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APEX

Capabilities and Responsibilities for Tier 1 CSP/SI Partners

August 2022 Release

Introduction

The purpose of this document is to answer the question "who can see what in the APEX Console?"

Specifically, it highlights channel sales use cases where a channel partner can have one or multiple clients (resellers, end-customers) that have access to their respective instances within the APEX Console.

APEX Console Journey

A unified, self-service experience to increase agility, gain insight and maintain oversight throughout the APEX cloud and as-a-service journey.



Terminology

- APEX Console "Instance": Each organization has their own, mutually exclusive APEX Console interface that is accessible only to individuals that have been granted access to by that organization's admin(s). Each organization's capabilities with the Console and visibility of existing APEX subscriptions is defined by the sales motion (resale, sell in/out, direct), and their perspective is clarified in the slides of this deck.
- APEX Console "Perspective" or "View": the set of UI elements (a user's "view" of the Console) that are visible to a given partner type based on how they interact with APEX Offers, their clients, and Dell Technologies.
- **Partner Track**: the combination of sales motion and partner type that defines a perspective within the Console capabilities for Commerce and Lifecycle Services (e.g., Resale: Distributor, Resale: End-Customer, Sell In/Out: Customer, etc.)

Terminology – "downstream/upstream"

"downstream"

Resell Dell Dell Tier 1 Solution Tier 1 Distributor Provider Tier 2 Reseller Customer

End-Customer

Sell In/Out

Dell

Cloud Solution Provider/System Integrator

Customer

Direct

Dell

Customer

"upstream"

Summary: Tier 1 CSP/SI → Customer

	Tier 1 SP	Customer
Browsing the APEX catalog		
Learn about the APEX offers	Yes	No
Subscribe to APEX services		
Configure draft orders and see pricing	Yes	No
View draft orders created by T1 SP	Yes	No
Place orders	Yes	No
Oversee active services		
View Active Subscriptions (once order is placed)	Yes	No
View Current Costs, billing documents	Yes	No
View Telemetry Reports (Flex on Demand only)	Yes	No
View system health metrics/CloudIQ (ADSS only)	Yes	No
Access to element managers (i.e., vCenter, PowerStore Manager)	Yes	No
Support		
View support contacts	Yes	No
View/Create Support Requests	Yes	No
View/Create Incident	Yes	No
View Documentation	Yes	No
View Cust terms	yes (Apex Agreement)	No, customer does not have to agree to APEX terms
View Console Status	Yes	No
Administrative		
Create and Manage Users, Roles & Permissions	Yes	No
View/Create Sites	Yes	No
View Audit Log	Yes	No
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Cloud Service Provider/Systems Integrator

Sell In/Sell Out Dedicated Sales Motion



Definition: Cloud Service Provider/Systems Integrator Sell In/Sell Out Dedicated

- Cloud Service Provider (CSP): Outsourced IT Provider of cloud capacity who
 purchases capacity and holistically manages IT on behalf of a customer.
 - Manages full IT lifecycle for all IT portfolio needs on behalf of a customer
 - Customer does not have access to any portion of subscription commerce or Lifecycle management of services within the APEX console or through Dell tools directly
- System Integrator (SI)
 - Manages full IT lifecycle including support on behalf of a customer for a given subscription, asset, or application but not entire customer IT portfolio or IT needs.
 - Customer does not have access to any portion of subscription commerce or Lifecycle management of services within the APEX console or through Dell tools directly

Tier 1 Cloud Service Provider/System Integrator Resell FAQ:

What is the Tier 1 CSP/SI experience inside the APEX Console?

What is the Customer experience inside the APEX Console for resale?

What does the Catalog page enable in the APEX Console?

Who can interact with the Catalog in the APEX Console?

Who can configure new subscriptions in the APEX Console?

Does the APEX Console provide a quote for APEX services to the customer?

What are best practices when creating a draft order?

Who can view saved draft orders in the APEX Console?

When does a new service become an "Active Subscription"?

Does the End Customer have to take any action on a new resell subscription?

