

The Dell Technologies logo, featuring the word "DELL" in a stylized font with a diagonal line through the "E", followed by the word "Technologies".

DELL Technologies

A P E X

Data Storage Services

Focus on outcomes, not infrastructure.

[LEARN MORE](#)



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Today's business and IT challenges are unprecedented

The challenges and risks faced by IT organizations have become increasingly difficult to manage



Storage requirements as well as the overall business and economic environment are difficult to predict, and IT departments need to become increasingly agile.

Shift to as-a-Service

By 2025, more than **70%** of all enterprise-grade storage capacity will be sold on a consumption basis – up from less than **35%** in 2021.¹

Gartner

¹Gartner®, "2023 Planning Guide for Cloud, Data Center and Edge Infrastructure," October 2022

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By 2026, **65%** of tech buyers will prioritize as-a-Service consumption models for infrastructure purchases to help restrain IT spending growth and fill ITOps talent gaps.²

IDC

²IDC FutureScape: "Worldwide Future of Digital Infrastructure 2023 Predictions," October 2022
Doc # US48376222

Dell as-a-Service principles

Wouldn't it be nice if your organization could scale elastically and pay for what you use?

What if you could consume IT resources the same way you consume water, electricity and cell phones?



Outcomes, not products

Providing the performance, capacity and availability to meet workload requirements



Consumption / usage based

Align expenses with usage and pay for what you use, like a utility model



Designed for OpEx treatment³

Move assets off the balance sheet and avoid large capital expenditures



Elastic resources

"Bursty" workloads and spikes in capacity needs are no longer a concern



Dell-owned infrastructure

Alleviate the burden of many administrative tasks and maintenance activities



Customer operated

Enterprise-class benefits of storage without the headaches of ownership

³OpEx treatment is subject to customer internal accounting review and policies.

Dell APEX Data Storage Services

An as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment³

Focus on outcomes, not infrastructure



Remove complexity to deliver more value to your organization



Manage unpredictability by responding dynamically to changing business needs



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

YOU SELECT THE SERVICE LEVELS

DATA SERVICE

- File
- ✓ Block
- Backup Target⁴

MANAGEMENT

- ✓ Dell-managed
- Customer-managed

LOCATION

- Data center
- ✓ Dell-managed colocation⁵

PERFORMANCE TIER

- Capacity Optimized
- ✓ Balanced
- Performance Optimized

BASE CAPACITY

Base capacity (TiB)

100.6



TERM

- 12 months
- ✓ 24 months
- 36 months
- 48 months
- 60 months

³OpEx treatment is subject to customer internal accounting review and policies.

⁴Backup Target is exclusively available as a Customer-managed option.

⁵Dell-managed colocation deployment is not available with Customer-managed-option. For regional availability of Dell-managed colocation deployment, visit Dell.com/Access-APEX.

A portfolio of options

Choose the data service that aligns with your unique workload requirements

FILE



TRADITIONAL AND MODERN FILE-BASED / NAS WORKLOADS

Archive / Data tiering to Big Data analytics

Unstructured and demanding workloads

Ideal for Video surveillance, medical imaging,
M&E content delivery/creation,
data lakes for AI/ML/DL

Multiprotocol data access –
NFS, SMB, HDFS, S3, NDMP,
REST, HTTP and FTP

BLOCK



TRADITIONAL AND MODERN BLOCK-BASED / SAN WORKLOADS

Test / dev to mission-critical

Structured and transactional workloads

Databases and virtual machines

Integration with leading vendors
like VMware and Microsoft

Ideal for SQL, Exchange, SAP
and Oracle environments

BACKUP TARGET⁴



BACKUP ALL CRITICAL WORKLOADS FROM REMOTE TO CORE

Integrates with preferred backup software

Fast backups, high compression levels
and advanced deduplication
that typically delivers
65:1 data reduction⁶

Inline write and read verification

Helps meet governance policies
and strict regulatory standards

⁴Backup Target is exclusively available as a Customer-managed option.

⁶Based on Dell internal testing and field telemetry data compared to the previous generation, January 2023. Actual results may vary.

Optimize for simplicity

The traditional lifecycle of data center infrastructure can be a significant challenge and might involve up to a full year of planning.



