Data Storage Services
Focus on outcomes, not infrastructure.
Today’s business and IT challenges
Traditional storage consumption model
Efficient Storage as-a-Service model
Key drivers for as-a-Service adoption
A bright future for as-a-Service
Dell Technologies as-a-Service principles
Introducing APEX Data Storage Services
Optimize for simplicity
APEX Console
Pay for what you use
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Examining the hybrid cloud operating model
The value of Dell-managed colocation
Roles and responsibilities
Customer Success Manager
Unprecedented challenges have met their match
Learn more
Today’s business and IT challenges are unprecedented

The challenges and risks faced by IT organizations have become increasingly difficult to manage

- Over and under-provisioning
- Unpredictable growth
- Capital budget constraints
- Limited human resources
- Tech refresh cycles
- Cloud complexity

Storage requirements as well as the overall business and economic environment are difficult to predict, and IT departments need to become increasingly agile.
Examining the traditional purchasing model for data storage infrastructure, there is often an ongoing challenge to align deployed capacity with actual usage. There is a tendency to over-provision in order to avoid risk, but if the business is growing or capacity requirements become unpredictable, despite best efforts you may still end up exposed to risk associated with under-provisioning. When storage usage approaches this risk threshold, the traditional response is to deploy more storage capacity, culminating in a routine of exposure to risk and wasted available capacity.
Efficient Storage as-a-Service model
Pay for what you use and avoid time-to-market delays

With an efficient and aligned Storage as-a-Service model, you pay for the capacity you use and there is no wasted expense associated with over-provisioning. All of what has traditionally been wasteful expense gets removed from the equation and transitions to savings.
Key drivers for as-a-Service adoption

Forrester conducted a survey of Dell Technologies customers to determine the significance of specific benefits associated with Storage as-a-Service from Dell Technologies. This research illustrates some of the key benefits they expect to receive.

Forrester

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"How important are the following benefits of the Storage as-a-Service offering from Dell Technologies to your organization?" (showing "very important")

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Importance (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimizing security incidents</td>
<td>50%</td>
</tr>
<tr>
<td>Right-sizing storage for seasonality</td>
<td>42%</td>
</tr>
<tr>
<td>Freeing up time for IT staff</td>
<td>38%</td>
</tr>
<tr>
<td>Modernizing storage capabilities</td>
<td>38%</td>
</tr>
<tr>
<td>Simplifying infrastructure management</td>
<td>38%</td>
</tr>
<tr>
<td>Avoiding over- and under-provisioning</td>
<td>36%</td>
</tr>
<tr>
<td>Reducing costs</td>
<td>36%</td>
</tr>
<tr>
<td>Moving from a CapEx to OpEx model</td>
<td>34%</td>
</tr>
<tr>
<td>Allowable for sustainable disposal practices</td>
<td>33%</td>
</tr>
<tr>
<td>Accommodating unpredictable growth</td>
<td>31%</td>
</tr>
</tbody>
</table>

Base: 121 IT decision-makers responsible for storage / Source: A commissioned study conducted by Forrester Consulting on behalf of Dell, April 2021
Analysts predict a bright future for as-a-Service

By 2025, **60%** of enterprises will fund LOB and IT projects through OpEx budgets, matching how vendors provide their services with a focus on outcomes that are determined by SLAs and KPIs.¹

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 2020.²


²Gartner®, “Market Guide for Consumption-Based Pricing for Data Center Infrastructure,” March 2021

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Dell Technologies as-a-Service principles

Wouldn’t it be nice if your organization could scale up and down elastically and only pay for what you use? What if you could consume IT resources the same way you consume water, electricity and cell phones?

- **Outcomes, not products**: Providing the performance, capacity and availability to meet workload requirements.
- **Elastic resources**: "Bursty" workloads and spikes in capacity needs are no longer a concern.
- **Consumption / usage based**: Align expenses with actual usage and pay for what you use, like a utility model.
- **Dell owned and maintained**: Administrative tasks and maintenance are no longer your responsibility.
- **Designed for OpEx treatment***: Move assets off the balance sheet and avoid large capital expenditures.
- **Customer operated**: Enterprise-class benefits of storage without the headaches of ownership.

*OpEx treatment subject to customer’s accounting policies and practices.
APEX Data Storage Services is an as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment1

Focus on outcomes, not infrastructure

- **Simplicity**: Remove complexity to deliver more value to your organization. Up to 50% IT time savings2 and single rate transparency with no overage fees.
- **Agility**: Manage unpredictability by responding dynamically to changing business needs. Time-to-value in as few as 14 days3 with up to 86% faster deployment2.
- **Control**: Reduce risk while delivering flexible storage services. Enterprise-class performance designed for 99.9999% availability4 with non-disruptive upgrades.