Can the Customer see pricing for APEX services procured by a T1 CSP/SI?

Who can request a capacity expansion for existing Active Subscriptions?

When does billing begin for an APEX subscription?

What billing information is available in the APEX Console? Who has access to this information?

Are Customers billed or invoiced through the APEX Console?

Can invoice details be exported from the APEX Console by the Tier 1 Partner?

Who can view system health metrics for deployed APEX Data Storage Services (ADSS) subscriptions?

Can system health metrics be filtered by Customer?

Who has access to element managers (e.g., vCenter, NSX Manager, etc.) for APEX subscriptions?

Who has access to support features in the APEX Console?

Who manages users for each organization in the APEX Console?

Can sites be shared between APEX Console views (e.g., can a T1 CSP see sites created by a Customer in their view of the Console)?

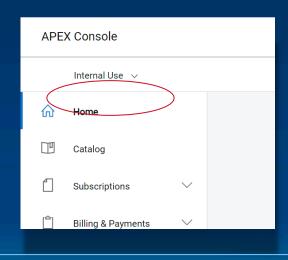
Who can create and update Site Surveys?

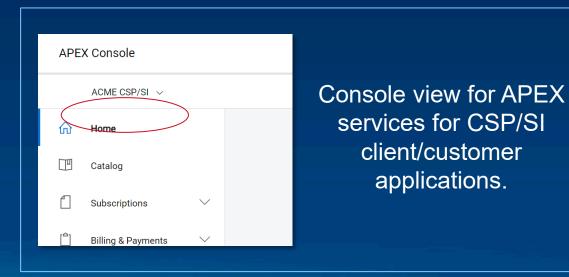
Can Customers with Console access see a Tier 1 CSP/SI partner's Sites?

What is the Tier 1 Cloud Service Provider/Systems Integrator experience inside the APEX Console?

- The Tier 1 CSP/SI has the responsibility for all aspects of an APEX service, including those managed through the APEX Console.
- The Tier 1 CSP/SI can configure and order new APEX services through the APEX Console. When
 doing so, they have the option to:
 - Associate a particular service subscription with a specific customer by "naming" that customer when creating the subscription
 - Choose not to associate a service subscription with any customer. This case supports multi-tenant use cases.
 - Create a new subscription for an APEX service intended to be used by the T1 CSP/SI for their own business needs (i.e., not for a
 customer/client).

Console view for APEX service for CSP/SI internal applications.





Tier 1 CSP/SI → Customer

Browsing the APEX Catalog

Explore APEX offers

'Learn More' pages

Creating Subscriptions Thru Resell

Configure new service subscriptions

View offer pricing

'Configure' buttons

Place orders

View Draft Orders created by disti

View Details of Active Subscriptions

View Active Subscriptions (after ordering) View current costs

View billing documents

Using and Monitoring Deployed Services

View telemetry reports

Flex on Demand only

View system health metrics

APEX Data Storage Services only

Access to element managers (e.g., vCenter, PowerStore Manager)

Support Services and Documentation

View support contacts

View/create support requests

View/create incident

View documentation

Administrative Tasks

Manage users, roles, & permissions

View/create sites

View Audit Log

General

View terms

APEX Agreement

View Console status

Enabled

Disabled

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Tier 1 CSP/SI -> Customer

Browsing the APEX Catalog

Using and Monitoring Deployed Services

Administrative Tasks

For this sales motion, the customer does not have Creating Subscriptions Thru Reaccess to the APEX Console by default.

If they are onboarded as a "Direct" customer of Dell, they will not see any services for the subscriptions purchased by a CSP/SI

General

Support Services and Documentation

The CSP/SI can name the customers they are creating an APEX subscription on behalf of within the Console if the service will be dedicated for that customer and the CSP/SI elects to do so.

