

APEX Flex on Demand:

With APEX Flex on Demand you can acquire the technology you need to support your changing business with payments that scale to match your actual usage.**

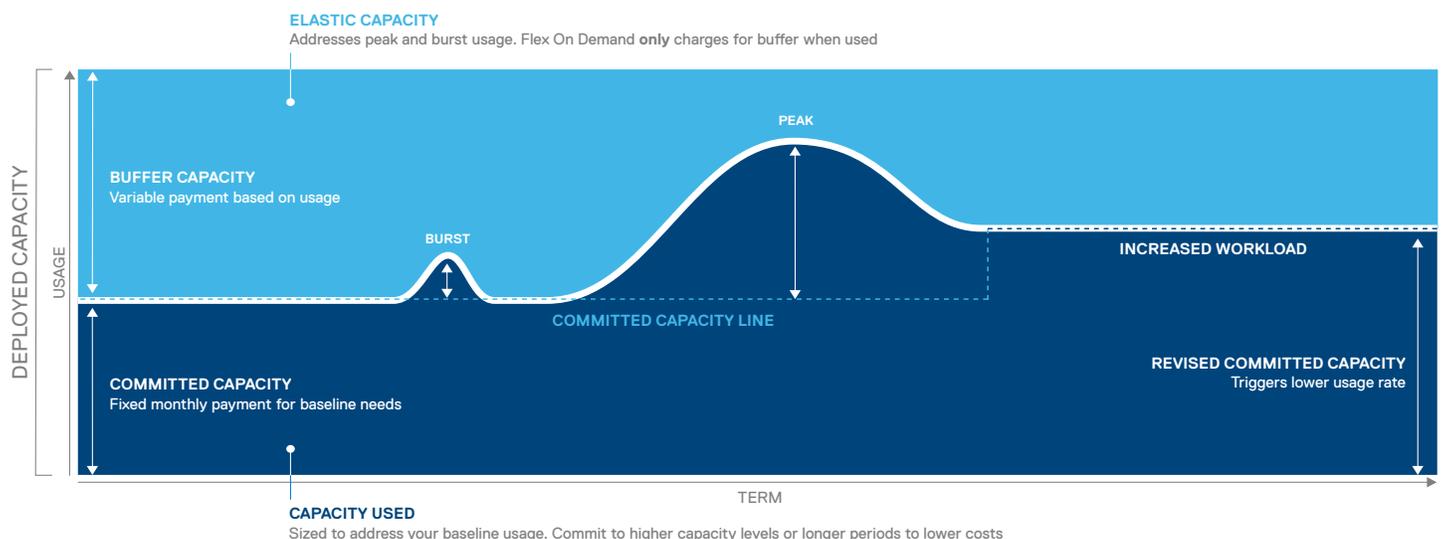
Today's fast-moving business environment drives the need for on-demand IT solution availability. To ensure availability, many organizations buy excess capacity upfront and risk paying for technology they don't use. This overprovisioning consumes budget and jeopardizes funding for other critical projects.

Flex on Demand provides you with elastic capacity, where we work with you to right-size capacity for your workloads as they shrink and grow over time. You gain immediate access to buffer capacity should you need it, while only paying for the technology you use. Your payment adjusts up or down to match your actual usage.

Flex on Demand is available with PowerStore, PowerMax, PowerFlex, PowerScale and ECS storage, PowerEdge servers, select HCI solutions, and with PowerProtect DD and Powerprotect DP data protection appliances.

How Flex on Demand Works:

1. Choose your technology. Determine the hardware, software and services that meet your needs.
2. Predict payments. View simplified pricing tables of our most popular solutions to budget and predict payments even when usage is variable. Custom pricing is also available.
3. Select your deployed capacity. We work with you to establish the Committed Capacity you currently need and the Buffer Capacity you will require in the future. All technology is installed and available to you on day one.
4. Meter usage. Each payment you make is comprised of a fixed Committed Capacity amount plus a variable Buffer Capacity amount. Buffer Capacity usage is measured at a component level on a regular basis using automated tools installed with your equipment.
5. Realize savings. Drive lower costs by selecting higher levels of committed capacity and longer usage periods and trigger lower usage rates as workloads increase beyond the initial committed capacity.



