

Modernizing IT for customers without a burdensome capital expense

Redesign taps Dell APEX offerings to solve client challenges while reducing complexity and enhancing efficiency.

Customer profile

[re]DESIGN

Information Technology | United States



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President, Redesign

Business needs

Redesign wanted to provide its clients with a more flexible way to consume IT infrastructure, which would enable them to rapidly deploy modern data center technology and consolidate existing on-premise and cloud infrastructure while streamlining operations – all without the large CapEx investment typically required.

Business results

- Helps customers shift from an upfront CapEx to a recurring OpEx model.
- Costs as little as one-third that of public cloud implementations.
- Consolidated four disparate on-premises data centers into one environment.
- Significantly accelerates time to value to as little as weeks.
- Runs dedicated private clouds on proven Dell Technologies infrastructure.

Solutions at a glance

- [Dell APEX Private Cloud](#)
- [Dell APEX Backup Services](#)

Redesign is a global technology and cybersecurity consulting firm that leverages innovative design thinking and deep expertise to enable organizations to achieve meaningful transformation through the latest technology solutions.

Headquartered in Los Angeles, the Dell Technologies partner works with mid-market customers worldwide, helping to modernize their IT infrastructures and secure critical workflows, assets and IT against growing security risks. To maximize agility while minimizing the impact on often scarce capital, Redesign chose the Dell APEX portfolio.

“Dell APEX Private Cloud lets us implement modern data center architectures for our clients in a consumption model that aligns with their needs,” says Phil Sanginario, president of Redesign. “Shifting from a major capital expenditure to a manageable operating expense is a huge benefit.”

Simplifying move to the cloud

While many organizations may believe that the public cloud is the most cost-effective alternative, Redesign has found that a dedicated Dell APEX Private Cloud can be substantially less expensive.

“We’ve done numerous TCO analyses for our customers — comparing on-premises or public cloud solutions to a dedicated private cloud,” Sanginario relates. “We consistently see significant cost savings running on a hosted infrastructure using Dell APEX Private Cloud.”

With Dell APEX Private Cloud, Redesign can quickly roll out an on-premises cloud experience to modernize and optimize applications and workloads, improve flexibility and simplify operations. The consulting firm walks clients through the various options and different ways to consume IT.

“Dell APEX Private Cloud and Dell APEX Backup Services enable us to deliver more value and options to the customer,” notes Sanginario. “That’s what it’s all about.”

Responding to customer challenges

Redesign works closely with customers across a variety of business segments. For example, a large retailer recently acquired multiple chain store brands. These organizations were running IT in four disparate data centers nationwide.



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“Dell APEX Private Cloud allowed us to move their workloads into a single hosted environment to reduce operational costs and simplify management,” Sanginario explains. “In addition, Dell APEX Backup Services provides critical data protection and replication.”

Redesign delivered the retail solution as a cloud service hosted by colocation provider, Equinix. The solution also makes it possible for Redesign to integrate its own services on top of Dell APEX, when desired.

Another customer turned to Redesign as part of a planned workforce transformation. The healthcare provider used Dell APEX to overcome the cost barrier posed by some virtual desktop infrastructure (VDI) solutions, updating and extending its existing VDI environment to better support both its clinicians and business users.

“When the customer evaluated the cost of running VDI as-a-service in the public cloud, Dell APEX Private Cloud was one-third the cost,” comments Sanginario.

Rapid time to value

Most importantly, Dell APEX provides Redesign the agility and flexibility to get customers up and running quickly. Because the healthcare provider mentioned above was in the midst of a major upgrade of its Epic electronic health records platform, it only had a narrow window of time to stand up its IT infrastructure.

“Implementation and migration from multiple sites had to be done within two months,” Sanginario recalls. “Dell APEX Private Cloud was deployed within weeks, meeting the customer’s time constraints — where traditional on-premises infrastructure would have required at least two to three months just to get the hardware on-site.”

He concludes, “Our plan is to continue partnering with Dell Technologies to simplify IT for mid-market clients and secure their workloads and data.”



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