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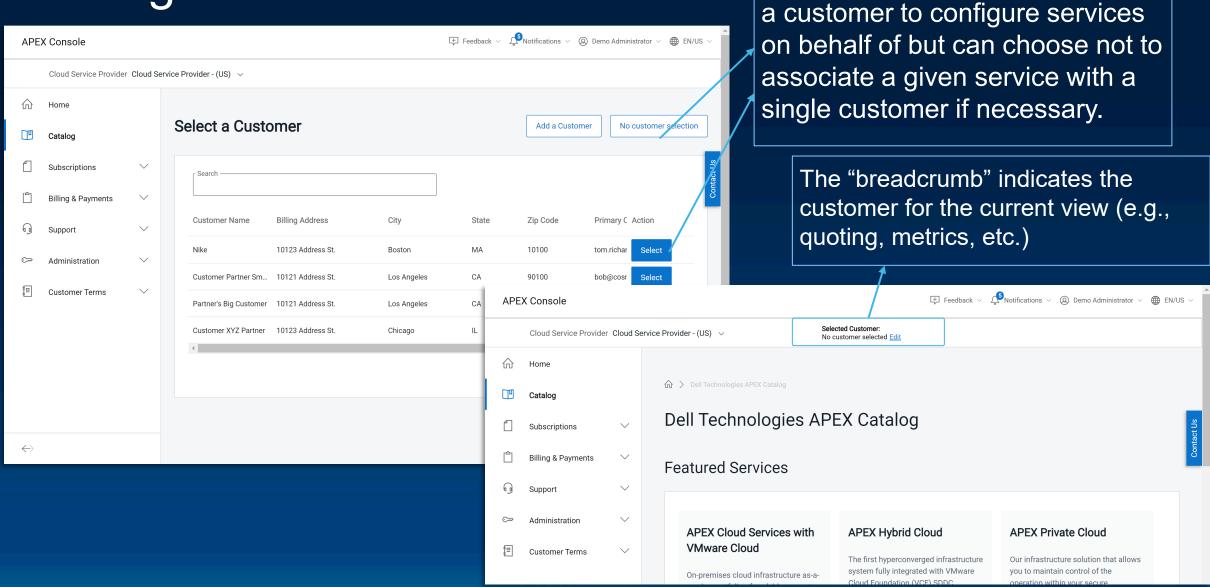
What does the Catalog page enable in the APEX Console?

Users can "Learn More" about and "Configure" new subscription to APEX services.

Who can interact with the Catalog in the APEX Console?

- Only the CSP/SI can "Configure" an offer "create a draft order".
 - Customers will not have the ability to "Configure" an offer, see pricing, view draft orders created by their tier 1 partner, or place an order from Dell within the console.
- NOTE: if a customer has been onboarded as a "Direct" customer of Dell, their view of the Console will include the ability to configure and see list pricing for "Direct" subscriptions. These subscription are isolated from any CSP/SI draft orders or subscriptions and there is no visibility between the two.

Catalog



CSP/SI user is prompted to select

Who can configure new subscriptions in the APEX Console?

- Only the CSP/SI can "Configure" an offer to create a "draft order".
 - Customers will not have the ability to "Configure" an offer, see pricing, view draft orders created by CSP/SI inside of their console view (if they have access) or place a resell order within the console.

Does the APEX Console provide a quote for APEX services to the customer?

An APEX Quote from Partner(s) must be provided to the customer by the partner outside of the console. This is not orchestrated from within the APEX console today and happens outside of the APEX console on Partner quote tools.

What are best practices when creating a draft order?

