Data Storage Services

Focus on outcomes, not infrastructure.
Today's business and IT challenges are unprecedented

Shift to as-a-Service

Dell as-a-Service principles

Dell APEX Data Storage Services

A portfolio of options

Optimize for simplicity

Dell APEX Console

Pay for what you use

Control your data

The value of Dell-managed interconnected colocation

Infrastructure management options

Customer Success Manager

Securing your Dell APEX Experience

Achieve additional outcomes

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
- Data sovereignty and security
- 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.
Shift to as-a-Service

By 2025, more than 70% of all enterprise-grade storage capacity will be sold on a consumption basis — up from less than 35% in 2021.¹

By 2026, 65% of tech buyers will prioritize as-a-Service consumption models for infrastructure purchases to help restrain IT spending growth and fill ITOps talent gaps.²

¹Gartner®, "2023 Planning Guide for Cloud, Data Center and Edge Infrastructure," October 2022

Dell as-a-Service principles

Wouldn’t it be nice if your organization could scale elastically and 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

- **Dell-owned infrastructure**
  Alleviate the burden of many administrative tasks and maintenance activities

- **Consumption / usage based**
  Align expenses with usage and pay for what you use, like a utility model

- **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

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3OpEx treatment is subject to customer internal accounting review and policies.
Dell APEX Data Storage Services
An as-a-Service portfolio of scalable and elastic storage resources designed for OpEx treatment³

Focus on outcomes, not infrastructure

**SIMPLICITY**
Remove complexity to deliver more value to your organization

**AGILITY**
Manage unpredictability by responding dynamically to changing business needs

**CONTROL**
Reduce risk with flexible, reliable, multicloud-ready storage services

YOU SELECT THE SERVICE LEVELS

**DATA SERVICE**
- File
- Block
- Backup Target⁴

**MANAGEMENT**
- Dell-managed
- Customer-managed

**LOCATION**
- Data center
- Dell-managed colocation⁵

**PERFORMANCE TIER**
- Capacity Optimized
- Balanced
- Performance Optimized

**BASE CAPACITY**
Base capacity (TiB)
100.6

**TERM**
- 12 months
- 24 months
- 36 months
- 48 months
- 60 months

³OpEx treatment is subject to customer internal accounting review and policies.
⁴Backup Target is exclusively available as a Customer-managed option.
⁵Dell-managed colocation deployment is not available with Customer-managed option. For regional availability of Dell-managed colocation deployment, visit Dell.com/Access-APEX.
A portfolio of options
Choose the data service that aligns with your unique workload requirements

**FILE**

TRADITIONAL AND MODERN
FILE-BASED / NAS WORKLOADS

- Archive / Data tiering to Big Data analytics
- Unstructured and demanding workloads
- Ideal for Video surveillance, medical imaging, M&E content delivery/creation, data lakes for AI/ML/DL
- Multiprotocol data access – NFS, SMB, HDFS, S3, NDMP, REST, HTTP and FTP

**BLOCK**

TRADITIONAL AND MODERN
BLOCK-BASED / SAN WORKLOADS

- Test / dev to mission-critical
- Structured and transactional workloads
- Databases and virtual machines
- Integration with leading vendors like VMware and Microsoft
- Ideal for SQL, Exchange, SAP and Oracle environments

**BACKUP TARGET**

BACKUP ALL CRITICAL WORKLOADS
FROM REMOTE TO CORE

- Integrates with preferred backup software
- Fast backups, high compression levels and advanced deduplication that typically delivers 65:1 data reduction
- Inline write and read verification
- Helps meet governance policies and strict regulatory standards

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4 Backup Target is exclusively available as a Customer-managed option.
6 Based on Dell internal testing and field telemetry data compared to the previous generation, January 2023. Actual results may vary.
Optimize for simplicity
The traditional lifecycle of data center infrastructure 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

- Vendor and technology evaluation
- Forecasting process
- Capital budget approval

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
- Infrastructure maintenance
- Sporadic costs for upgrades and capacity
With Dell APEX Data Storage Services, many of these traditional challenges are streamlined. Furthermore, with the option to deploy in a Dell-managed interconnected colocation facility, all of the activities associated with site readiness and the burden of data center management are removed from the equation.

APEX Data Storage Services

- **EFFICIENT**: Eliminate capital budget constraints associated with tech refresh cycles
- **OUTCOME-BASED**: Enable IT staff to focus on more value-added activities
- **INTUITIVE**: Simple configuration, monitoring and management from a single Console
Dell APEX Console

A centralized platform for managing and orchestrating your as-a-Service journey.

The Dell 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 penalties.**

As on-demand usage takes place, it may go much higher than base capacity. If you utilize a significant portion of the buffer and anticipate continued growth, you have the option to raise your base capacity.

