

Computacenter Uses Consumption Model to Accelerate Digital Transformation

How Computacenter and Dell Technologies help companies source, transform and manage digital technology to optimize business outcomes



Business needs

Computacenter helps companies around the world with digital transformation to achieve better business outcomes. As a Dell Technologies partner, Computacenter leverages Dell APEX Flex on Demand to deliver an agile, secure and flexible, on-premises cloud consumption model that helps businesses improve today and be future-ready for tomorrow.

Business results

- Allows more control with lower upfront costs and predictable operating expense
- Provides competitive advantage with agility and increased speed to market
- Delivers more security via a hybrid-cloud approach
- Enables low latency access to data
- Limits spending to cover only the capacity that is actually used



“Our customers get best-in-class service and solutions, from core, to cloud, to edge. A big reason is our Dell Technologies partnership.”

Scott Ward

Senior Vice President, North American Technology Sourcing Operations Business, Computacenter

Solutions at a glance

- [Dell APEX Flex on Demand](#)

Computacenter is helping companies innovate through digital transformation. Its purpose is to enable success by building long-term trust with its customers, partners, people and communities. That way, Computacenter can better help customers achieve next-level results by successfully navigating technology options within today's highly dynamic and increasingly complex IT landscape.

Headquartered in the UK, Computacenter's 18,000+ employees work around the world with corporate and public sector companies in over 70 countries, covering industries such as retail, manufacturing and services. Computacenter meets customer needs with a multi-tiered methodology of source, transform and manage.

Through its strategic partnership with Dell Technologies, Computacenter leverages the Dell APEX Flex on Demand solution to provide customers with newfound agility, simplicity and control. The combination of Dell APEX Flex on Demand's consumption model with elastic, on-demand capacity delivers a fast-to-market, secure and on-premises cloud infrastructure that is bringing a market advantage to its adopters.

Cloud-right trumps cloud-first

Many of Computacenter's customers have a cloud-first policy. But that often necessitates sacrificing flexibility and choice. And deployment often requires a sizeable investment of time and money. Instead, Computacenter recommends a cloud-right strategy, leveraging its partnership with Dell Technologies and the Dell APEX Flex on Demand solution delivered via a consumption model.

"Customers love the ease and agility of the cloud, but don't want to sacrifice flexibility and choice. Our partnership with Dell Technologies and its Dell APEX Flex on Demand solution is ideal. This approach retains all the advantages of the public cloud, but with more cost control, security and agility – a significant benefit of our Dell Technologies partnership. Our customers enjoy only paying for what they use, with immediate access to the resources that they need, versus having to pay for idle IT," says Scott Ward, Senior Vice President for the North American Technology Sourcing Operations Business at Computacenter.



"In a technology-driven world focused on cost savings, efficiency and innovation, a multi-cloud strategy is key to gaining a competitive advantage."

Scott Ward

Senior Vice President, North American Technology Sourcing Operations Business, Computacenter



“Our collective expertise across Computacenter and Dell Technologies allows our customers to take advantage of the quick changes in their industry and respond faster to the market. Ultimately, it helps them make more money, save time, or reduce costs. With the benefits they receive from Dell APEX Flex on Demand, they’re able to reinvest that cost-saving into other areas of their business that allow them to really invest in what they do best -- grow their business. That’s why our customers are always challenging us to do more and become more involved, more educated, and develop ongoing, state-of-the-art expertise. Dell Technologies and Dell APEX Flex on Demand help us do just that,” says Ward.

Dell APEX Flex on Demand provides customizable infrastructure that delivers flexibility to align with dynamic business environments. Customers simply pay for what they use and reserve buffer capacity to meet spikes in demand. Spending is capped at 85%** of planned capacity so payments are predictable even when usage is variable. For Computacenter customers, Dell APEX Flex on Demand can be deployed quickly and simply, with low upfront costs and a secure hybrid cloud environment.

Retail, manufacturing and beyond

Through its partnership with Dell Technologies, Computacenter is helping customers in industries like retail and manufacturing, which are experiencing variable spikes in demand and supply chain challenges. Leading companies in these industries need low latency access to data to help manage these challenges by facilitating proactive, smart, effective decisions. In order to achieve low latency, centralized systems are important. Dell APEX Flex on Demand provides that centralization with on-demand agility and ready access to data with low latency.

“In a technology-driven world, near real-time data drives efficiency, cost savings, and new ways to innovate. Adopting the right strategy helps improve data access and is a key lever in gaining a competitive advantage,” shares Ward. “Dell APEX Flex on Demand is that single stop, easy-to-use solution that helps our customers get to the next generation of compute.”



“Dell APEX Flex on Demand is ideal for our customers. It’s a hybrid cloud solution that’s cost-effective and flexible - exactly what our customers require.”

Scott Ward

Senior Vice President, North American Technology Sourcing Operations Business, Computacenter

** for storage, data protection and converged/hyperconverged infrastructure



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Partnership power

Computacenter helps customers across the entire digital spectrum to source, transform, and manage their environments. Source involves right-sized solution design and delivery; transform helps customers get to their next-generation environment; manage is an unmatched global managed service capability available across 70 countries.

“When we combine the Computacenter solutions with the power of the Dell Technologies partnership, we provide best-in-class service and solutions to our customers, from the core, to the cloud, to the edge,” shares Ward. “A big piece of how we make that work is our wonderful relationship with Dell Technologies and the Dell APEX Flex on Demand solution, which is a total game-changer.”

Most of Computacenter customers have a multi-technology environment. Along with Dell Technologies, Computacenter combines and integrates these technologies and allows customers to achieve best practices and best of breed technology across industries.