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Analyzing the Economic Benefits of Dell APEX Solutions for Multiple Organizational Sizes and Types

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Read the full Economic Validation of Dell APEX [HERE](#).

Abstract: TechTarget's Enterprise Strategy Group analyzed the economic value of Dell APEX solutions and the impact they can have on an organization's ability to reach IT and business goals. This summary will explore the benefits of three specific services: Dell APEX PC-as-a-Service (PCaaS), Dell APEX Managed Device Service, and Dell APEX Backup Services. In addition to conducting previous research on Dell APEX services, Enterprise Strategy Group interviewed additional customers for this summary to discuss the costs and benefits of the three solutions and created an economic model to analyze benefits across organizations ranging in size from 10-employee small businesses to 5,000-person enterprises.

Challenges

Providing IT capabilities is becoming exponentially more challenging as workplaces and workforces trend toward becoming hybrid, threat landscapes increase, and complexity rises with new technologies and data sources. These concerns force IT leaders to staff expertise in multiple areas and create uncertainty. Enterprise Strategy Group research found that 76% of IT organizations felt they needed to work at least 25% faster than they did three years ago.¹

In addition to accelerating delivery of capabilities, IT groups are feeling pressure to become more cost-effective, flexible, and security aware. Organizations need to be enabled by technology, but the complexity and cost are just too high.

“We didn't go into the business of IT but found ourselves scrambling to provide IT services that constantly seem to change. Since we migrated to Dell APEX, we have shifted our focus back to what creates revenue.”

The Solution – Dell APEX

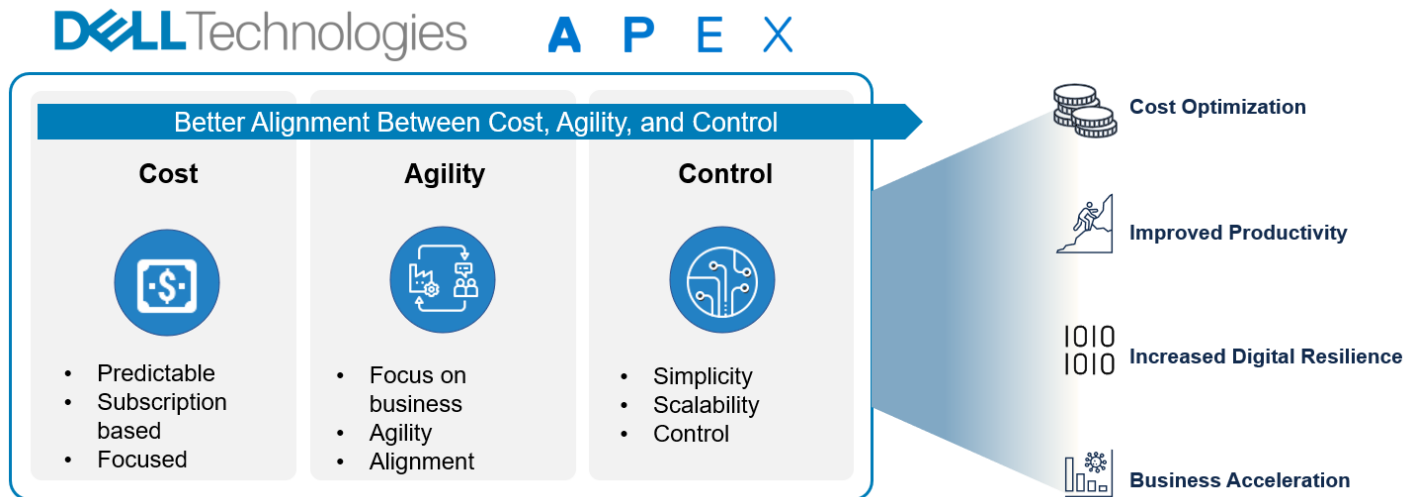
Dell APEX is a growing portfolio of as-a-service offerings that provide technology and services in a flexible way so that customers can align technology with business needs. In this summary, Enterprise Strategy Group specifically looked at three Dell APEX offerings:

- **Dell APEX PC-as-a-Service (PCaaS)** – A fully customizable subscription that provides businesses with Dell PCs, in addition to procurement, deployment, management, support, and lifecycle management solutions.
- **Dell APEX Managed Device Service** – A managed service subscription designed to shift the burden of day-to-day support and PC management to Dell.
- **Dell APEX Backup Services** – An all-in-one data protection platform with backup, disaster recovery, and long-term retention governance.

¹ Source: Enterprise Strategy Group Research Report, [Data Infrastructure Trends](#), November 2021.

