](#) and contact us to learn more.



[Learn more](#)
about Dell APEX



[Contact](#)
Dell Technologies
Expert



[View more](#)
resources



Join the conversation
with #DellTechAPEX

DELLTechnologies | **A P E X**

Copyright © 2021 Dell Inc. or its subsidiaries. All Rights Reserved. Dell Technologies, Dell, EMC, Dell EMC and other trademarks are trademarks of Dell Inc. or its subsidiaries. Other trademarks may be trademarks of their respective owners. Published in the USA 7/20. Dell Technologies believes the information in this document is accurate as of its publication date. The information is subject to change without notice.

¹ Based on an IDC White Paper commissioned by Dell Technologies and Intel: The Business Value of APEX as a Service Solutions, August 2021. Estimates based on survey of 17 organizations using APEX as a Service Solutions, aggregated and combined into a composite organization. Actual results may vary. Read the full report [here](#).