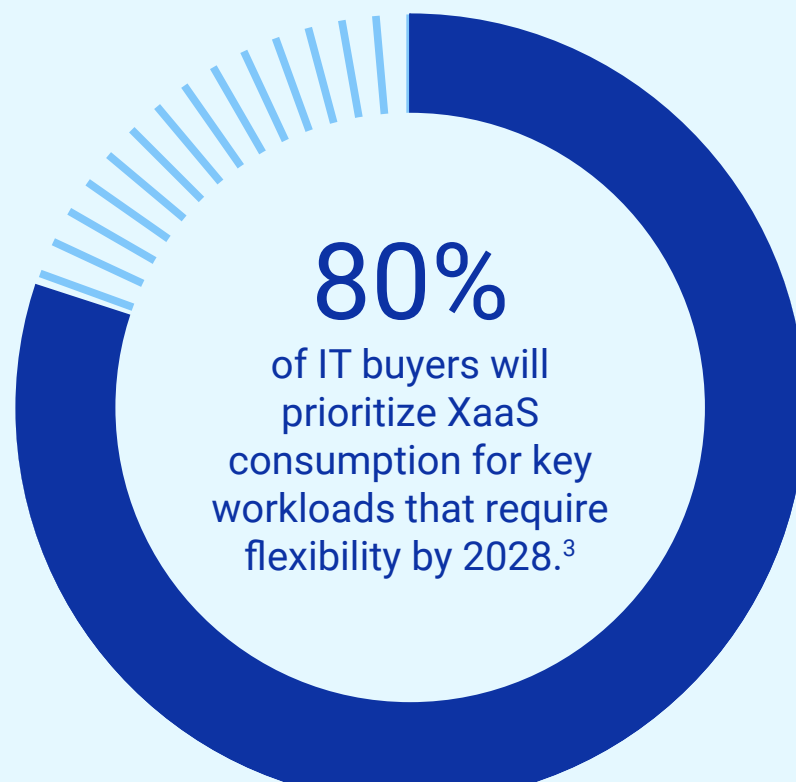
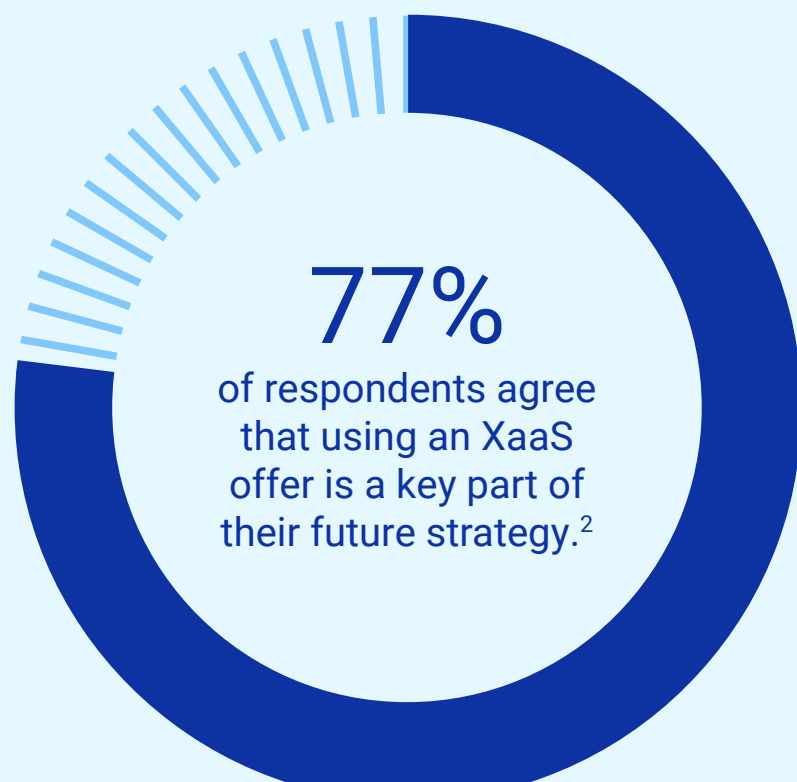


