



# Dell Technologies APEX

## Simplified cloud experiences delivered as-a-Service

Leverage proven technology and a strong partnership with the undisputed market leader in infrastructure<sup>1</sup> to expand your as-a-Service and flexible consumption portfolio and unlock new recurring revenue streams.

### What does Dell APEX allow you to do?



Enable customers to take advantage of a world-class portfolio of infrastructure, platforms and solutions as-a-Service



Deliver greater time-to-value for your customers



Increase your own profitability potential



Shorten the sales cycle



Focus on promoting higher-value specialty services



Help customers experience easier digital transformations

Provide simplified cloud experiences that deliver greater agility and choice for your customers – giving your business a clear advantage.



Dell APEX delivers simplified cloud experiences across our innovative portfolio in more ways and places – enhanced by your own value-added services.



#### Simplify

Streamline your as-a-Service and flexible consumption portfolio and offer a simplified experience

##### Predictable costs

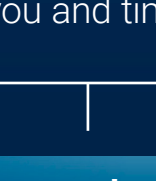
Help customers match IT spend with forecast use and business objectives.

##### Centralized management

View customer subscriptions and insights in one console and enable proactive planning.

##### Frictionless commerce

Simplify decisions to deploy as-a-Service infrastructure and minimize operational risk.



#### Accelerate

Improve time-to-delivery for you and time-to-value for your customers

##### Instant scalability

Spec, deploy and dynamically scale solutions quickly to deliver rapid customer value.

##### Increased agility

Offer and experience flexible IT delivered as-a-Service in public cloud and on-premises environments.

##### Shorter sales cycle

Use standardized offerings to benefit from a rapid quote-to-order process.



#### Enhance

Offer value-added specialty services that enhance the end-customer experience

##### Profitable differentiation

Take advantage of lucrative Partner Program benefits to help you stand out from the crowd.

##### Improved business results

Build your unique specialty services around Dell APEX solutions to deliver even better results.

##### Better together experience

Your reach and our technology leadership are force multipliers in our joint business growth.

## Discover the Dell APEX advantage for your business



#### Rewards

Give your business a clear advantage and enjoy the rewards of lucrative incentives and benefits on Dell APEX deals.



#### Flexibility

Take advantage of the flexibility to sell the way customers want to consume, based on specific business needs.



#### Enablement

Benefit from dedicated training programs to drive your advantage home.



#### Differentiation

Experience the advantage of being able to build value-added services around the Dell APEX offers you deliver.

## Discover the Dell APEX advantage for your business

Explore the combined Dell APEX portfolio, from compute and powerful storage to cyber & data protection, custom solutions and client devices, to deliver the simplified cloud experience customers want:

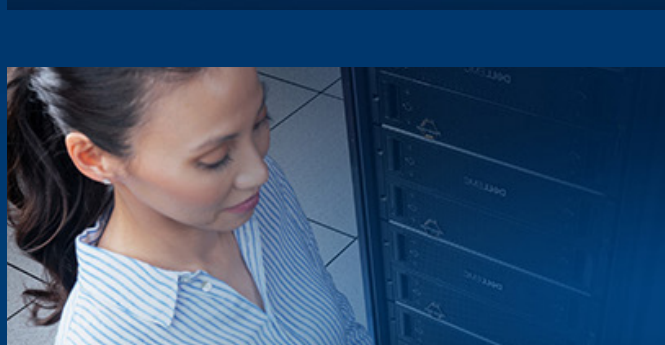


#### Client Devices

Enable customers to grow and innovate by unlocking the capital required to simplify IT and modernize their PC lifecycle.

#### Compute and HCI

Simplify multcloud by giving your customers a secure, consistent experience everywhere, with the best-of-breed features and performance their workloads require.

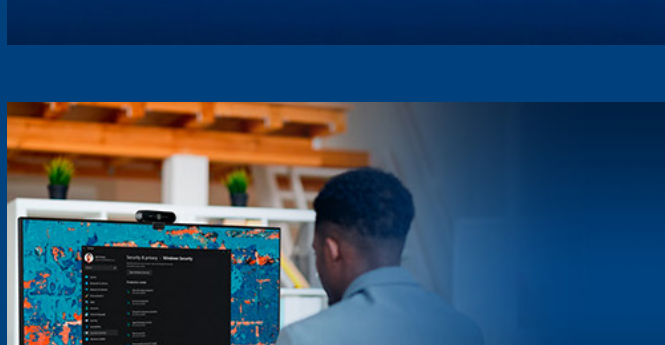


#### Storage

Respond to your customers' changing business needs, remove complexity and reduce risk with scalable, enterprise-class block, file and protection storage offers.

#### Cyber and Data Protection

Help customers make smarter technology choices that will improve business results and ensure their infrastructure and data stays protected and secure.

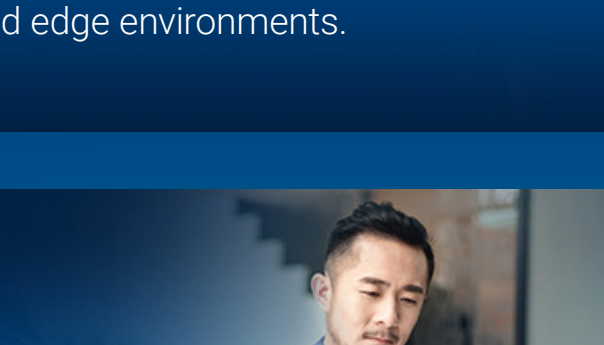


#### Cloud Platforms

Deliver consistent multcloud operations by extending cloud operating models to on-premises and edge environments.

#### Custom

Create specialized, on-demand environments by leveraging our innovative and extensive portfolio of infrastructure and services to meet a wide variety of customer requirements.



## Take the next step

Help customers experience easier digital transformation by providing simple, accelerated, enhanced solutions that deliver real results – for everyone.

<sup>1</sup>IDC Quarterly Enterprise Storage Systems Tracker, 2023Q2, September 7, 2023, Vendor Revenue and IDC Quarterly Converged Systems Tracker, 2023Q2, September 14, 2023, Vendor Revenue.