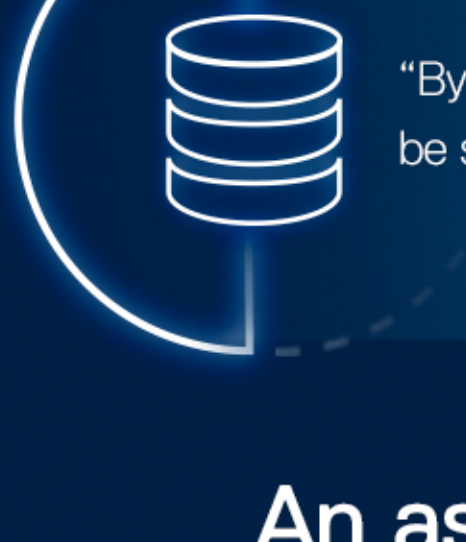# Is your data storage in sync with your organization's goals?

Data storage management can get complicated fast, especially with challenges like:

- Capital budget constraints
- Cloud complexity
- Limited IT staff size or experience
- Data sovereignty and security
- Over- and under-provisioning
- Unpredictable data growth

"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."

— **Gartner,** "2023 Planning Guide for Cloud, Data Center and Edge Infrastructure," October 2022

An as-a-Service model can help

The adoption of Storage as-a-Service is expected to grow significantly. With its simplicity, agility and control, as-a-Service enables organizations to:

- Reduce expenses
- Align IT with organizational goals
- Move infrastructure off CapEx balance sheets[1]

Dell APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources, built on our industry-leading technologies.[2]

With Dell APEX, IT leaders can meet changing demands by focusing on outcomes, not infrastructure.

SIMPLICITY

- Eliminate capital budget constraints associated with tech refresh cycles
- Enable 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

Dell APEX radically simplifies your storage

Dell delivers, owns and maintains[3] your optimal storage infrastructure: storage hardware and software.

You choose the service levels that meet your organization's unique needs and maintain operational control of workloads and applications.

- Dynamically scale as your requirements evolve
- Single rate for base capacity and on-demand usage with no overage penalties
- Dell handles delivery, deployment, monitoring, operations and sustainable decommissioning[3]
- Dell APEX Data Storage Services is designed for 99.9999% availability[4]
- Deploy your resources where they deliver the most value, on-premises or in a Dell-managed interconnected colocation facility[5]
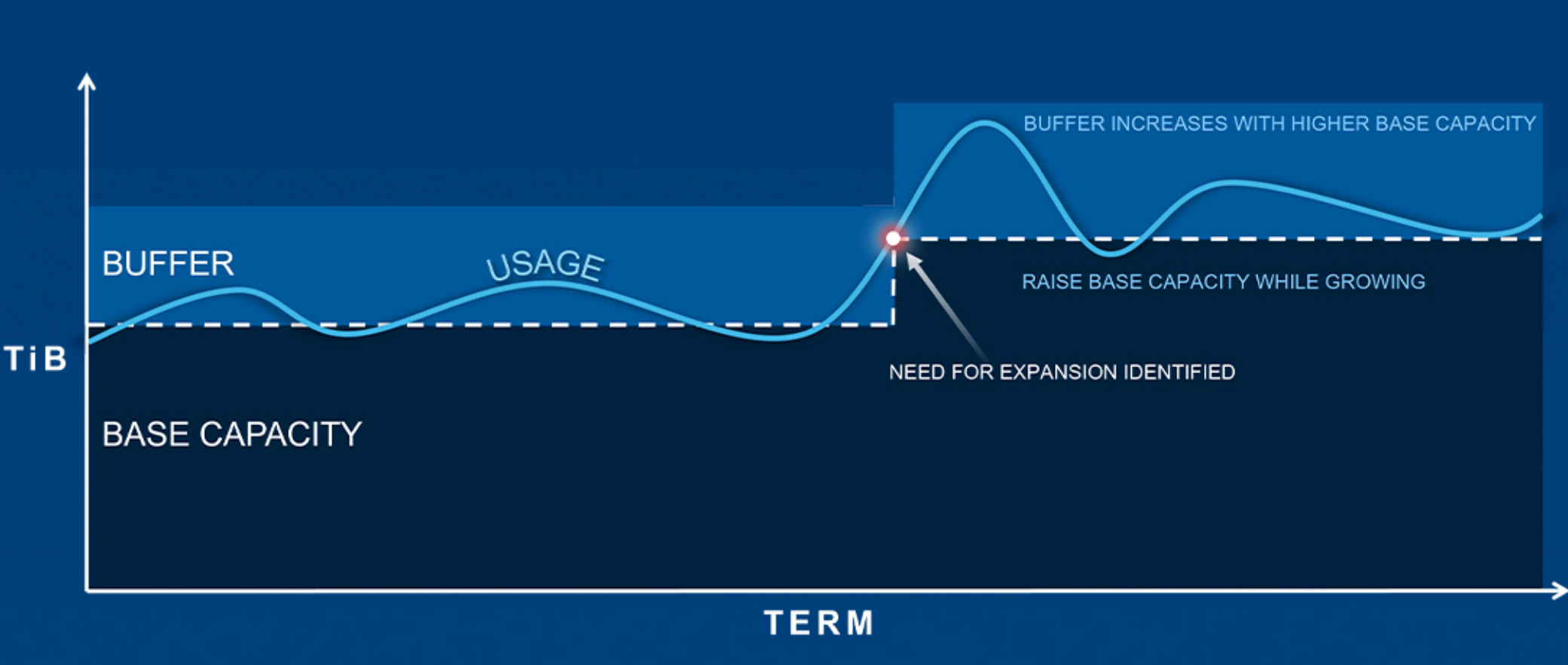
How it works

Using the intuitive Dell APEX Console, you can configure new services and select the data service, management, location, base capacity, performance tier and term that are best suited to you.

Choose service options based on the performance that best supports your desired outcomes.

Discover
innovative Dell APEX
infrastructure solutions

Grow
your estate as your
business demands

Configure
flexible as-a-Service
options

DELL
APEX
CONSOLE

Optimize
based on real-time
capacity usage

Deploy
more securely in the
location of your choice

Monitor
system health, performance
and costs proactively

Scale capacity as needed to respond dynamically to customer and workload requirements.

BUFFER INCREASES WITH HIGHER BASE CAPACITY

BUFFER   USAGE

RAISE BASE CAPACITY WHILE GROWING

NEED FOR EXPANSION IDENTIFIED

TiB

BASE CAPACITY

TERM

DELLTechnologies

APEX

Navigate your entire IT journey

The Dell APEX portfolio doesn't stop at storage. Dell APEX offers the as-a-Service solutions you need, when you need them, all with just a few clicks. Dell APEX opens up OpEx flexibility,[1] so you'll be ready for what's next.

Discover what Dell APEX Data Storage Services can do for your organization.

Explore Dell APEX Data Storage Services

Explore the Dell APEX portfolio of as-a-Service solutions.

Explore the Dell APEX Portfolio