

Dell APEX Data Storage Services

Focus on outcomes, not infrastructure

Simplicity

- Eliminate capital budget constraints associated with tech refresh cycles
- Enable your IT staff to focus on more value-added activities
- Simple configuration, monitoring and management from a single Console

Agility

- Deliver resources to your customers as needed
- Respond dynamically to changes in workload requirements
- Align expenses with actual vs. anticipated usage

Control

- Helps meet regulatory and compliance requirements
- Connect to your cloud of choice while maintaining control of data
- Become a service provider for your organization

"By 2025, more than 70% of all enterprise-grade storage capacity will be sold on a consumption basis – up from less than 35% in 2021."³
 – Gartner

Managing today's complex business and IT environment

If you're like most IT organizations, you may have faced challenges with over- and under-provisioning and capital budget constraints associated with lengthy tech refresh cycles. Compound that with the burden of infrastructure maintenance, and it can all add up to major difficulties managing your storage requirements. The overall business and economic environment is difficult to predict, making it more important than ever for your IT department to increase agility. It can be risky to make an up-front investment in infrastructure if you are having a hard time anticipating your workload requirements. You may also be coping with limited IT staffing resources and skill sets, with cloud initiatives adding another layer of complexity. For all these reasons, IT leaders are searching for a simpler experience.

The shift to as-a-Service

As-a-Service models are growing more attractive as a way to achieve simplicity, reduce expenses and align with organizational objectives. Choice, flexibility and the ability to treat storage capacity as an operating expense (OpEx) are all reasons why the adoption of as-a-Service is predicted to grow significantly in the coming years. Storage as-a-Service should be a consideration for any IT organization with the need to optimize its data storage environment, meet changing demands and focus on delivering outcomes that align with business goals.

Solution: Dell APEX Data Storage Services

Dell APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment.¹ This offer enables organizations to respond dynamically to changing business needs, eliminate the risks associated with under-provisioning and wasted cost from over-provisioning, and save IT staff time and resources. You can easily choose the storage service that best fits your workload requirements - File, Block and Backup Target.

Elastic access to capacity on-demand enables you to respond dynamically to changing customer and workload requirements and pay for what you use at a single rate with no overage penalties. Plus, you'll have access to an assigned Customer Success Manager who serves as your trusted advisor and primary point of contact from day one.

Deploy as-a-Services resources where they deliver the most value

With the option to deploy Dell APEX Data Storage Services in a Dell-managed interconnected colocation facility², you can eliminate data center planning activities, accelerate your multicloud strategy, quickly move into new markets and put your data close to your apps.

Dell-managed colocation facilities enable a secure, software-defined interconnection from Dell APEX Data Storage Services infrastructure to any of your clouds, so you can leverage the capabilities of multiple public cloud providers without vendor lock-in or egress fees.

Simplicity: Remove complexity to deliver more value to your organization

Dell APEX Data Storage Services simplifies the process of purchasing, deploying and maintaining infrastructure. It's as easy as selecting these key service parameters:

- Data Service: Block, File or Backup Target
- Management: Dell-managed or Customer-managed
- Location: Customer data center or Dell-managed interconnected colocation facility²
- Base Capacity: Minimum amount of committed capacity
- Performance Tier: Multiple levels to choose from based on IOPS/throughput
- Term: Choose between one to five years

The Dell APEX Console is your centralized platform for managing and orchestrating your as-a-Service experience. First, discover Dell APEX cloud and infrastructure solutions and deploy in the location of your choice. Next, gain visibility over costs and forecast capacity with proactive monitoring tools. Then, optimize your Dell APEX solutions as business demands.

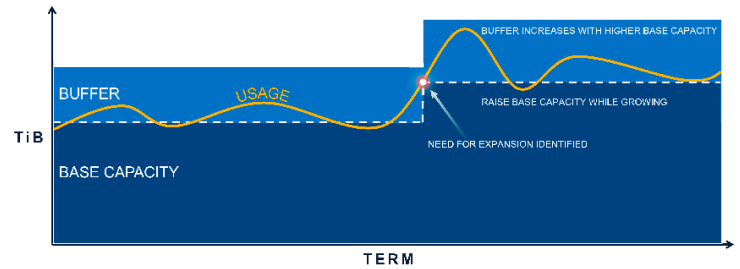
These service levels are designed to drive the outcomes you need. All infrastructure is owned by Dell, freeing your IT organization to focus on more value-added activities and spend less time on routine administrative and maintenance tasks.

Agility: Manage unpredictability by responding dynamically to changing business needs

With Dell APEX Data Storage Services, you align expenses with actual vs. anticipated usage, all at a single rate with no overage penalties for capacity utilization above your base commitment.

You have the option to increase your base capacity commitment at any time in order to accommodate growth. This enables you to respond dynamically to changes in workload requirements.

Upon decommission, all retired data and memory-bearing devices are certifiably sanitized, rendering all data unrecoverable to help enable data security and regulatory compliance. Returned systems are refurbished for resale or responsibly recycled to eliminate e-waste and promote the continual regenerative use of resources.

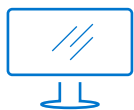


Control: Reduce risk with flexible, reliable multicloud-ready storage services

You have complete control of your data with trusted enterprise infrastructure from Dell. The close physical proximity of data and applications optimizes workloads and ensures you receive consistently high levels of scalability and performance. In order to ensure business continuity, Dell APEX Data Storage Services is designed for 99.9999% availability.⁴ On-premises data storage also helps you meet data localization, regulatory and audit requirements.

Dell APEX Data Storage Services offers more choices to simplify the process of transitioning to an as-a-Service model. In addition to the Dell-managed option (Block and File only), customers and partners also have the flexibility and control to choose who performs day-to-day management operations. With Dell-managed, you maintain operational control of workloads and applications while the #1 provider of enterprise storage manages and maintains the on-premises infrastructure.⁵ Alternatively, IT organizations seeking even more control over the as-a-Service experience may choose the Customer-managed option, designed to empower you with ownership of tasks such as monitoring capacity utilization, infrastructure management and resource optimization. No matter which option you select, the result is a cloud-like experience with predictable, easy-to-understand pricing and no egress fees or latency issues.

Maximize your operational efficiency, increase your agility and deliver more value to your organization with Dell APEX Data Storage Services.



[Learn more](#) about Dell APEX Data Storage Services



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¹ OpEx treatment is subject to customer internal accounting review and policies.

² Dell-managed colocation deployment is not available with Customer-managed subscriptions. For regional availability of Dell-managed colocation deployment, visit [Dell.com/Access-APEX](https://www.dell.com/Access-APEX).

³ Gartner, "2023 Planning Guide for Cloud, Data Center and Edge Infrastructure," October 2022.

⁴ Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary.

⁵ IDC WW Quarterly Enterprise Storage Systems Tracker, 2022 Q3 historical release, December 6, 2022. Ranking by vendor revenue.