In today’s data era, performance, scalability and efficiency are top priorities for leading companies. Building and maintaining IT Infrastructure to support dynamically changing workloads and requirements, however, is a common and constant challenge for organizations. Optimizing expenditure, predicting usage and limited resources further adds to this complexity.

It’s no wonder that the adoption of as-a-Service consumption is increasing among organizations looking for simplicity, agility and control. Gartner® predicts that by 2024, over 50% of newly deployed storage capacity will be sold as-a-Service or on a subscription basis, up from less than 15% in 2020.¹

Dell Technologies has a proven track record for delivering powerful storage solutions backed by world-class support and services. With Dell APEX Data Storage Services Block, you get the best of both public and private cloud worlds: scalable, agile, on-demand resources with the enterprise-class features, control and security of infrastructure located on-premises in your own data center or in an interconnected Dell-managed facility.

**Create Your Own On-Demand Environment**

Dell APEX Data Storage Services simplifies the process for purchasing, deploying and maintaining block storage. Your as-a-Service experience is managed through the simple, intuitive Dell APEX Console which allows you to:

- Select your management, location, base capacity, performance tier and term
- Monitor capacity utilization and billing activity
- Control user access and privileges

With Dell APEX Data Storage Services, billing is aligned to actual usage. Pay for what you use at a single rate with no overage fees for capacity utilization above your base commitment. You can increase your base capacity at any time and receive a discount to your overall rate with no impact on term length. This means you have the flexibility to respond to changes in workload requirements on the fly.

**Best-in-Class Block Storage Technology**

Dell APEX Data Storage Services Block is powered by infrastructure that provides ever-expanding levels of performance, capacity and resiliency for a variety of traditional and modern workloads. And now, with the flexibility to deploy your block storage through an as-a-Service model, you have more time to focus on agility, responsiveness and other high value initiatives while spending less time on maintenance and administrative tasks.

- **Simplified experience**: Simplify management and the user experience through a simple, powerful, unified console.
- **Support for all workloads**: Cost-effectively support any workload through improved system performance, scalability and storage efficiency.
- **Start small and grow**: Accommodate new or unpredictable workloads with the ability to seamlessly add capacity.

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**Dell APEX Data Storage Services**

**Benefits:**

- Up to 129% projected ROI²
- Up to 45% reduction in over-provisioning costs²
- Up to 86% savings on planning and provisioning²
- Up to 50% time savings for IT teams²

**Capabilities:**

- Simplify block storage management
- Accommodate new or unpredictable workloads
- Add capacity seamlessly
- Safeguard your company and data
- Integrate with leading vendors
- Connect to customers, partners and ecosystems with no vendor lock-in

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“We’re now relieved from the variability of our business and can scale up or down when we need. Dell handles all the work.”

— Senior cloud solutions architect, telecommunications

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• **Enterprise data protection:** Reduce risk with highly resilient systems that offer seamless compatibility with proven enterprise-grade backup and disaster recovery solutions along with local and remote protection options.

• **Robust security options:** Safeguard your company with Data at Rest Encryption (D@RE) via self-encrypting drives, role-based access control, authentication using LDAP/AD, TLS 1.2, IPv6 certification, TAA and VPAT compliance.

• **Ecosystem integration:** Improve ease of use and seamlessly integrate with leading vendors like VMware and Microsoft.

• **Multicloud flexibility:** Multicloud readiness in collaboration with data center colocation partners enables connectivity to the customers, partners and ecosystems that deliver the most value without any vendor lock-in.

• **High availability:** All Dell APEX Data Storage Services infrastructure is designed for 99.9999% availability³ and includes non-disruptive hardware upgrades.

### Focus on Outcomes, Not Infrastructure

With Dell-managed APEX Data Storage Services Block, you utilize the capacity and maintain complete operational control of your workloads and applications while Dell Technologies owns and maintains the infrastructure, located on-premises or in an interconnected Dell-managed facility.⁴ Alternatively, IT organizations seeking even more control over their as-a-Service experience may choose a Customer-managed Dell APEX Data Storage Services Block option, designed to empower you with responsibility for infrastructure design, configuration of volumes, and other administrative tasks. No matter which option you select, the result is a cloud-like experience with predictable, easy-to-understand pricing and no egress fees or latency issues. Now your IT staff can increase productivity and focus on high value initiatives to deliver customer satisfaction without worrying about day-to-day maintenance, forecasting, procurement, upgrades and complex tech refresh cycles.

### Performance options for Dell APEX Data Storage Services Block:

<table>
<thead>
<tr>
<th>Performance Tier</th>
<th>Capacity Optimized</th>
<th>Balanced</th>
<th>Performance Optimized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Cost-optimized performance at sub-ms latency</td>
<td>Balanced performance at sub-ms latency</td>
<td>Highest performance at sub-ms latency</td>
</tr>
<tr>
<td>Read Performance</td>
<td>50 (MB/s per TB)</td>
<td>80 (MB/s per TB)</td>
<td>100 (MB/s per TB)</td>
</tr>
<tr>
<td>Write Performance</td>
<td>8 (MB/s per TB)</td>
<td>12 (MB/s per TB)</td>
<td>20 (MB/s per TB)</td>
</tr>
<tr>
<td>IOPS</td>
<td>700 (per TB)</td>
<td>1,100 (per TB)</td>
<td>1,800 (per TB)</td>
</tr>
<tr>
<td>Min. Capacity</td>
<td>50 TB</td>
<td>50 TB</td>
<td>100 TB</td>
</tr>
<tr>
<td>Target Use Cases</td>
<td>Smaller databases, test/dev, IoT applications, disaster recovery, commodity SQL, manufacturing execution systems</td>
<td>Medium-sized virtual environment, relational databases, data warehousing, SQL, Oracle, MongoDB</td>
<td>Financial services, Big Data and analytics, healthcare, SAP HANA, Splunk, Spark, Oracle and SQL (big instances)</td>
</tr>
</tbody>
</table>

Capacity expressed in TB where 1 TB = 2^40 bytes, capacity expressed in GB where 1 GB = 2^30 bytes. Read and write maximum performance based on 256KB IO Size and 100% sequential read/write workloads in block optimized mode (per base TB). IOPS maximum performance based on random mixed block workload in block optimized mode (per base TB). Performance metrics are based on specific base capacity points. Higher performance could be achieved depending on subscribed capacity.

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² 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 Dell 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. Full report.
³ Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary.
⁴ Dell-managed colocation deployment is not available with Customer-managed subscriptions. For regional availability of Dell-managed colocation deployment, visit www.Dell.com/Access-APEX.

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Learn more about Dell APEX Data Storage Services

Contact a Dell Technologies Expert