

## APEX – Customer FAQs

### APEX Benefits

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#### Q | What is APEX and how does it enable digital transformation?

A: Dell Technologies APEX is our breakthrough portfolio of as-a-Service offerings that simplify digital transformation by increasing IT agility and control. It is a transformational technology experience, which will deliver Infrastructure-as-a-Service wherever it is needed. Organizations can focus less on managing infrastructure and more on running their business, accelerate innovation by adapting to evolving requirements, and run IT operations more effectively on their terms while minimizing risk and maximizing resources. APEX is our aim to deliver our full portfolio as-a-Service, in a way only Dell Technologies and our partner community can, with all the innovative technology our customers rely on every day backed by our global services, distribution, and supply chain leadership.

#### Q | What are some of the challenges that APEX can help solve?

A: APEX addresses a variety of challenges:

**Infrastructure Simplicity:**

The need to keep up with technological advancements is imperative to many of our customers. However, organizations are often challenged by the complexity of managing and maintaining their IT infrastructure, preventing them from focusing their resources on what matters most: Delivering increasing value to their customers. APEX simplifies the way we deliver our technology portfolio. It enables customers to transact online, specify their outcomes, and let Dell Technologies and our partners take care of the rest, allowing you to focus more on delivering business outcomes and less on managing IT.

**Rapid Adoption:**

To rapidly deliver value, organizations need to order, deploy, and install IT infrastructure quickly and easily. APEX simplifies the technology experience by providing self-service capabilities through one unified console, providing access to a catalog of solutions and quick insights, all in one place. Additionally, our engineers install, configure, and provision Dell-owned hardware, upgrades, and expansions on-premises, whether in a data center, edge location, or co-location facility, allowing you to get started on projects faster.

**Increased Security:**

Reducing security risks is non-negotiable for most organizations, many of which are no strangers to difficult trade-offs that need to be made between the simplicity they want and the security and data locality they require. APEX bridges this divide, bringing together the ease of as-a-Service operating models with the power of leading Dell Technologies infrastructure. With APEX, organizations can take control of their operations, from where resources are located, to how they are run, to who can access them, allowing our customers to more effectively restrict unknown third-party access, and better secure sensitive data — all on their terms.

### Q | How can IT benefit from APEX?

A: APEX relieves your IT department of routine lifecycle management duties, minimizes the risk of non-planned downtime, and looks after transition or decommission activities at the end of the hardware lifecycle. APEX can be implemented in a data center, a co-location facility, or an edge location and we will take care of the deployment. Our Customer Success Managers will proactively monitor and manage systems, taking care of event remediation, firmware and system software updates, and other essential maintenance tasks. We regularly communicate with you, optimizing the technology 24x7x365 using predictive analytics to maximize operational productivity and uptime, to meet your service-level objectives. At the end of your term, you can hand off transition activities to us.

APEX also eliminates the lengthy wait for hardware delivery, testing, and installation processes that can take months. With APEX you can accelerate your timelines and put your resources to use fast. Once you place your order, we take on the heavy lift, so you are up and running faster, delivering value to your customers faster, and saving time and labor costs.

### Q | How does APEX allow me to scale up and down and pay for what I use?

A: APEX gives customers the ability to dynamically scale up or down with elastic capacity. Usage-based subscriptions, available with Dell Technologies APEX Data Storage Services, are deployed with extra buffer capacity, so it is already on hand and available on demand, taking the guesswork out of capacity planning. Furthermore, outside of any set capacity commitment, you pay for the resources you use — whether it's a spike or a reduction when needs subside — reducing the risk of over-provisioning costs. This elasticity lets you quickly scale up or down, aligned to your business needs.

### Q | How does APEX help you take control of your IT infrastructure security?

A: APEX lets you take charge of security in a variety of ways.

With APEX, you can take charge of your organization's cyber resiliency and the physical security of the IT infrastructure. The added control of private cloud enables you to extend rigorous cybersecurity and threat detection best practices wherever APEX is deployed. Having control of your security enables you to more effectively restrict access from unknown third parties, protect intellectual property, and better secure sensitive data.

APEX lets you place data where you need it to help you satisfy compliance and regulatory requirements — so you maintain full control of your encryption and data access. Keeping your information private and under your jurisdiction throughout its lifecycle offers an easier, more cost-effective data governance strategy.

## Getting started with APEX Services

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### Q | How do I get started with APEX?

A: To get started with APEX, please [contact your Dell Technologies Account Executive](#) or visit our [APEX website](#) to learn more about our portfolio of services.

### Q | How do I get started using the APEX Console?

A: The APEX Console is accessible at <https://console.delltechnologies.com/>. To get access to the console, please [contact your Dell Technologies Account Executive](#) who will help activate your user login and create an organization for your company. Once signed in, you can access resources and documentation in the Support section and throughout the console.

### Q | How does the APEX Console work together with the various APEX services?

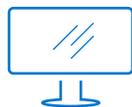
A: The APEX Console is a modern, unified web interface that allows you to easily manage your IT lifecycle journey. You can discover a catalog of APEX Services, and configure and order them. Over time, you will also be able to deploy workloads, manage your multi-cloud resources, monitor costs in real-time, generate usage and billing reports and procure additional resources as your business demands.

### Q | Where can an APEX Services be located?

A: APEX Services are designed to be located in your data center, co-location facility, or edge location. Giving you more control and security over your data and critical applications and implementing as-a-Service where you need it.

### Q | Where can I find more information about APEX?

A: You can visit the APEX page on [DellTechnologies.com](https://www.delltechnologies.com) to learn about the APEX portfolio of services. You can also [ask your Dell Technologies Account Executive](#) about APEX.



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