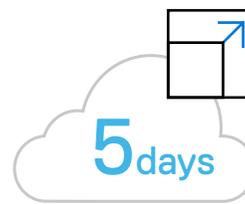


# APEX Private Cloud

The industry's fastest private cloud deployment<sup>1</sup>



Deploy your private cloud in as few as 14 days<sup>1</sup>

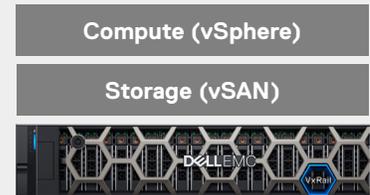


Expand your private cloud in as few as 5 days<sup>1</sup>

## Quickly deliver an on-premises cloud experience

APEX Private Cloud is customer managed infrastructure that delivers a smaller footprint perfect for getting started with cloud or expanding your data center to edge locations. With a few clicks, subscribe to instances designed for your workloads through the APEX Console and get your automated cloud infrastructure delivered and deployed to your data center or at edge locations in as few as 14 days<sup>1</sup>.

APEX Private Cloud offers predictable monthly pricing available through 1- or 3-year term subscriptions—where deployment, rack integration, ongoing support, and asset recovery are included.



### Dell VxRail

Built on Dell VxRail Hyperconverged Infrastructure (HCI) that's jointly engineered with VMware to deliver automation and orchestration



### Simplify your IT experience

Easily build the cloud of your choice with tailored solutions in just a few clicks.



### Rapidly respond to changing business needs

Meet your business and application needs with a flexible cloud solution.



### Be in complete control of your cloud strategy

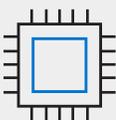
Protect your organization and maintain control across cloud environments.

## Manage your own automated infrastructure with Dell assistance

Customer	Dell
<ul style="list-style-type: none"> <li>• Proactive alert monitoring (solution)</li> <li>• Patching &amp; administration</li> <li>• Capacity &amp; performance management</li> <li>• Configuration &amp; change management</li> <li>• Solution optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Rack integration, deployment, and installation</li> <li>• Remote troubleshooting assistance</li> <li>• Onsite break/fix support</li> <li>• Assists with software maintenance; semi-annual patching</li> <li>• Proactive hardware monitoring</li> </ul>

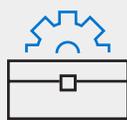
## Meet your enterprise workload needs with purpose-built instance types

With APEX Private Cloud, it's easy to make the right choice to achieve your business outcomes. Instances deliver standardized combinations of compute, memory, storage, and networking resources, on which a virtual machine or container can run. They are aligned and optimized to your workload requirements, ranging from small (4GB) to extra-large (32GB) memory-to-CPU core ratios. Additionally, we offer special purpose instance types with Graphics Processing Units (GPUs) from Nvidia™ to address Artificial Intelligence/Machine Learning (AI/ML) and Virtual Desktop Infrastructure (VDI).



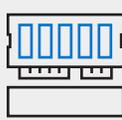
### Compute optimized instances

4GB Memory-to-core ratio



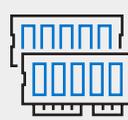
### General purpose instances

8GB Memory-to-core ratio



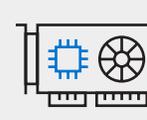
### Memory optimized instances

16GB Memory-to-core ratio



### Large-scale memory optimized instances

32GB Memory-to-core ratio



### Accelerator optimized instances

16GB Memory-to-core ratio +GPU

### Workload examples

- |  |   |  |  |  |
|--|---|--|--|--|
| <ul style="list-style-type: none"> <li>• High performance computing (HPC)</li> <li>• Media encoding servers</li> </ul> | <ul style="list-style-type: none"> <li>• CI/CD pipeline servers</li> <li>• Low-medium traffic webservers</li> </ul> | <ul style="list-style-type: none"> <li>• Virtual Desktop Infrastructure (VDI)</li> <li>• Web scale in-memory caches (Memcached)</li> </ul> | <ul style="list-style-type: none"> <li>• Data mining</li> <li>• High Performance Relational databases (Ex: Oracle, MySQL)</li> </ul> | <ul style="list-style-type: none"> <li>• Artificial Intelligence / Machine Learning (AI/ML)</li> <li>• Graphic-intensive applications</li> </ul> |
|--|---|--|--|--|

## How our customers are using APEX Private Cloud

### Manufacturing edge solutions

Extending APEX Private Cloud to edge environments, we have created a manufacturing edge solution in collaboration with industrial software market leader – Parametric Technology Corp (PTC). The Dell Validated Design for Manufacturing Edge with PTC is a scalable and interoperable solution to consolidate applications and power live insights for operational excellence.