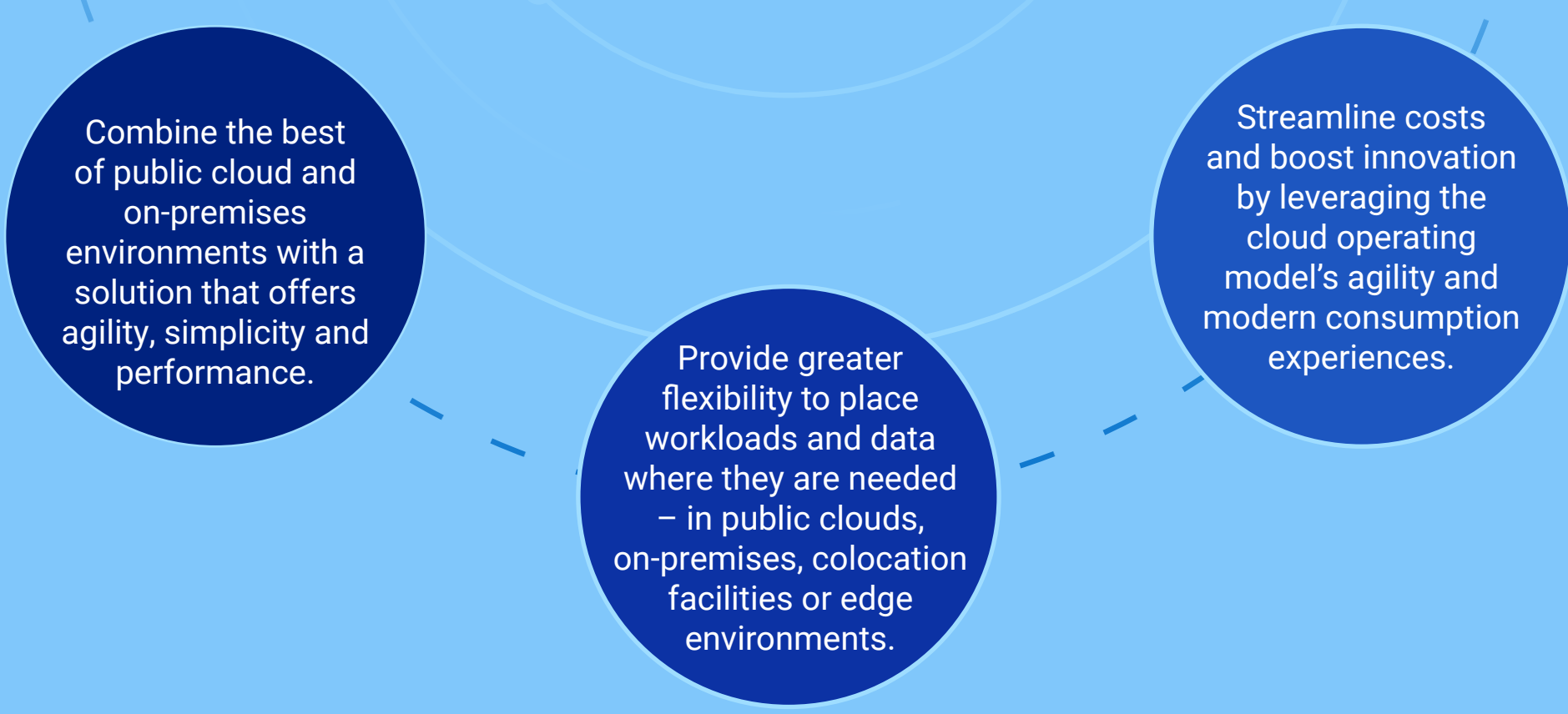
# Seize the APEX partner advantage

From recurring revenue to lucrative financial incentives, take advantage of an end-to-end as-a-Service portfolio from the #1 in infrastructure.<sup>1</sup>

The as-a-Service opportunity continues to grow...