As shown in Figure 1, each of the Dell APEX offerings is focused on providing alignment between business needs and IT capabilities to enable organizations to benefit from more predictable costs, better agility, and more control.

Figure 1. Dell APEX Offerings Are Centered on Cost, Agility, and Control



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Enterprise Strategy Group Economic Validation Process

To create the insights in this summary, Enterprise Strategy Group (ESG) conducted customer interviews for each of the three covered Dell APEX offerings and relied on existing ESG economic validation studies on Dell APEX that included financial model calculations as well as ESG research. ESG's Economic Validation process is a proven method for understanding, validating, quantifying, and modeling the economic value propositions of a product or solution. The process leverages ESG's core competencies in market and industry analysis, forward-looking research, and technical/economic validation.

Dell APEX PC-as-a-Service

Dell APEX PC-as-a-Service is a subscription-based service that provides a simplified and streamlined approach to managing the entire PC lifecycle. Customers can choose from the full client portfolio of devices, with no limit or restriction on peripherals, software, and solutions, that is fully customizable to meet the needs of the organization. In examining Dell APEX PCaaS and conducting interviews with current Dell APEX customers, Enterprise Strategy Group found the top benefits include:

“We are more secure because of the standardization on newer, modern PCs. We now can assure our leaders that PCs are patched and only running approved software.”

- Standardization and Governance** – Interviewed customers shared that the top benefits to shifting to PCaaS have been the standardization to their environment and the governance improvements that Dell APEX brought with best practices and defined, repeatable processes. One customer shared, **“There was a lot of shadow IT happening. We had all types of devices we were expected to support, many that we didn't know were running in our corporate environment. With Dell APEX PCaaS, we have a much higher level of control and visibility.”**

- **Predictable Costs** – Unpredictable capital outlays are a standard part of most IT budgets for end-user computing (EUC) devices and require large investments whenever new groups of users are hired. In today's fluid work environment, the high turnover of employees and consistent shifts in hybrid work locations can create chaos for the teams responsible for procuring, deploying, and re-acquiring devices. One customer interviewed for this summary shared that they budgeted *19 FTE hours + \$87* in shipping costs to prepare and deploy an EUC device, as well as *4 hours + \$45 per device* to reclaim that device. This process took them 2 – 3 days to enable an employee. *With Dell APEX PCaaS, that time is reduced to less than half an hour* of FTE time, and most employees have their device the day they start. They also shared that the shift to the monthly fee model for providing EUC devices allowed them to be more predictable in costs while the flexibility of the PCaaS service model allowed them to rapidly flex both up and down in user count.
- **Sustainable Lifecycle** – The assuredness of a set and maintained PC lifecycle was called out as important to interviewed customers, as was the knowledge that devices that had reached their end of life would be sustainably recovered and recycled.
- **Improved Support** – Shifting the support onus to Dell was not only reported to be a cost-saving matter, the move to Dell APEX also improved the overall quality of support. The responsiveness of Dell APEX support was highlighted in interviews, as was Dell's ability to handle support needs globally. One interviewee shared his satisfaction with Dell APEX support by saying, **"We have only had 2 cases since we have been with Dell APEX where it took longer than a day to fix a PC."**

"Our costs per PC are lower, and our support costs are lower. Overall, Dell APEX PCaaS is about 13% lower than before and keeps us from having huge refresh investments hit at the same time."

Dell APEX Managed Device Service

Dell APEX Managed Device Service is the newest Dell subscription-based service that provides an organization with their own team of Dell IT experts to fully manage and secure newer Dell devices and the IT ecosystem. Enterprise Strategy Group (ESG) interviewed United States-based customers and found the benefits to include:

- **Flexibility in Scale** – ESG found that the flexibility available in Dell APEX Managed Device Service helps to tailor the solution to an organization's changing needs. Customers can adjust the number of subscriptions up and down at will, offering agility to accommodate organizational growth while only paying for what's needed today.
- **Monthly Payments** – The all-inclusive subscription model, with no term commitment or contract, is seen as a positive contributor for companies seeking consistency and flexibility in their IT budgets. Instead of the large outlays often found in traditional IT procurement, organizations can utilize subscription-based payments while benefiting from a set monthly per-device price.
- **Improved Security** – Dell APEX Managed Device Service ensures that devices are up to date and within the set security posture for the organization. Dell experts keep devices updated and secure, managing device encryption and providing event detection and advanced anti-virus support. ESG interviews found customers that immediately alleviated their security risk through the structure and expertise that this solution provides.
- **Expert Support** – Dell APEX Managed Device Service brings a highly skilled team of IT experts to each customer, from configuring and shipping devices, to 24/7 support, to ongoing management such as updating

"Dell APEX Managed Device Service took the pressure off of us instantly. We are a growing org with needs that are constantly changing. Dell APEX Managed Device Service takes care of everything and allows us to focus on our business instead of trying to be IT experts."

applications and providing insight reports. ESG sees this support as key to relieving the burden of day-to-day support and PC management, enabling organizations with limited IT staff to focus on higher-value activities.