NO CHARGE FOR ANY CAPACITY USAGE GREATER THAN 85% OF TOTAL CAPACITY AVAILABLE				
Servers		Storage	Data Protection	HCI (VxRail)
Processor	●			
Memory				●
Storage		●	●	●
Billing Metric (Compute)	Activated Node Hour			Consumed RAM
Billing Metric (Storage)		Consumed RAW/Usable GiB	Consumed Usable GiB	Consumed RAW/Usable GiB

Billing Metrics for Flex on Demand

As you can see from the table above, billing for actual usage is based on the type of product and the specific technology usage being measured.

For Dell EMC PowerEdge servers, we measure processor utilization and charge for that utilization via Activated Node Hours. Our Utility Configuration Collector (UCC) collects usage data from an integrated Dell Remote Access Controller (iDRAC), which measures CPU utilization several times per hour. This data is then used to calculate the number of Activated Node Hours – a node is considered active when usage is five percent or higher.

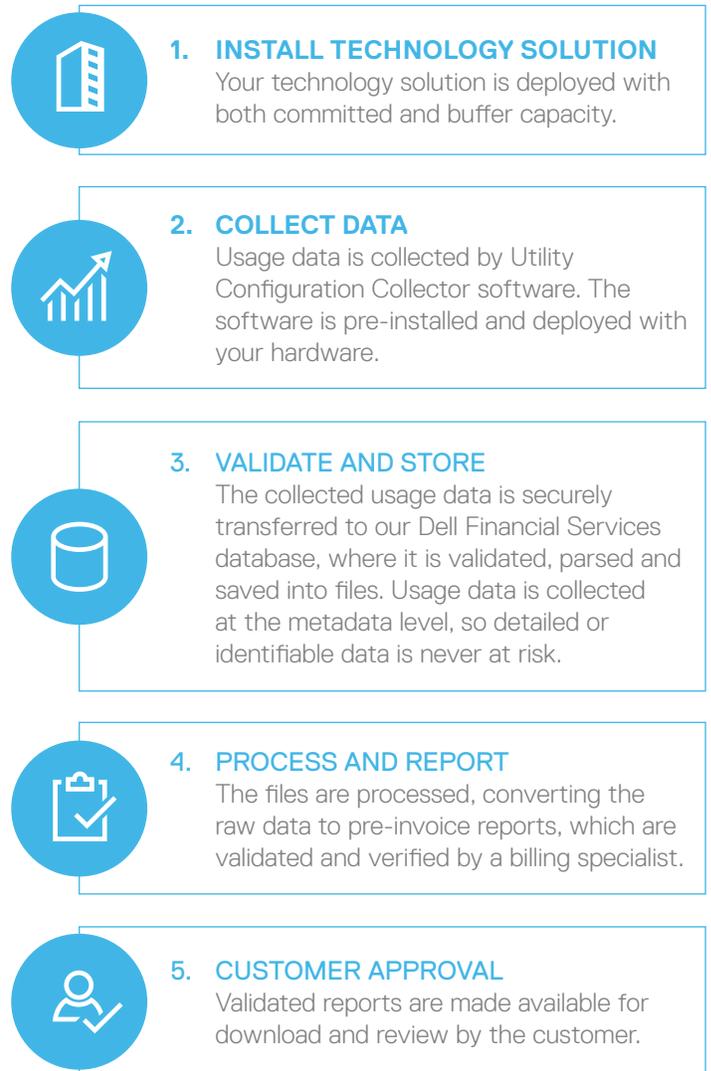
For Storage, Data Protection, Hyperconverged Infrastructure (HCI) solutions, we measure consumed raw capacity or consumed usable capacity, depending on the product. Raw capacity is the total capacity of the storage media in the system. Usable capacity is how much data can be stored in the system before data reduction (compression and deduplication) but after capacity is allocated for RAID protection. The RAID allocation is used to protect against data loss and improve performance.

