

Leverage public-cloud economics and an elastic infrastructure to drive IT and business agility

Dell EMC PowerEdge servers and Dell Technologies APEX Flex on Demand combine the industry’s best selling servers¹ with innovative consumption-based payment programs.**

Drive IT Modernization and Transformation projects with a flexible consumption approach

As your business grows and adapts to deliver better business outcomes, IT needs a more agile approach to evaluating and acquiring an infrastructure, to help stay on top of new workloads and operating models. You are being asked to scale a growing data center, add capacity that helps you scale at demanding times or deliver a right-sized infrastructure with enough performance to handle all the upcoming projects and their lifecycles. To do so may require a new approach to making the consideration process simpler and obtaining the right solutions within budget.

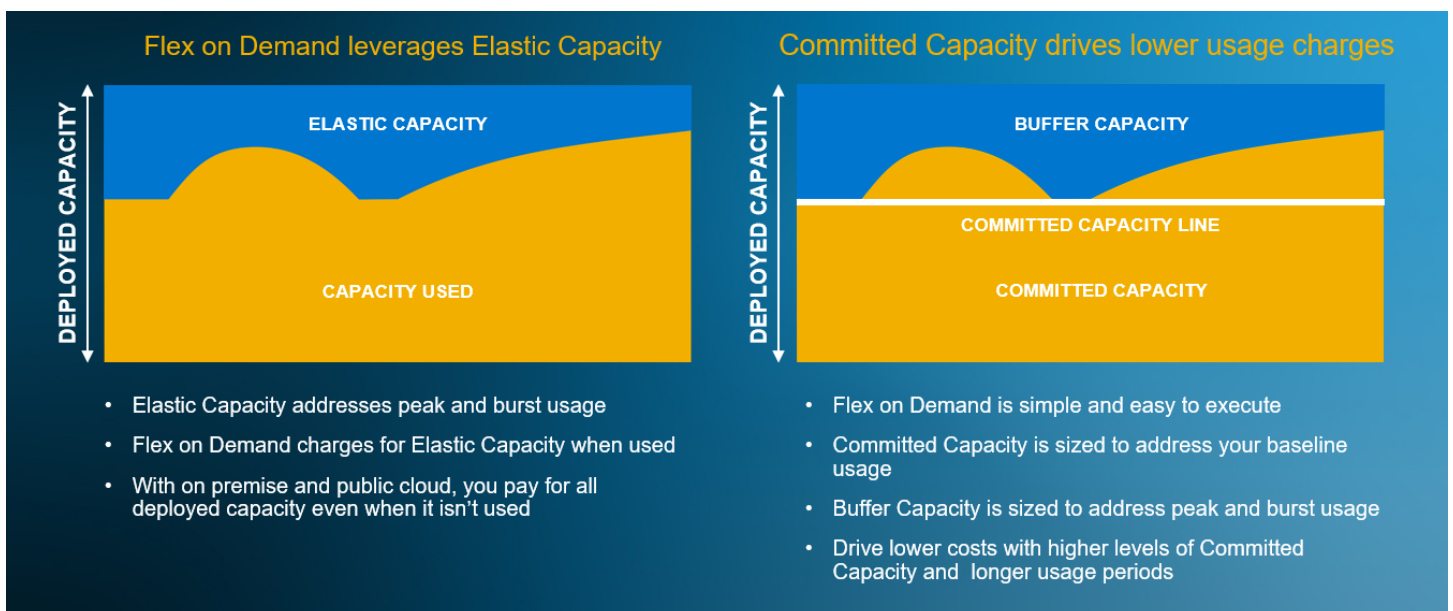
Dell EMC PowerEdge servers are the smart choice for customers looking to build a modern IT infrastructure that overcomes their transformation challenges – and the greater IT dexterity that it will bring to their business. PowerEdge servers adapt and scale to your dynamic business needs and include automation advantages and modernized systems administration tools, with highly secure server infrastructure.

A right-sized portfolio of compute solutions, enabled with cloud-like economics and capacity

PowerEdge servers and APEX Flex on Demand combine the industry’s best selling servers with innovative consumption-based payment programs. This solution provides customers with elastic infrastructure, maximum flexibility and public cloud-like economics for data centers with dynamic computing requirements and unpredictable workload fluctuations.

Flex on Demand allows you to pay for technology as you use it, and it provides immediate access to buffer capacity. Your payment adjusts to match your actual usage. Usage is measured based on peak CPU utilization or, as an option for VMware environments, based on average monthly memory usage.

With Flex on Demand for PowerEdge Servers you can improve economics, increase flexibility and embrace choice in the way you use and consume IT.



¹ Industry’s best-selling servers, based on 4Q20 shipments of x86 servers. Source: IDC Quarterly Server Tracker, Q4 2020, March 2021

Improve Economics

Pay for server resources based on actual usage and avoid the costs of over-provisioning and achieve public cloud economics in the data center

- Bring public cloud economics to your data center
- Receive billing based on hourly CPU usage (optional average monthly memory usage for VMware only)
- Pay for elastic resources only when consumed
- Achieve consistent and predictable rates for life of term
- Eliminate large upfront capital outlays and lengthy business justification review cycles
- Avoid costs of over-provisioning

Increase Flexibility

Respond quickly to new service requests, workload fluctuations and changes driven by the business to improve IT flexibility

- Reduce procurement and deployment cycles: committed server usage and buffer capacity procured and deployed together
- Gain immediate access to incremental computing resources
- Scale up or down within buffer on a daily or hourly basis
- Include professional deployment and support services, enabling a focus on business needs rather than routine IT tasks

Embrace Choice

Choose the infrastructure that's configured to your requirements and payment schedule that works for you.

- Select from the industry's best-selling servers
- Customize hardware and software configuration based on workload requirements
- Choose committed and buffer utilization levels for your environment
- Adjust within contract term if requirements increase
- Pay when you need to start using the technology
- Match commitment term to technology refresh cycle

A Modern solution for a modernized IT infrastructure

As technologies and IT are enabling the business and giving them a competitive advantage, it's even more important to work with a solution provider—more than just a product vendor—that has the technology capability as well as the business-oriented expertise to help businesses make the transition successfully from technology priorities to business priorities. Dell Technologies has the solutions to help.

With PowerEdge servers and Flex on Demand, you can be assured of increased flexibility to grow your infrastructure on-demand while right-sizing your economics.



APEX is a breakthrough portfolio of as-a-Service offerings that radically simplifies the technology experience and delivers more agility and control. Now, your organization can deliver as-a-Service capabilities wherever they are needed, from the data center to edge locations or a colocation facility. APEX offers all the innovative technology that customers around the world rely on every day, backed by the recognized global services, scale and supply chain leadership of Dell Technologies.

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