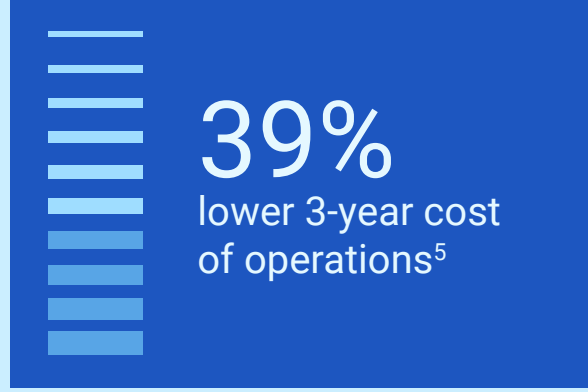
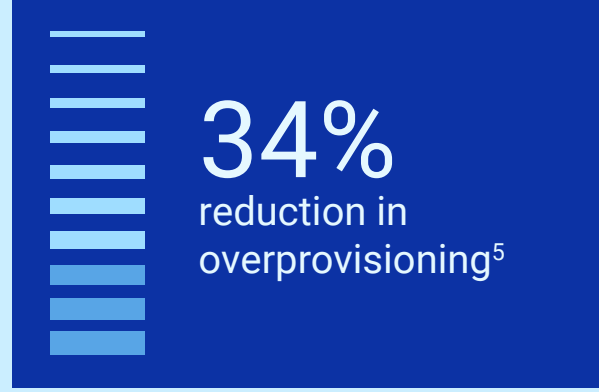


Give your customers the ultimate cloud experience with Dell APEX and a multicloud by design approach.

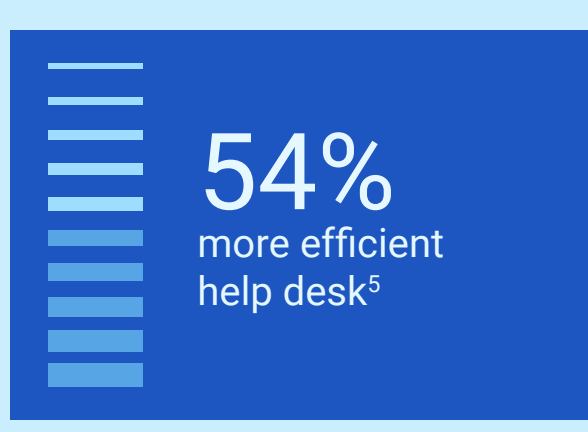
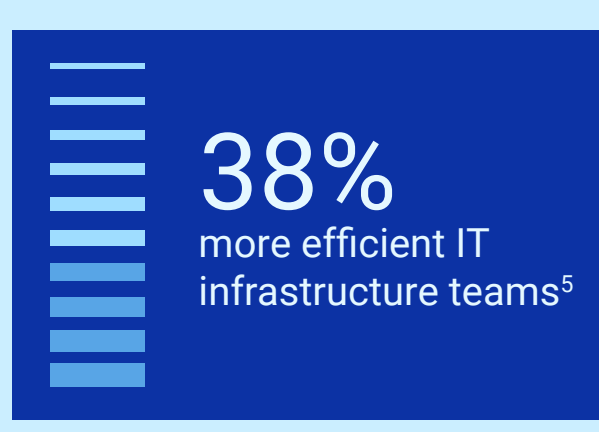
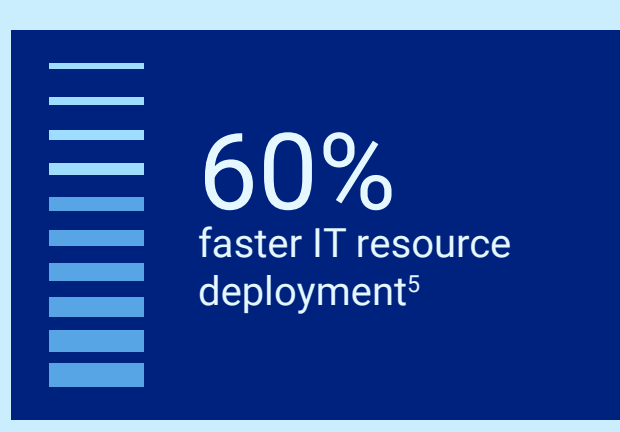


Deliver reduced costs and increased performance to your customers with APEX.

