

DELL Technologies

APEX Subscriptions

Simplified cloud experiences with Dell APEX Subscriptions

Intel Innovation Built-in

intel.

With Dell APEX Subscriptions, you can acquire the technology you need to support your changing business with payments that scale to match your actual usage.

Subscribe to your preferred on-premises infrastructure and services with greater convenience. Dell APEX Subscriptions provide the ultimate choice and consistency for achieving differentiated outcomes. With Dell APEX, you're in control, with the ability to tailor capabilities and services according to your needs. Everything is tailored for you, seamlessly integrated and precisely delivered on your schedule. Simply pay for what you use each month.

Dell APEX Subscriptions gives you additional peace of mind by capping total monthly billing at 85% usage of total installed capacity - an offer unmatched by other infrastructure providers*.

Design APEX Subscriptions in Three Easy Steps:



Choose your technology

Select from Servers, Storage, Data Protection, Converged and Hyperconverged Infrastructure or Cloud Platforms.



Select your Services

Determine the level of deployment and support that works best for you. Add additional services to support people, processes and workloads to meet your business needs.



Select the terms of your consumption agreement

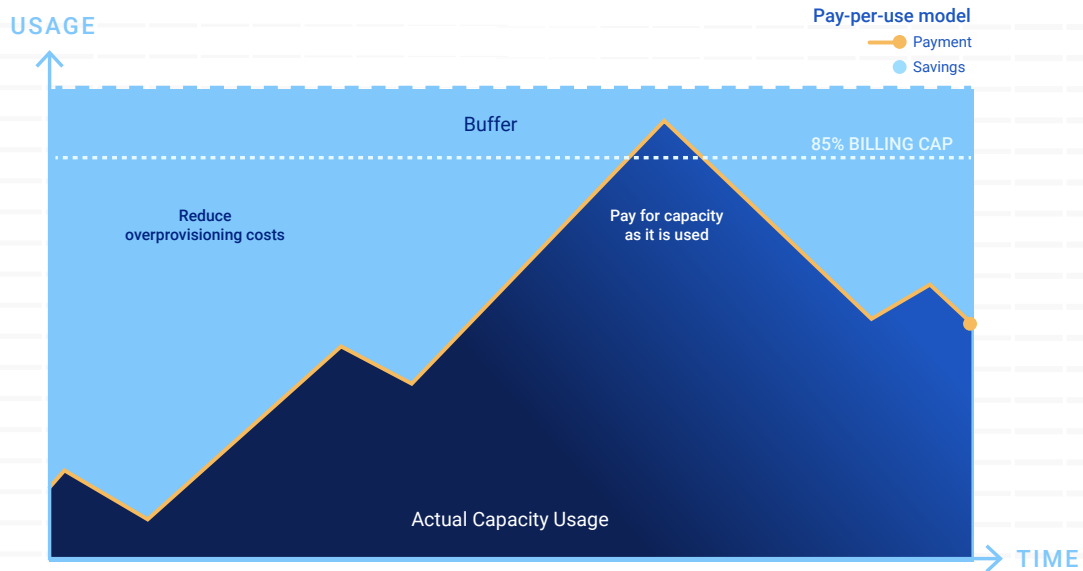
Choose the length of the term, the committed capacity, and pay for what you use.

EXAMPLE

Scaling Technology to Match Business Changes

A technology distributor needed to deploy a new customer relationship management system that would drive variable storage usage. APEX Subscriptions allowed them to efficiently match their payments to their usage while ensuring they weren't paying for excess capacity.

The chart below illustrates their total deployed capacity made up of committed and buffer capacity and shows how payments change over time as buffer capacity is used.

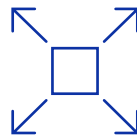


Benefits of APEX Subscriptions



Simplicity

Take advantage of cloud experiences for on-premises workloads



Agility

Manage unpredictability and respond dynamically to change



Control

Minimize risk and customize service levels, on your terms

Get started today – the Dell APEX way
Engage your Dell Technologies Account Manager

www.dell.com/APEX-Subscriptions