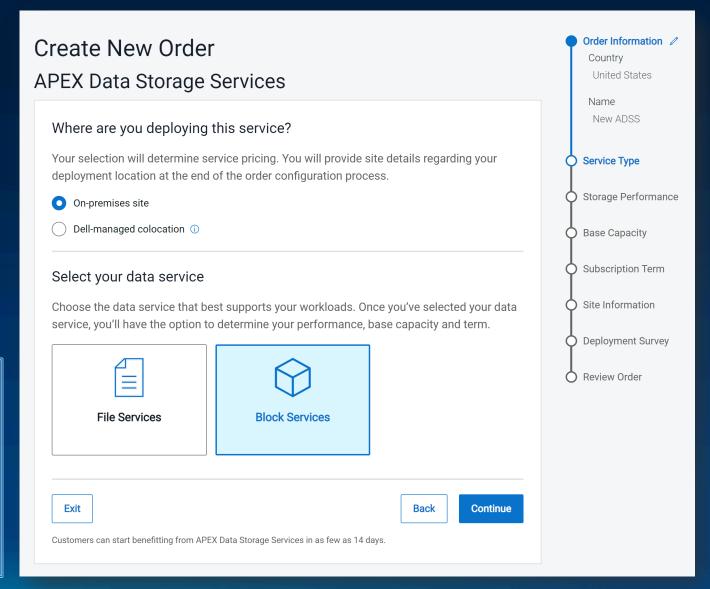
Create a unique order name - we recommend using location in the naming convention. Note that the name will follow the subscription/capacity through Dell systems into order process and billing systems.

Subscribing to APEX – Configuring Subscriptions

Only Tier 1 CSP/SI can:

- configure subscriptions to offers
- see Dell/APEX pricing of a subscription configuration
- save an order as a draft or view draft orders
- and/or place an order to Dell.

NOTE: Quotes for APEX services from the CSP/SI to a customer must be provided to the customer by the partner <u>outside</u> of the Console environment.

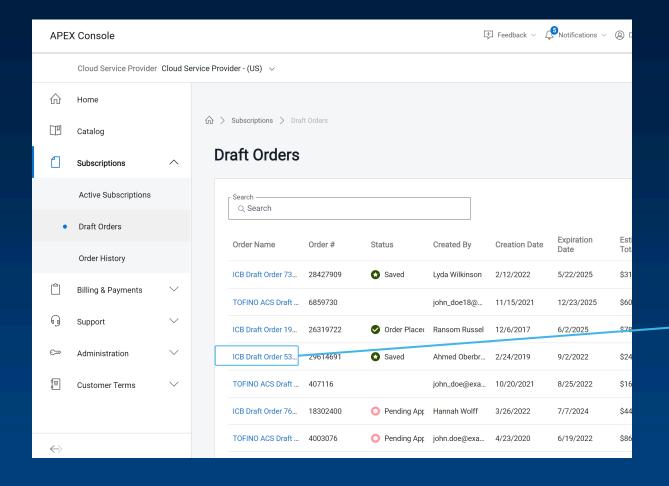


Who can view saved draft orders in the APEX Console?

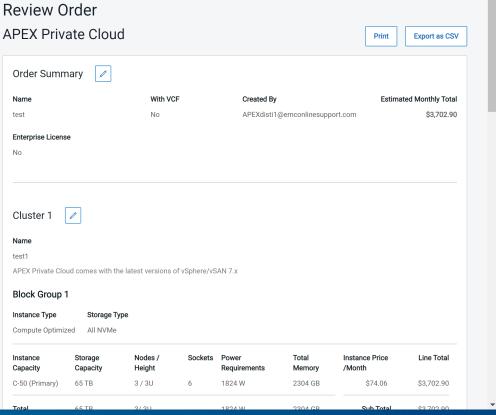
Only the T1 CSP/SI can view "Draft Orders" created by the T1 CSP/SI or place a order from Dell within the console.

- T1 CSP/SI can export a CSV (database type file) with the appropriate subscription information –
 Configuration, Site, Site Survey data to ingest into systems to produce a quote.
- In the future (TBD Date) APEX Console will also provide XML and Excel Draft order quote data export capabilities to support Partners as a stop gap as Dell works toward outcome-based API model.

Subscribing to APEX - Drafts



Customers will not see subscription details in the APEX Console when purchasing directly from a CSP/SI.



When does a new service become an "Active Subscription"?

 A Draft Order (quote) for a T1 CSP/SI becomes an Active Subscription and factory built/scheduled for deployment when the tier 1 partner provides payment information and terms are accepted in the APEX console.

Does the End Customer have to take any action on a new resell subscription?