The solution simplifies infrastructure complexities at the edge and leverages PTC's ThingWorx platform with the Digital Performance Management (DPM) extension for continuous, prioritized process improvement. This enables manufacturing organizations to:

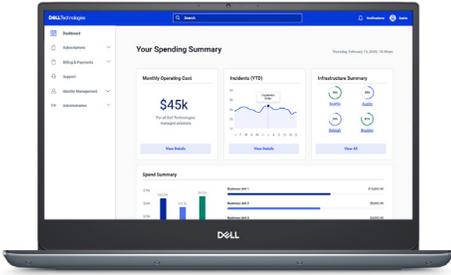
- Modernize industrial operations
- Maximize production potential with tracking and performance analytics
- Optimize performance by preventing downtime

### Better performance, better ROI for AI/ML

Through AI/ML testing<sup>2</sup> conducted by Principled Technologies, the database VM on APEX Private Cloud completed a data analytics workload in nearly a quarter of the time that an Amazon Elastic Compute Cloud (Amazon EC2) instance needed to run the same data analytics workload on the same dataset.

The testing showed that when maximizing resource availability, APEX Private Cloud:

- Performed 3.8X faster than Amazon EC2 when running the same data analytics workload on the same dataset
- Provided 22 percent lower 3-year TCO compared to a similarly configured Amazon EC2 solution



## Management is simple with the APEX Console

The APEX Console is a new online platform that reduces complexity in discovering, subscribing to, deploying, monitoring, optimizing, and growing IT services.

- Manage cloud workloads and services through a single web interface
- Integrated monitoring tools help streamline your operations with real-time actionable insights
- Give users what they need with access based on role while retaining IT oversight

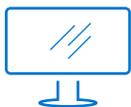
## APEX Cloud Services supports your entire cloud journey

APEX Cloud Services is designed to support you wherever you are in your cloud journey. In partnership with VMware, APEX Cloud Services offers multiple options that enables you to choose the best cloud infrastructure that fits your organization's cloud strategy. This means you can start small and scale up in a phased approach that matches your application and business needs.

	APEX Private Cloud	APEX Hybrid Cloud	APEX Cloud Services with VMware Cloud
Management model	Customer managed; Dell owned	Customer managed; Dell owned	Dell owned and managed; a rich as-a-service experience
Dell provides	<ul style="list-style-type: none"> <li>• Delivery and deployment</li> <li>• Proactive hardware monitoring</li> <li>• Assists in troubleshooting and provides break/fix support</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery and deployment</li> <li>• Proactive hardware monitoring</li> <li>• Assists in troubleshooting and provides break/fix support</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery and deployment</li> <li>• Infrastructure operations with assisted security patching and updates</li> <li>• Comprehensive 24x7 proactive monitoring and support</li> </ul>
APEX Cloud Services	<p>Perfect for getting started with cloud or expanding your data center out to the edge</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Compute (vSphere)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Storage (vSAN)</div> </div>  <p style="text-align: center;"><b>Dell VxRail</b></p>	<p>Secure and consistent operations across private and public cloud environments</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">vRealize Suite</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">SDDC Manager</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">App migration (HCX)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Compute (vSphere)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Storage (vSAN)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Networking (NSX-T)</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: small; margin: 0 10px;">VMware Cloud Foundation</div> </div>  <p style="text-align: center;"><b>Dell VxRail</b></p>	<p>Secure and consistent operations across private and public cloud environments</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="background-color: #0070C0; color: white; padding: 10px; text-align: center;"> <b>Infrastructure as-a-Service</b> </div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">App migration (HCX)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Compute (vSphere)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Storage (vSAN)</div> <div style="border: 1px solid gray; padding: 5px; margin: 5px;">Networking (NSX-T)</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: small; margin: 0 10px;">VMware Cloud</div> </div>  <p style="text-align: center;"><b>Dell VxRail</b></p>

1 Applies to select preconfigured solutions, contact your sales representative for details. Excludes orders over 1000 instances, hybrid storage, select vRealize (vRA, vRO) components, and some other features. Customer credit approval, site survey and configuration workbook must be completed before order is placed. Product availability, shipping, holidays, and other factors may impact deployment time. Deployment includes delivery, standardized installation and hardware and software configuration. US, United Kingdom, France, and Germany only.

2 Based on a Principled Technologies report commissioned by Dell Technologies, "Deliver better return on investment and faster data analysis while performing image classification tasks with Dell Technologies APEX Private Cloud compared to a set of comparable Amazon EC2 instances", March 2022. TCO analysis results based on calculations for three-year, in U.S. Dollars. Actual results will vary. See full report [here](#).



Learn more about  
APEX Cloud Services

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