**YOU SELECT THE SERVICE LEVELS**

- **Location**
  - Data Center
  - Dell-managed Colocation
- **Data Service**
  - File services
  - Block services
- **Performance Tier**
  - Capacity optimized
  - Balanced
  - Performance optimized
- **Base Capacity**
  - Base capacity (TB)
  - Min: 50
  - Options start at 50TB
- **Term**
  - 12 months
  - 36 months

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1 OpEx treatment is subject to customer internal accounting review and policies.
2 Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.
3 Deployment time (TTV) measured between order acceptance and activation. Subject to credit approval, acceptance of APEX terms by required parties and site qualification which must be completed before order placement, and participation in pre-order planning. Product availability, international shipping, holidays and other factors may impact deployment time. Not applicable to Dell-managed colocation deployment. For Time-To-Value objectives and regional offer availability, visit Dell.com/Access-APEX.
4 Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.
APEX Data Storage Services enables you to optimize for simplicity in order to maximize operational efficiency.

The traditional tech refresh process can be a significant challenge and might involve up to a full year of planning.

**TRADITIONAL INFRASTRUCTURE LIFECYCLE**

6-12 months prior to infrastructure refresh

- Budget approval and forecasting process
- Vendor and technology evaluation
- Negotiate price and service agreement

3-5 years of product life
Once a purchase has been made using a traditional model, the deployment process can be challenging and include unanticipated costs as well as disruptive activities.

TRADITIONAL INFRASTRUCTURE LIFECYCLE

3-5 years of product life

- Installation, configuration and data migration
- Old equipment removal and disposal
- Sporadic cost for maintenance, upgrades and capacity
With APEX Data Storage Services, many of these traditional challenges are streamlined. Furthermore, with the option to deploy in a secure colocation facility, all of the activities associated with site readiness and the burden of data center management are removed from the equation. This enables IT staff to focus on more value-added activities.

APEX Data Storage Services

- **ELIMINATE** forecasting, procurement and migration cycles
- **ENABLE** IT staff to focus on more value-added activities
- **EXPERIENCE** your as-a-Service journey all in one console

*Source: 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 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.

- Up to **86%** reduction in planning and provisioning costs*
- Up to **50%** IT time savings*
APEX Console

A unified and seamless experience to manage your entire APEX journey to enable agile IT service delivery by reducing complexity.

The APEX Console allows an organization’s administrator to onboard stakeholders, controlling access and individual privileges.
Pay for what you use

You select a base capacity, which is a minimum amount of storage commitment. Anything you use above that is on-demand usage. You pay a single rate for both base capacity and on-demand usage with no overage fees or penalties.

As on-demand usage takes place, it may go much higher than base capacity. You can raise base capacity at any time without any impact to the length of your term, resulting in a lower rate. At the end of the term, the base capacity can be lowered again.

There is an additional buffer available for incremental growth, ensuring you don’t run out of available capacity. If your utilization grows, additional capacity is deployed (with your permission) and the buffer increases.

Unused infrastructure is removed if capacity requirements decrease, in coordination with your Customer Success Manager.

* Source: 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 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.
The traditional approach to data center infrastructure can increase investment, time and risk

Building a storage environment can be very complex, and many of our customers are juggling storage requirements and often over-extending themselves just to “keep the lights on.”

The amount of work required to build and maintain a data center environment can distract from proactively enabling the business and meeting customer requirements.

You may also be making compromises in areas such as performance, security, and data sovereignty when you move workloads to the public cloud. All of this can cause investment, time and risk to increase.
Manage unpredictability and focus on customer satisfaction

Decrease investment, time and risk

APEX Data Storage Services removes many of these responsibilities from the equation by enabling a stronger focus on customer satisfaction. Meanwhile investment, time and risk are all reduced.

This enables you to become more agile and responsive to the needs of your customers and your business.

- Deliver resources to your customers as-needed
- Get up and running in as few as 14 days\(^1\)
- Dynamically respond to changing customer requirements for up to 129% return on investment\(^2\)
- Deploy storage resources where you need them

\(^1\) Deployment time (TTV) measured between order acceptance and activation. Subject to credit approval, acceptance of APEX terms by required parties and site qualification which must be completed before order placement, and participation in pre-order planning. Product availability, international shipping, holidays and other factors may impact deployment time. Not applicable to Dell-managed colocation deployment. For Time-To-Value objectives and regional offer availability, visit Dell.com/Access-APEX.

\(^2\) Source: 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 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.
Examining the hybrid cloud operating model

While there are many benefits to public cloud, many organizations have rushed to adopt a "cloud first" mindset, often based on exuberance and excitement about public cloud. This mindset has caused many organizations to rush into public cloud adoption and, in some cases, mandates to shift to public cloud — perhaps without thoughtful consideration of which workloads may or may not be a fit.