 No. T1 CSP/SI APEX subscription are transparent to the customer, who is not required to have APEX Console access.

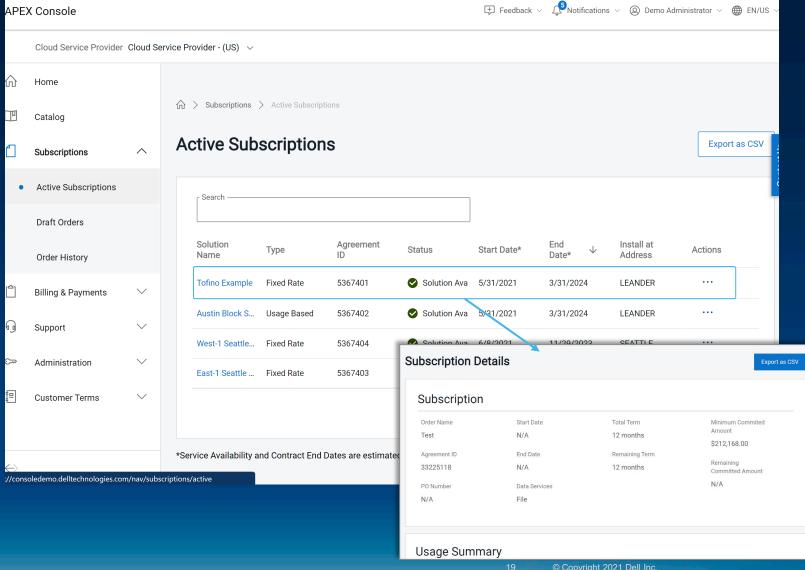
Can the Customer see pricing for APEX services procured by a T1 CSP/SI?

No, only the T1 CSP/SI can see pricing associated with the subscription view. A Customer
cannot view pricing from Dell unless they have also been onboarded as a "Direct" Dell
customer. In this case, list pricing is visible.

Who can request a capacity expansion for existing Active Subscriptions?

Only a T1 CSP/SI can "Add Capacity" for the current subscription

Overseeing Active Services



- Only CSP/SI can view active subscriptions and configuration details once an order is placed
- Only the CSP/SI can see pricing details (minimum and remaining committed amount, itemized breakdown, etc.)

When does billing begin for an APEX subscription?

Once a subscription draft order becomes an order and is activated (deployed) the subscription and agreement will start the current
costs cycle for Billing which will close and become an invoice on the 4th day of the following month.

What billing information is available in the APEX Console? Who has access to this information?

- For the Tier 1 CSP/SI, the Current Costs section of the console tracks the usage and costs for the current month. Billing Section
 addresses the actuals after billing period close.
- Only the Tier 1 CSP/SI will be able to view/see current costs (usage tracking) and invoices (Billing) for the subscription ordered.
- The customer view will not have any billing view for a subscription ordered by a Tier 1 CSP/SI.

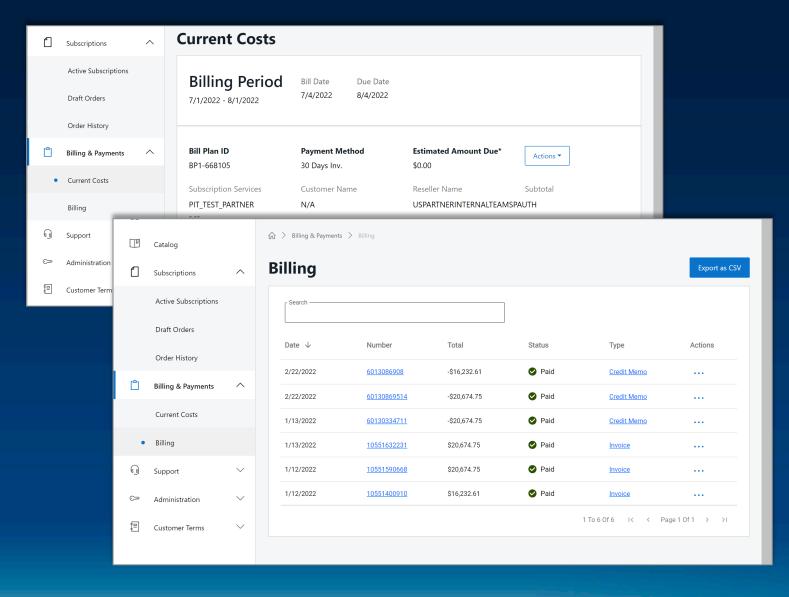
Are Customers billed or invoiced through the APEX Console?