TRADITIONAL INFRASTRUCTURE LIFECYCLE

6-12 months prior to infrastructure refresh

3-5 years of product life

- Vendor and technology evaluation
- Forecasting process
- Capital budget approval



Once a purchase has been made using a traditional model, the deployment process can be challenging and include unanticipated costs as well as disruptive activities.

TRADITIONAL INFRASTRUCTURE LIFECYCLE



3-5 years of product life

- Installation, configuration and data migration
- Infrastructure maintenance
- Sporadic costs for upgrades and capacity



With Dell APEX Data Storage Services, many of these traditional challenges are streamlined. Furthermore, with the option to deploy in a Dell-managed interconnected colocation facility, all of the activities associated with site readiness and the burden of data center management are removed from the equation.

APEX Data Storage Services

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

Dell APEX Console



A centralized platform for managing and orchestrating your as-a-Service journey.

The Dell APEX Console allows an organization's administrator to onboard stakeholders, controlling access and individual privileges.



[Learn more about the Dell APEX Console](#)

Pay for what you use

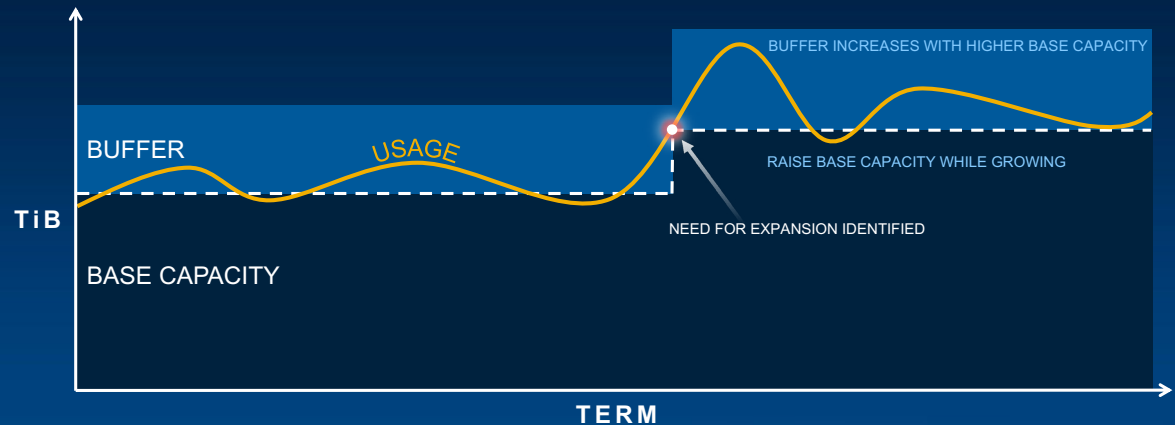
You select a base capacity, which is a minimum amount of storage commitment. Anything you use above that is on-demand usage. **You pay a single rate for both base capacity and on-demand usage with no overage penalties.**



As on-demand usage takes place, it may go much higher than base capacity. If you utilize a significant portion of the buffer and anticipate continued growth, you have the option to raise your base capacity.

If you raise the base capacity commitment, the buffer is increased accordingly. This enables continual growth and the ability to accommodate unanticipated bursts in capacity utilization.

This consumption model enables you to align expenses with actual versus anticipated usage, deliver resources to your customers as needed, and respond dynamically to changes in workload requirements.



Control your data

Examining the hybrid cloud operating model



PRIVATE CLOUD



- » Single rate transparency and no excessive egress fees
- » High performance and designed for 99.9999% availability⁷
- » Helps meet data localization, regulatory and audit requirements

While there are many benefits to public cloud, many organizations have rushed to adopt a “cloud first” mindset, often based on exuberance and excitement about public cloud. This mindset has caused many organizations to rush into public cloud adoption and, in some cases, mandates to shift to public cloud – perhaps without thoughtful consideration of which workloads may or may not be a fit.

The reality of the situation is that we live in a hybrid cloud world where public cloud and on-premises infrastructure both have important roles to play in the hybrid cloud operating model. While public cloud may be a fit for some workloads, in certain situations you may prefer or require to utilize infrastructure on-premises or in a secure colocation facility rather than in the public cloud.

PUBLIC CLOUD



- » Simplified operations
- » Increased agility
- » Accelerated innovation

⁷Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary.

