

Top Reasons Medium-sized Businesses Choose Dell APEX Backup Services

Dell APEX Backup Services delivers high performance, secure backup, long-term retention and automated compliance across SaaS applications, endpoints and hybrid workloads. Dell Technologies owns and maintains the hosted solution so you never have to worry about the downtime required to perform updates. With no infrastructure to manage, you can get started within minutes – no matter the size of your organization. Rest easy knowing your data is secure.

1 | Simple, Scalable and Efficient

On average, medium-sized businesses have five or more IT dedicated staff personnel. You have a lean team and time is precious.

With Dell APEX Backup Services, you have a true as-a-Service experience. You no longer have to worry about installing the hardware, power and cooling. Provisioning, and in many cases over-provisioning, is no longer a challenge compared to legacy backup hardware.

With transparent, predictable subscription-based pricing, customers who adopt Dell APEX Backup Services find their overall backup costs more efficient while providing robust capabilities across use cases and workloads to protect their most valuable assets.

“I can’t afford to pay a high-end security analyst \$200K per year, but for a fraction of that cost, I get experts from Dell providing that level of thought into our data protection systems.”¹

We understand that one size does not fit all. Dell APEX Backup Services offers various capacity and user tiers, along with a comprehensive menu of add-on features and capabilities, to ensure the solution can be personalized to meet your specific business requirements. Choose from 1, 3, 4, or 5 year subscription plans.

- 100% SaaS No infrastructure to manage
- Simple and consistent customer experience
- Cloud security and data privacy
- All-in-one secure protection with backup, disaster recovery and long-term retention
- Single console to monitor and manage all cloud workloads
- Rapid time-to-value, deploys in minutes
- Unlimited, on-demand scaling protects growing data volumes

“The flexibility in the APEX offering allowed us to pick the capabilities we needed and not pay for those that weren’t relevant to our success. This allowed us to pay for only what fits our organization.”¹

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2 | Cyber Resilient and Secure

Ransomware attacks are becoming more advanced and expensive - targeting not just primary data, but backup data as well. To make matters worse, ransomware attackers view medium-sized businesses as an easy target believing that they'll have a less sophisticated system in place and minimal data protection experts on staff compared to enterprise organizations.² In 2021, a ransomware attack occurred every 11 seconds.³ With this frequency, it's not a matter of if, but when you'll be hit with a cyber attack resulting in costly downtime, brand damage - or worse - permanent data loss.

Dell APEX Backup Services has a multi-layer defense system of ransomware protection capabilities to ensure data integrity, availability, operational security and accelerated recovery. Protect your backup data from encryption and deletion with:

- Built-in ransomware protection
- Zero Trust architecture model
- Multi-layered access controls
- Industry standard envelope encryption
- Immutable and encrypted data storage
- Data sharding
- Backup data isolated from your network

“APEX Backup Services gives us peace of mind. I can put our leaders at ease and assure them that we are protected like never before.”¹

3 | Reduced Risk

Many times, it is in the midst of a recovery event that companies realize that they do not have a comprehensive plan in place to deal with data loss.

Dell APEX Backup Services eases the burden of a data loss event with effective backup architecture and automated tools to accelerate recovery. The Dell APEX Backup Services platform backs up workloads directly to the cloud so that it is available for immediate recovery. Additionally, customers can recover with confidence by ensuring the hygiene of recovery data.

3rd party research has validated that Dell APEX Backup Services can **eliminate up to 90% of instances where data is non-recoverable** and **reduce the time to recovery by up to 75%.**¹

“We tested recovery with APEX Backup. In our test, we had a specific critical service restored in less than 4 hours. This was impossible in our old environment; it would have taken us 48-72 hours.”¹

Learn more about [Dell APEX Backup Services](#).

¹ ESG Economic Validation, sponsored by Dell Technologies, "[Analyzing the Economic Benefits of Dell Technologies APEX Backup Services](#)," September 2022. CLM-005808.

² <https://insights.ricoh.co.uk/simplifying-technology/ransomware-attacks-are-successfully-targeting-small-to-medium-sized-businesses-how-do-you-protect-your-data>

³ <https://cybersecurityventures.com/global-ransomware-damage-costs-predicted-to-reach-20-billion-usd-by-2021/>