### Reduced costs



### Increased performance



## What's in it for partners?

### Rewards

Unlock lucrative incentives, paid upfront on the Dell APEX Subscription's committed contract value, with the total incentive potential to reach over **30%**.

Access exclusive incentives and benefits as part of the Dell Technologies Partner Program

### Flexibility

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

Dell APEX Subscriptions provide the ultimate choice and consistency for achieving differentiated outcomes

### Enablement

Benefit from dedicated training programs to drive your advantage home.

Accelerate your success with our dedicated Dell APEX Learning Center

### Differentiation

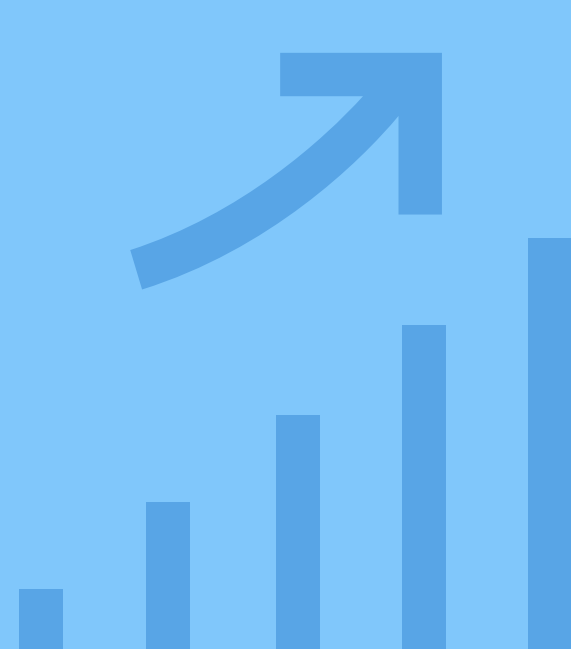
Experience the advantage of being able to build value-added services around the Dell APEX offers you deliver.

Simplify cloud experiences and accelerate business results with your own vision of 'as-a-Service everywhere'

\* Actual incentive payout will vary by location and by partner's eligibility, type, and tier. Subject to partner winning new business. APEX Infrastructure and respective Storage+ or Server+ Portfolio competency required. Incentive terms and conditions apply. Refer to the 2024 Program Year Benefits and Requirements for incentive detail and eligibility.

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

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



## Unlock the full potential of Dell APEX

Visit the Content Hub to enhance your knowledge, and connect with your Dell account manager to seize the Dell APEX advantage today.

[Visit the Content Hub](#)

<sup>1</sup> Dell Technologies is #1 in infrastructure. IDC Quarterly Enterprise Storage Systems Tracker, 2023Q4, March 7, 2024, Vendor Revenue and IDC Quarterly Converged Systems Tracker, 2023Q4, March 14, 2024, Vendor Revenue.  
<sup>2</sup> IDC Future of Digital Infrastructure: 2023 Trends Driving As-a-Service (XaaS) Growth, Doc #US50440123, March 2023.  
<sup>3</sup> IDC FutureScape: Worldwide Future of Digital Infrastructure 2024 Predictions, Doc #US50401023, Oct 2023.  
<sup>4</sup> Based on a Silverton Consulting white paper, sponsored by Dell Technologies, "Dell APEX Storage for Public Cloud Solutions Conceptual TCO," October 2023. Systems were configured to support IOPS performance of 7,740 KIOPS for competitor 1 and 10,700 KIOPS and throughput of 239,000 MPBS for competitor 2. The Dell solution assumes 4:1 thin provisioning vs thick provisioning for the competitor solutions. Actual costs will vary depending on the thin provisioning factor used, region, data change/snapshot rates, capacity, type of storage and instances used, and other factors. Full report.  
<sup>5</sup> IDC Business Value White Paper, sponsored by Dell Technologies, The Business Value of Dell Technologies APEX Multicloud and As-a-Service Solutions, Doc #US50921623, August 2023.