Control your data

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



PRIVATE CLOUD



- » Single rate transparency and no excessive egress fees
- » High performance and designed for 99.9999% availability⁷
- » Helps meet data localization, regulatory and audit requirements

You can recognize the benefits of public cloud with the control and enterprise-class features of Dell storage deployed in an as-a-Service model.

DELL Technologies

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THE BEST OF BOTH WORLDS

PUBLIC CLOUD



- » Simplified operations
- » Increased agility
- » Accelerated innovation

⁷Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary.

The value of Dell-managed interconnected colocation⁵

Dell APEX Data Storage Services at Equinix



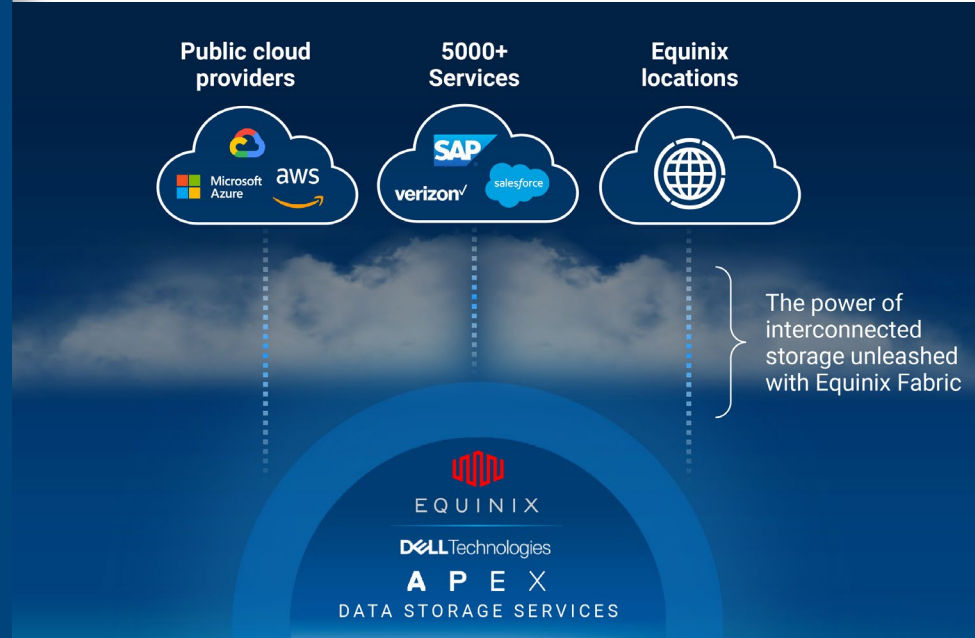
Equinix data centers are located globally with immediate proximity to an ecosystem of partners, services and public cloud providers.

In select regions, you have the option to deploy Dell APEX Data Storage Services in a Dell-managed interconnected colocation facility, which is available through a partnership with Equinix — a well known leader in the Data Center Provider industry.

This partnership with Equinix enables you to:

- » Deploy storage in a matter of weeks with high-speed access to public clouds, IT services and business collaborators, all delivered as-a-Service.
- » Grow your business and quickly expand into new regions.
- » Simplify operations and reduce challenges associated with data center management.
- » Receive a single invoice from a single vendor.
- » Provide a bridge between your private and public IT infrastructure domains while maintaining control of data.
- » Achieve peace of mind knowing security is a top priority at Equinix facilities.

⁵Dell-managed colocation deployment is not available with Customer-managed option. For regional availability of Dell-managed colocation deployment, visit Dell.com/Access-APEX.



Infrastructure management options

Delivering more choice for customers and partners



You have the flexibility and control over who performs day to day management operations with both Dell-managed and Customer-managed options. With Dell-managed, you maintain operational control of workloads and applications while Dell manages and maintains the on-premises infrastructure. Alternatively, IT organizations seeking even more control over the as-a-Service experience may choose Customer-managed, designed to empower you with ownership of tasks such as monitoring capacity utilization, infrastructure management and resource optimization.

DELL-MANAGED



Dell oversees infrastructure management activities
Includes automated workflows and end-to-end operational oversight
View [this document](#) for more information on roles and responsibilities for the Dell-managed option

CUSTOMER-MANAGED



Customer responsible for additional infrastructure management activities
View [this document](#) for more information on roles and responsibilities for the Customer-managed option

Customer Success Manager

Trusted advisor and primary point of contact for Dell APEX customers

Concierge for your Dell APEX Data Storage Services

The CSM will oversee onboarding and orientation for a smooth transition. They'll collaborate with you on strategic direction to maximize the value of your Dell APEX investment.