If you raise the base capacity commitment, the buffer is increased accordingly. This enables continual growth and the ability to accommodate unanticipated bursts in capacity utilization.

This consumption model enables you to align expenses with actual versus anticipated usage, deliver resources to your customers as needed, and respond dynamically to changes in workload requirements.
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

7Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary.
Control your data
Reduce risk with flexible, reliable, multicloud-ready storage services

You can recognize the benefits of public cloud with the control and enterprise-class features of Dell storage 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

THE BEST OF BOTH WORLDS

7Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary.
In select regions, you have the option to deploy Dell APEX Data Storage Services in a Dell-managed interconnected 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:

- Deploy storage in a matter of weeks with high-speed access to public clouds, IT services and business collaborators, all delivered as-a-Service.
- Grow your business and quickly expand into new regions.
- Simplify operations and reduce challenges associated with data center management.
- Receive a single invoice from a single vendor.
- Provide a bridge between your private and public IT infrastructure domains while maintaining control of data.
- Achieve peace of mind knowing security is a top priority at Equinix facilities.

Equinix data centers are located globally with immediate proximity to an ecosystem of partners, services and public cloud providers.

1Dell-managed colocation deployment is not available with Customer-managed option. For regional availability of Dell-managed colocation deployment, visit Dell.com/Access-APEX.
Infrastructure management options
Delivering more choice for customers and partners

You have the flexibility and control over who performs day to day management operations with both Dell-managed and Customer-managed options. With Dell-managed, you maintain operational control of workloads and applications while Dell manages and maintains the on-premises infrastructure. Alternatively, IT organizations seeking even more control over the as-a-Service experience may choose Customer-managed, designed to empower you with ownership of tasks such as monitoring capacity utilization, infrastructure management and resource optimization.

**DELL-MANAGED**

Dell responsibilities, coordinated by Dell Customer Success Manager

- Deploy
- Monitor
- Operate
- Optimize
- Support
- Decommission

Dell oversees infrastructure management activities
Includes automated workflows and end-to-end operational oversight
View [this document](#) for more information on roles and responsibilities for the Dell-managed option

**CUSTOMER-MANAGED**

Dell responsibilities, coordinated by Dell Customer Success Manager

- Deploy
- Support
- Decommission

Customer responsible for additional infrastructure management activities
View [this document](#) for more information on roles and responsibilities for the Customer-managed option
Customer Success Manager

Trusted advisor and primary point of contact for Dell APEX customers

Concierge for your Dell APEX Data Storage Services

The CSM will oversee onboarding and orientation for a smooth transition. They’ll collaborate with you on strategic direction to maximize the value of your Dell APEX investment.

Ensures a worry-free experience

The CSM engages at every stage of your Dell APEX journey, working behind-the-scenes so you can harness the full power of your data. 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 ongoing efficiencies

The CSM proactively reviews capacity, operational health and coordinates updates. They work with you from day one to create and drive a customer success plan designed for you.

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.
Securing your Dell APEX experience

**SECURE PRODUCTS AND APPLICATIONS**
Secure Development Lifecycle program and Vulnerability Response

**PERSONNEL CONTROLS**
Robust screening, rigorous onboarding and mandatory compliance training

**PRIVACY**
Privacy and security management throughout the data lifecycle

**SECURE AND RESILIENT INFRASTRUCTURE**
Access controls, vulnerability management, security operations and physical security

**SUPPLY CHAIN ASSURANCE**
Rigorous supplier selection, hardware integrity, and secure product delivery

**COMPLIANCE**
Aligned with customer policies, regulatory requirements, and Dell legal obligations

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*Security operations included with Dell-managed subscriptions and physical security included with Dell-managed colocation subscriptions*
Achieve additional outcomes
With optional Professional Services for Dell APEX Data Storage Services

Engage and align on as-a-Service objectives with key stakeholders
Realize workload benefits quickly with efficient data migration
Speed IT service delivery by automating storage provisioning
Simplify operations by integrating storage workflows into your IT service portal
Extend your team's skills with technical experts

Accelerator Workshop
Data Migration Services
Storage operations automation
Storage operations integration
Residency Services

Learn more about Professional Services for Dell APEX Data Storage Services
Unprecedented challenges have met their match with Dell APEX Data Storage Services

BUSINESS AND IT CHALLENGES

- Over and under-provisioning
- Unpredictable growth
- Limited human resources
- Capital budget constraints
- Data sovereignty and security
- Cloud complexity

SOLUTION

- No over and under-provisioning
- Designed for OpEx treatment
- Secure and reliable data storage
- Responds to needs dynamically
- Focus on value-added activities
- Enable cloud consumption
- Trusted infrastructure in the location you choose
- Dynamically respond to change
- Enable a gateway to cloud consumption
- Free up time for IT staff
- Shift from CapEx to OpEx

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

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Focus on outcomes, not infrastructure.

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