

Dell Technologies APEX vs. HPE GreenLake

Dell Technologies APEX

Self-service ordering and lifecycle management
APEX provides a simple self-service experience for customers, giving you the control to select and order the outcomes or solutions you need.



APEX offerings are managed and supported by Dell Technologies

All APEX offerings are completely supported by Dell Technologies, simplifying the operational and management experience.



APEX storage offers are built on an industry leading storage portfolio
#1 in Hyperconverged,¹ Purpose-Built Backup Appliances² and External Enterprise Storage Systems (Entry, Midrange, High-End).³



Choice of flexible consumption models under APEX

APEX offers multiple consumption options to help customer achieve their financial and operational goals. Choose from predictable subscription-based models or variable charges based on usage.



HPE GreenLake

Requires a traditional sales motion

GreenLake offers limited online quoting and price estimates and does not offer customers a self-service ordering experience.

GreenLake offerings are a combination of HPE and 3rd party technology

3rd party solutions purchased through GreenLake are serviced by those vendors, creating complexity in operations and support.

HPE's storage portfolio is not industry leading

HPE storage, compute, HCI, CI & Data Protection Solutions are behind Dell Technologies in IDC share.

Offers a single type of consumption model under GreenLake

GreenLake solutions give customers a single option – only variable, pay per use. There are not any fixed subscription offers available.

¹ IDC WW Quarterly Converged Systems Tracker, 2020Q4, March 18, 2021 – Vendor Revenue

² IDC WW Quarterly Purpose-Built Backup Appliance Tracker, 2020Q4, March 18, 2021 – Vendor Revenue

³ IDC WW Quarterly Enterprise Storage Systems Tracker, 2020Q4, March 18, 2021 – Vendor Revenue

Comparison based on Dell analysis using publicly available information, May 2021.

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