- No, the Tier 1 CSP/SI will send any bills/invoices outside of the console to the end customer
- The Tier 1 CSP/SI will be able to view the name of the Customer associated with a subscription in the invoice table view and invoice
 detail view to simplify offline billing/invoicing ONLY for APEX subscriptions they have dedicated to a single customer, ONLY IF the
 Tier 1 CSP/SI has chosen to name the customer in the Console.

Can invoice details be exported from the APEX Console by the Tier 1 CSP/SI?

• Yes, T1 CSP/SI can export a PDF or XML file of the invoice details specific to a subscription (customer)

Overseeing Active Services – Costs & Billing



Only the CSP/SI can see current cost breakdown and access billing documents (e.g., invoices, credit/debit memos)

Who can view system health metrics for deployed APEX Data Storage Services (ADSS) subscriptions?

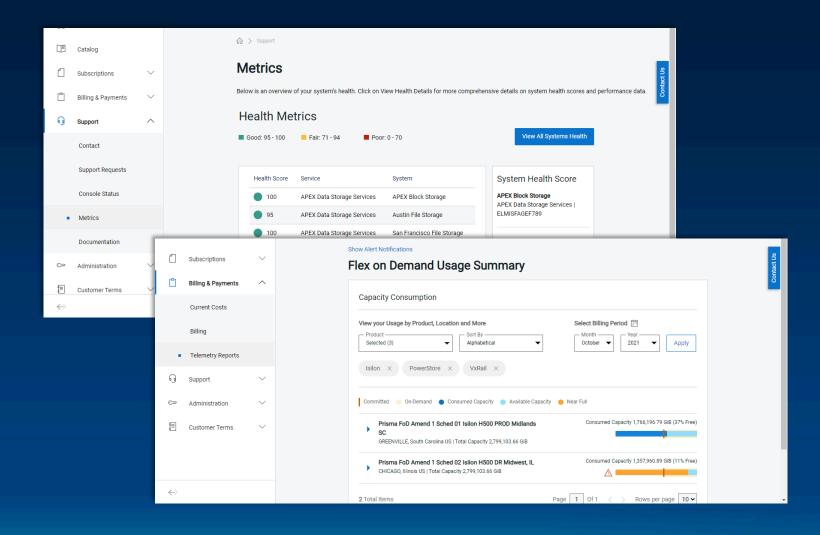
• Only the T1 CSP/SI can view system health metrics for deployed APEX services in the APEX Console.

Can system health metrics be filtered by Customer?

Yes, T1 CSP/SI users in the Console are prompted to select a Customer in order to view Metrics. All
APEX subscriptions that the Partner has deployed, dedicated to, and associated with a given Customer will
show in the data. The partner user can select individual APEX subscriptions within the APEX Console to view
details or launch CloudIQ to view additional details of the holistic set of subscriptions. This will be reflected in
the breadcrumb at the top of the page:



Overseeing Active Services – Monitoring

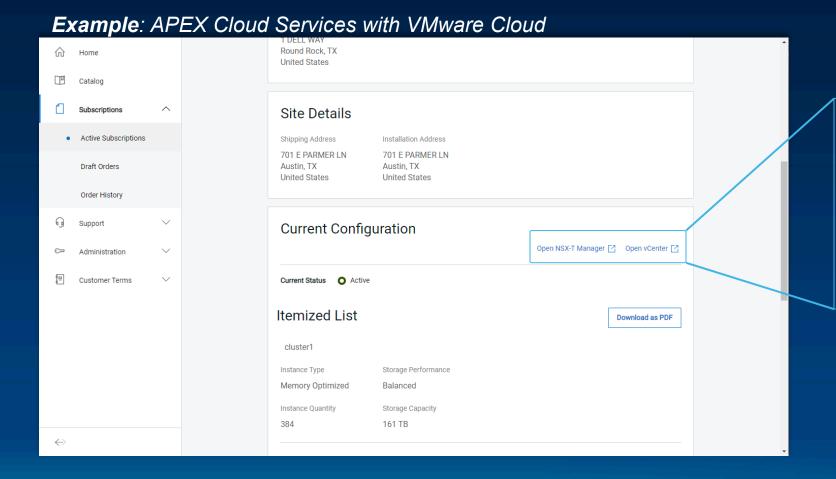


Only CSP/SI can view system Health Metrics for APEX Data Storage Services subscriptions and Telemetry Reports for APEX Flex on Demand contracts through the Console

Who has access to element managers (e.g., vCenter, NSX Manager, etc.) for APEX subscriptions?

Only the Tier 1 CSP/SI is granted access to service element managers.

Overseeing Active Services – Element Managers

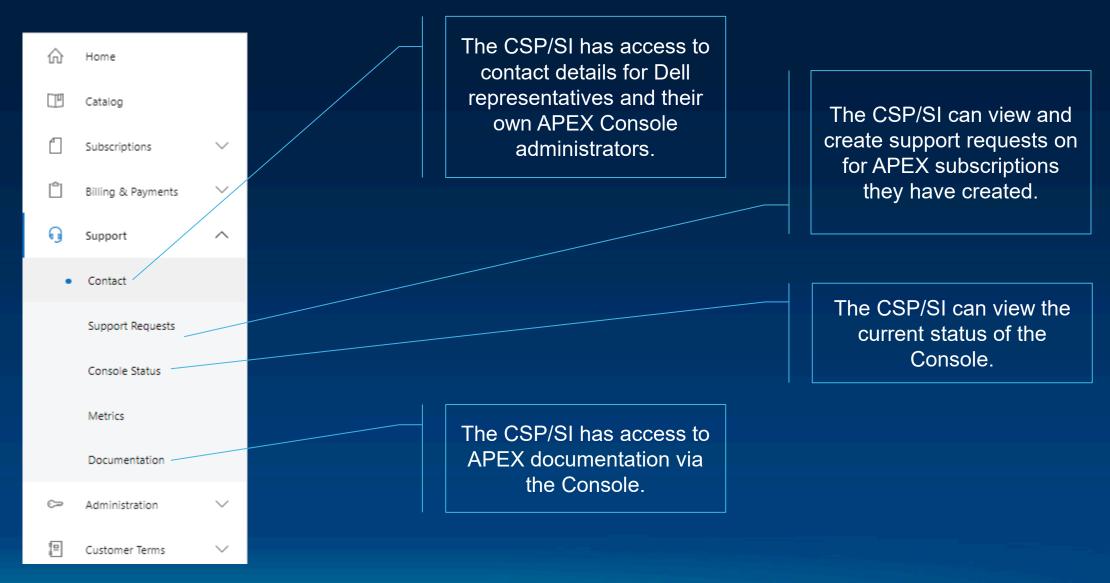


Only CSP/SI is granted access to service element managers (i.e., vCenter, PowerStore/ PowerScale Manager, NSX Manager)

Who has access to support features in the APEX Console?

• Only the Tier 1 CSP/SI has access to support features through the Console.