The reality of the situation is that we live in a hybrid cloud world where public cloud and on-premises infrastructure both have important roles to play in the hybrid cloud operating model. While public cloud may be a fit for some workloads, in certain situations you may prefer or require to utilize infrastructure on-premises or in a secure colocation facility rather than in the public cloud.

PUBLIC CLOUD

- Simplified operations
- Increased agility
- Accelerated innovation

PRIVATE CLOUD

- Single rate transparency and no excessive egress fees
- High performance and designed for 99.9999% availability*
- Helps meet data localization, regulatory and audit requirements

*Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.
APEX Data Storage Services: the best of both worlds

Reduce risk with flexible storage services that enable a true hybrid cloud strategy

You can recognize the benefits of public cloud with the control and enterprise-class features of storage from Dell Technologies deployed in an as-a-Service model.

PRIVATE CLOUD

» Single rate transparency and no excessive egress fees

» High performance and designed for 99.9999% availability*

» Helps meet data localization, regulatory and audit requirements

PUBLIC CLOUD

» Simplified operations

» Increased agility

» Accelerated innovation

*Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.
The value of Dell-managed colocation

In select regions, you have the option to deploy APEX Data Storage Services in a secure Dell-managed colocation facility, which is available through a partnership with Equinix—a well known leader in the Data Center Provider industry.

This partnership with Equinix enables you to:

» Simplify operations and reduce challenges associated with data center management.
» Grow your business and quickly expand into new regions.
» Receive a single invoice from a single vendor.
» Connect to the public cloud of choice while maintaining control of data.
» Achieve peace of mind knowing security is a top priority at Equinix facilities.
» Utilize Equinix facilities for streamlined disaster recovery for data on-prem or in the public cloud.

For regional availability of Dell-managed colocation deployment, visit Dell.com/Access-APEX

By 2022, 90% of enterprises plan to use colocation services, up from 47% in 2020*

ULTIMATE FLEXIBILITY AND CHOICE: Rapidly deploy as-a-Service resources where they deliver the most value

Roles and responsibilities

CUSTOMER
Maintains operational control of workloads and applications
- Site readiness*
- Data access
- Data protection policies

DELL TECHNOLOGIES
Owns and maintains the infrastructure
- Initial deployment
- Day-to-day management
- Updates and upgrades

CUSTOMER SUCCESS MANAGER (CSM)
Trusted advisor to ensure a worry-free APEX Data Storage Services experience

*Not applicable when utilizing a Dell-managed colocation facility

For more detailed information on roles and responsibilities, please review the Service Offering Descriptions located on this page
Customer Success Manager
Trusted advisor and primary point of contact for APEX Data Storage Services

Concierge for your APEX Data Storage Services
The CSM will oversee onboarding and orientation for a smooth transition. They'll collaborate with you on strategic direction and schedule business reviews to discuss goals and progress.

Ensures a worry-free experience
The CSM works behind-the-scenes to verify that service levels for performance, capacity and availability are achieved and continually met. They are always one step ahead, anticipating needs and initiating ongoing checkpoints. In coordinating a variety of activities, the CSM brings in the right technical or support experts when needed, tapping into the breadth and depth of our expertise.

Maximizes operational efficiencies
They proactively manage system health, keeping a watch on telemetry and system alerts. If anything appears outside expected thresholds, they identify changes or updates to optimize for peak performance.

With insights that span the organization and a keen understanding of your goals, CSMs will keep you informed, connected and confident that you have what you need to achieve desired outcomes.

Delivering an exceptional experience from day one.
Unprecedented challenges have met their match with Project APEX Data Storage Services

**BUSINESS AND IT CHALLENGES**

- Over and under-provisioning
- Unpredictable growth
- Capital budget constraints
- Limited human resources
- Tech refresh cycles
- Cloud complexity

**SOLUTION**

- No over and under-provisioning
- Responds to needs dynamically
- Designed for OpEx treatment*
- Focus on value-add activities
- Eliminates tech refresh cycles
- Enables cloud consumption

- ✓ No more over and under-provisioning
- ✓ Eliminate headaches associated with tech refresh cycles
- ✓ Free up time for IT staff
- ✓ Shift from CapEx to OpEx*
- ✓ Dynamically respond to change
- ✓ Enable a gateway to cloud consumption

And with the option to utilize a secure Dell-managed colocation facility, you can easily deploy APEX Data Storage Services resources in the location that delivers the most value.

*OpEx treatment is subject to customer internal accounting review and policies.
Focus on outcomes, not infrastructure.

To learn more, visit Dell.com/APEX-Storage