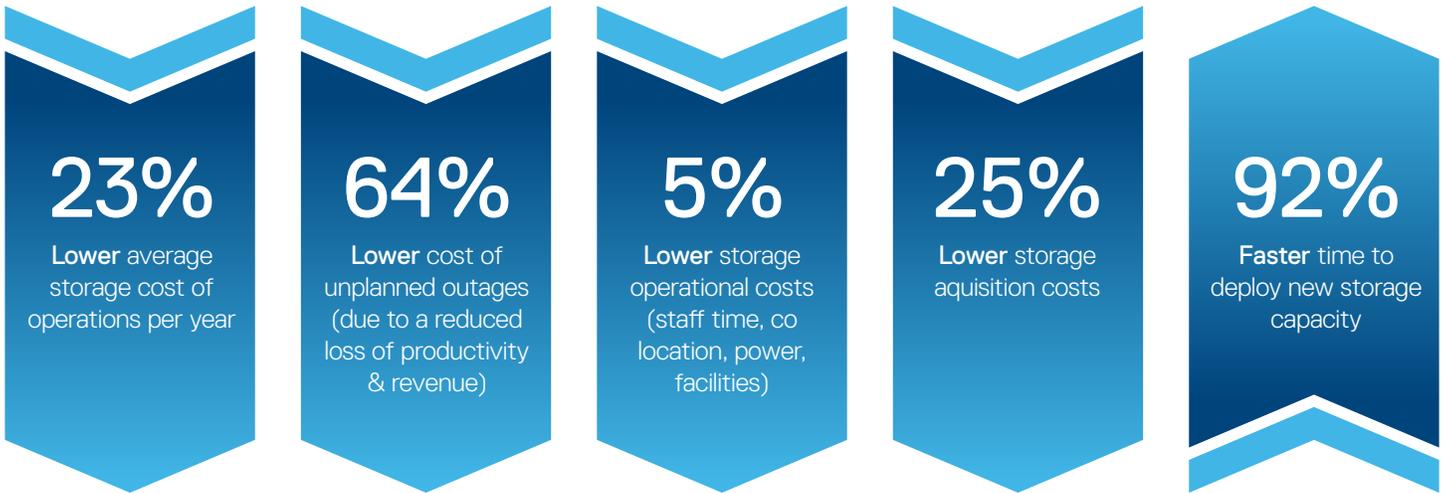
Dell Technologies sets the allocation for RAID protection for some products, while you set the allocation for others. For products where Dell Technologies sets RAID protection, we charge for usable capacity consumed. For products where you set RAID protection, we charge for raw capacity consumed.

Raw and usable capacity data is measured several times per day. A daily average is calculated, and a monthly average is then calculated from the daily average. Because the Utility Configuration Collector pulls usage metrics directly from the hardware, our measurements and billing are based on Gigibytes (GiB) used instead of Gigabytes (GB) used.

For HCI solutions, including VxRail, we measure RAM in addition to consumed storage capacity. VxRail data is collected from VMware vCenter, while usage data for Azure Stack is collected using Azure Stack APIs.

Billing Process at a Glance





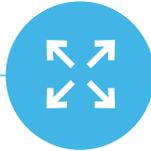
Flex on Demand Proven Results

Flex on Demand delivers significant value, including clear cost savings with gains in efficiency, productivity and business agility.

In a recent IDC study analyzing the business value of Dell Technologies pay as-you-use consumption models, participants cited both cost and time savings as noteworthy advantages.

For example, customers who moved to pay-as-you-use models with Dell EMC storage saw a 23 percent lower cost of storage operations per year and 25 percent lower storage acquisition costs. In addition, participants reported agility benefits, such as a 92 percent faster time to deploy new storage capacity.

Benefits of Flex On Demand

 <p>SIMPLICITY</p> <p>On day one, we install what you need now, and in the future and measure your usage with automated tools installed with our equipment.</p>	 <p>AGILITY</p> <p>Respond quickly to new service requests, workload fluctuations and changes driven by the business to improve your IT flexibility.</p>	 <p>CONTROL</p> <p>Customize hardware and software configurations based on your workload requirements and achieve cost control by paying for elastic resources only as they are consumed and avoid the costs of over-provisioning.</p>
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Learn More

Engage your Dell Technologies or Dell Financial Services account manager.

www.delltechnologies.com/flex-on-demand