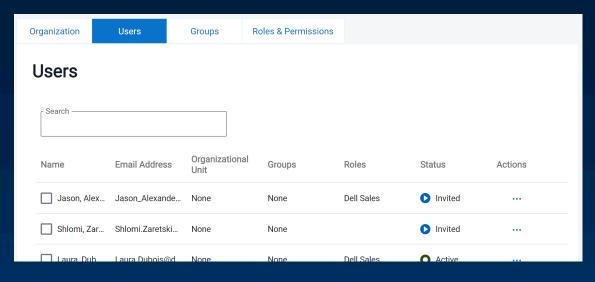
Support and Documentation

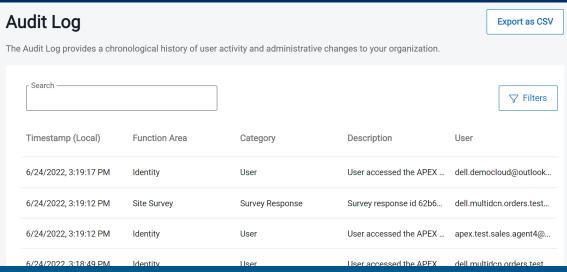


Who manages users for each organization in the APEX Console?

- Identity and Administration allows each organization to structure their APEX console independently. Partners
 and Customers can uniquely add users with permissions independently allowing grouping users with similar
 functionality into roles. Roles can be console created or custom created. Users + Permissions grant
 view/action capabilities within the console.
 - Administrator: Organization User invited to the console post onboarding process. Responsible for creating organization roles (Permissions) and adding users within the organization to the Apex Console to create Apex organization structure. Super User.
 - Users: people within the org structure that are part of your organization or work within your organization. Required to have valid email address. Users have permissions which allow them to view or take actions within the Apex Console. Admin users can invite users and associate permissions/role to invited users. Who will be part of your Apex cloud team?
 - Roles: The grouping of users with similar/ or identical permissions and console activities. Naming convention for grouping of users. How
 do you want your user's grouped? Cloud Architects, Finance, Presales Engineers, etc.

Administrative Tasks – Identity Management





- The CSP/SI is responsible for managing their organization's set of users, groups, roles and permissions in the Console.
- Users, groups, roles and permissions cannot be managed on behalf of another organization.
- Audit log shows Console activity only for the CSP/SI organization.

Can sites be shared between APEX Console views (e.g., can a Tier 1 CSP see sites created by a Customer in their view of the Console)?

Yes, sites are an area of collaboration for Partners and Customers.

For example:

- "Upstream" partners can create sites on behalf of their "downstream" customers.
- Partners or customers "Downstream" who add sites and site surveys in the APEX Console can be used by Tier 1
 Partners in the subscription flow.

Who can create and update Site Surveys?

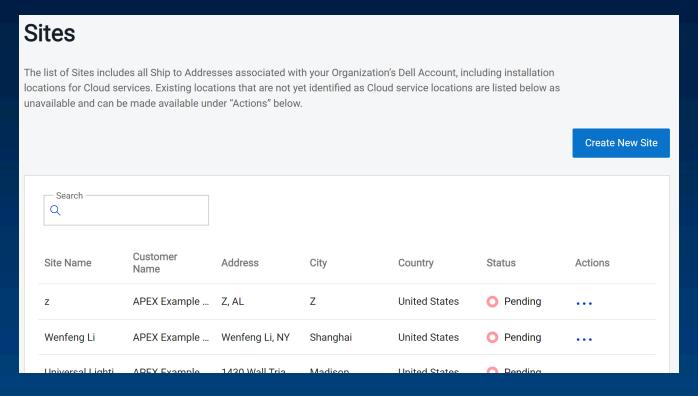
• Only the Tier 1 partner can create and update Site Surveys at this time. They can create/update Sites and Site Surveys on behalf of themselves and their downstream partners/end customers.

Can Customers with Console access see a Tier 1 Partner's Sites?

- No, Customers cannot view/manage "Upstream" organizations sites (Distributors, Solution Providers).
- "Downstream" customers <u>cannot</u> view/manage "Upstream" organizations sites but are allowed to view/manage their own sites and sites of any "downstream" organizations.

Administrative Tasks - sites

The CSP/SI can view and create sites on behalf of themselves and their downstream customers.



The Tier 1 CSP/SI Console will also show customer sites/site surveys if that customer has been onboarded to APEX Console and has created sites/site surveys.