Dell APEX Backup Services

In addition to interviews, Enterprise Strategy Group (ESG) conducted a full economic analysis on the impact and benefits that small and medium-sized businesses can realize through Dell APEX Backup Services.² Dell APEX Backup Services is a hosted data protection solution designed to reduce the complexity of centralizing backups of all important data assets, improving data security and providing on-demand scalability while lowering the cost of cloud-based data protection. ESG found the following benefits for customers deploying Dell APEX Backup Services:

“I can assure our leaders that we are more secure and protected against disasters because of Dell APEX Backup Services. We sleep better at night because of APEX.”

- **Reduced Risk** – Small and medium-sized businesses are increasingly vulnerable to cyber attacks and ransomware. However, most find themselves without the expertise or budget to build and implement an effective cybersecurity strategy. Dell APEX Backup Services provides expert-level guidance in planning data assuredness and business continuity in disaster events, as well as advanced encryption technologies that secure both stored data and data in transit. The threats against data and the costs of data breaches and events are increasing every year. ESG found that every interviewed customer using Dell APEX Backup Services believed they were more secure than before they deployed the service.
- **Cost Efficiency** – Managing hardware and software and planning for effective backup systems can be time-consuming and expensive and can divert resources away from the core business initiatives that drive small and medium-sized businesses. Customers who adopt Dell APEX Backup Services find their overall backup costs lower when compared to their previous solution and report benefits in a consumption-based pricing model.
- **Agility** – Modern backup services have become too complex for most small and medium-sized businesses. Dell APEX Backup Services is 100% SaaS-based with no infrastructure to manage. The ability of Dell APEX to provide expert-level backup planning and service helps organizations, especially those that are growing faster than their IT departments can support. Many of the customers interviewed shared quotes that mirrored what was shared by a company that grew from a small into a midsize business in a short time: **“We didn’t get into business to be an IT company, but as things became more complex, we saw too much of our energy driven into trying to catch up to the growth of our data. We weren’t focusing on our business. Dell APEX Backup Services allowed us to concentrate on what creates revenue for our organization while allowing experts to take care of our data.”**
- **Flexibility** – Customers interviewed for this analysis shared that Dell was able to meet their level of need with Dell APEX Backup Services. The flexibility in agreement length, pricing options, and unlimited on-demand scaling makes it simple to meet the needs of the organization today, while adapting to changes in the business.

Conclusion

As IT grows in complexity, organizations struggle to maintain the infrastructure and expertise required to provide needed services. This is especially problematic for small and medium-sized organizations that don’t have the staff and budget to build in-house IT capabilities. Dell APEX has a collection of offerings that provide expert-level services and hardware to companies looking to increase the level of their capabilities while offloading the burden of IT.

² Source: Enterprise Strategy Group Economic Validation, [Analyzing the Economic Benefits of Dell APEX Backup Services](#), September 2022.

Enterprise Strategy Group (ESG) has created multiple analyses on the impact that Dell APEX services can have on an organization's ability to meet its business and IT goals, and in this summary, we specifically reviewed the impact of Dell APEX PCaaS, Dell APEX Managed Device Service, and Dell APEX Backup Services. Across all Dell APEX offerings, ESG found that the consistency of the subscription-based costing models removed the negative impact of the substantial capital outlays associated with IT while providing the agility to grow (or shrink) in service numbers as the business dictates. ESG found productivity benefits stemming from Dell APEX's removal of complexity in providing IT services and found Dell APEX customers were able to shift focus and FTE time from below-the-line IT tasks to above-the-line activities that help drive business initiatives and revenue, as well as security and compliance enhancements that protect organizations from the risk of breaches and ransomware. ESG also found that the level of expertise that comes with Dell APEX services very often exceeds the grasp of most small and medium-sized companies trying to grow their IT departments.

ESG highly recommends that companies of all sizes looking to remove complexity from their IT operations while controlling costs explore the impact that Dell APEX PCaaS, Dell APEX Managed Device Service, and Dell APEX Backup Services can provide.

Read the full Economic Validation of Dell APEX [HERE](#).

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