

## Top reasons to choose Dell Technologies APEX

Simplified cloud experiences that deliver more agility and control

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### 1 | Focus on outcomes, not infrastructure, by removing complexity

APEX provides a simplified cloud experience that lets you focus more on delivering outcomes and less on managing infrastructure. Wherever you want to deploy – and however you choose to consume – the Dell Technologies innovation you know and trust, we remove unwanted complexity, along with the unnecessary costs and inefficiencies that come with it. By freeing up more time and effort for your IT teams, your organization can prioritize strategic initiatives that deliver lasting value.

### 2 | Consume in or adjacent to public cloud or on-premises as-a-Service

APEX enables you to consume Dell Technologies innovation as-a-Service in many ways and almost any location. You can deploy cloud services on-premises in your distributed data centers and out to your edge environments, in colocation facilities adjacent to public cloud providers, or natively in a public cloud. APEX and its extended portfolio brings you more choice and flexibility in how you implement technology today – offered in a way that only Dell Technologies and our partner community can.

### 3 | Provision services quickly and scale resources on demand

The APEX cloud experience gives your IT teams the ability to quickly provision services and scale resources on demand. APEX provides these benefits by delivering technology as-a-Service anywhere you need it, enabling you to improve planning and provisioning time up to 86% faster,<sup>1</sup> accelerate project timelines, and adapt more readily to changing business requirements. Wherever APEX is deployed, you get more simplicity, agility, and control across your IT enterprise and throughout your multi-cloud, multi-edge, and multi-data center environment.

### 4 | Migrate workloads and connect data with ease – avoid vendor lock-in

APEX lets you freely migrate workloads and connect data among clouds with more consistency and without vendor lock-in. Using a hybrid cloud model with an abstraction layer, you can transparently migrate workloads between private and public clouds, avoiding application re-architecture costs by up to 90% per VM.<sup>2</sup> And by taking a cloud-adjacent approach, you can create one common data store that connects to all major public cloud providers simultaneously, enabling you to defy data gravity concerns and reduce your storage footprint.

### 5 | Choose best-of-breed technologies to transform your business

If your organization implements a multi-cloud strategy, then best-of-breed capabilities are what you need. Many IT leaders prefer to choose cutting-edge technology and services to gain a differentiated advantage when driving transformation within their organization. Whether you choose to deploy in or adjacent to a public cloud or on-premises as-a-Service, industry-leading Dell Technologies innovation is relied upon every day by organizations of all sizes, in all industries, all around the world – and can empower you to streamline your own innovation initiatives.

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### 6 | Gain financial flexibility with transparent pricing and monthly payments

APEX gives you more predictability with transparent pricing and payments spread over the length of your term, so you can preserve capital and keep cash on hand for urgent priorities. What's more, usage-based consumption models, available across our entire infrastructure portfolio, help you align costs more precisely with actual use. This optimal pay-per-use approach not only reduces or eliminates the time required for capacity planning, it can also dramatically reduce the cost of wasteful overprovisioning by as much as 45%,<sup>1</sup> giving you more financial flexibility to take advantage of growth opportunities.

### 7 | Put data in the right place at the right time to deliver the speed you need

Data is the fuel that drives digital transformation. Therefore, you want your most critical data and your most demanding applications to be deployed on technology that's capable of achieving unparalleled performance. APEX Cloud Services and APEX Custom Solutions based on Dell Technologies infrastructure are dedicated for your exclusive use, either on-premises in your data center or in facilities with low-latency connections to adjacent public cloud providers, enabling you to produce top-tier performance for your priority workloads.

### 8 | Protect against cyberattacks and unplanned downtime events

Private cloud implementations of APEX help give you more control of your cybersecurity strategy, as well as the physical security of IT infrastructure. Cyber recovery solutions enable you to protect your most critical data from the increasing risk of ransomware by physically isolating data in a logically air-gapped vault. Putting you in charge of [cyber resiliency readiness](#) helps you secure intellectual property and keep data private – all on your terms. What's more, APEX Data Storage Services leverage Dell Technologies infrastructure designed for 99.9999% availability<sup>3</sup> to protect against unplanned downtime.

### 9 | Ensure data resides in known locations to ease compliance obligations

APEX lets you store data in known locations to help ease compliance obligations for industry and government regulations or internal policies. This governance can help you avoid issues that may violate data privacy, localization, and sovereignty requirements, as well as the penalties that may arise from them. APEX on-premises and cloud-adjacent offerings give you full custody of your data and peace of mind knowing where it is located throughout its lifecycle.

### 10 | Take advantage of as-a-Service today – the APEX way

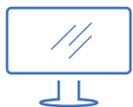
APEX makes it easier than ever to leverage Dell Technologies innovation when and where you want it, while easing or eliminating infrastructure management. APEX helps you react quickly to capture new opportunities and ensures that your technology stays aligned with your business requirements. And with APEX, you're always in full control, minimizing risk and maximizing performance, all on your terms.

[Read more](#) about the APEX cloud experience and [watch](#) what it can do for you.

<sup>1</sup> A Forrester New Technology Projected Total Economic Impact™ Study, commissioned by Dell Technologies, June 2021. Estimates projected over 3 years, based on interviews with four organizations using APEX Data Storage Services, aggregated and combined into a composite organization, and survey responses from an additional 121 IT decision makers. Actual results may vary. Read the full report [here](#).

<sup>2</sup> Based on a Forrester Total Economic Impact™ Study of APEX Cloud Services, Commissioned by Dell Technologies, VMware, And Intel Corporation, July 2020. Estimates projected over 3 years, based on interviews with eight customers using APEX Hybrid Cloud, aggregated and combined into a composite organization. Actual results may vary. Read the full report [here](#).

<sup>3</sup> Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.



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