Ensures a worry-free experience

The CSM engages at every stage of your Dell APEX journey, working behind-the-scenes so you can harness the full power of your data. They are always one step ahead, anticipating needs and initiating ongoing checkpoints. In coordinating a variety of activities, the CSM brings in the right technical or support experts when needed, tapping into the breadth and depth of our expertise.

Maximizes ongoing efficiencies

The CSM proactively reviews capacity, operational health and coordinates updates. They work with you from day one to create and drive a customer success plan designed for you.

With insights that span the organization and a keen understanding of your goals, CSMs will keep you informed, connected and confident that you have what you need to achieve desired outcomes.



Delivering an exceptional experience from **day one**.

Securing your Dell APEX experience

SECURE PRODUCTS AND APPLICATIONS

Secure Development Lifecycle program and Vulnerability Response

PERSONNEL CONTROLS

Robust screening, rigorous onboarding and mandatory compliance training

PRIVACY

Privacy and security management throughout the data lifecycle



SECURE AND RESILIENT INFRASTRUCTURE

Access controls, vulnerability management, security operations and physical security⁸

SUPPLY CHAIN ASSURANCE

Rigorous supplier selection, hardware integrity, and secure product delivery

COMPLIANCE

Aligned with customer policies, regulatory requirements, and Dell legal obligations

⁸Security operations included with Dell-managed subscriptions and physical security included with Dell-managed colocation subscriptions

Achieve additional outcomes

With optional Professional Services for Dell APEX Data Storage Services

Engage and align on as-a-Service objectives with key stakeholders



Accelerator Workshop

Realize workload benefits quickly with efficient data migration



Data Migration Services

Speed IT service delivery by automating storage provisioning



Storage operations automation

Simplify operations by integrating storage workflows into your IT service portal



Storage operations integration

Extend your team's skills with technical experts

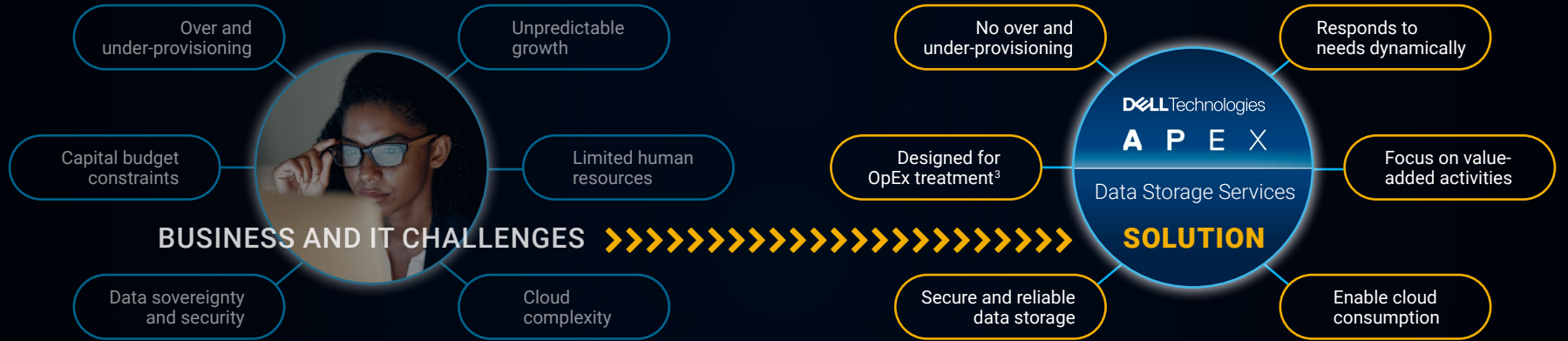


Residency Services

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

Unprecedented challenges have met their match

with Dell APEX Data Storage Services



- ✓ No more over and under-provisioning
- ✓ Trusted infrastructure in the location you choose
- ✓ Free up time for IT staff

- ✓ Shift from CapEx to OpEx³
- ✓ Dynamically respond to change
- ✓ Enable a gateway to cloud consumption

And with the option to utilize a Dell-managed interconnected colocation facility,⁵ you can easily deploy Dell APEX Data Storage Services resources in the location that delivers the most value.

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