



Dell APEX Data Storage Services File for Media and Entertainment

Create, manage and deliver next-generation digital media content

By 2025, more than **70%** of all enterprise-grade storage capacity will be sold on a consumption basis.¹

By 2026, **65%** of tech buyers will prioritize as-a-Service consumption models for infrastructure purchases.²

Storage as-a-Service for Media and Entertainment workloads



Bypass the traditional infrastructure acquisition model



Plan for peak workload demands



Avoid overprovisioning storage resources

Driving industry-wide changes

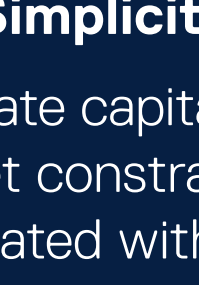
Changing consumer preferences

Demand for new content

Advances in digital technology

Increasing competition

Meet storage demands for content creation, broadcast and content delivery



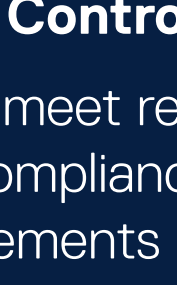
Simplicity

- Eliminate capital budget constraints associated with tech refresh cycles
- Enable your IT staff to focus on more value-added activities



Agility

- Respond dynamically to changes in workload requirements
- Align expenses with actual vs. anticipated usage

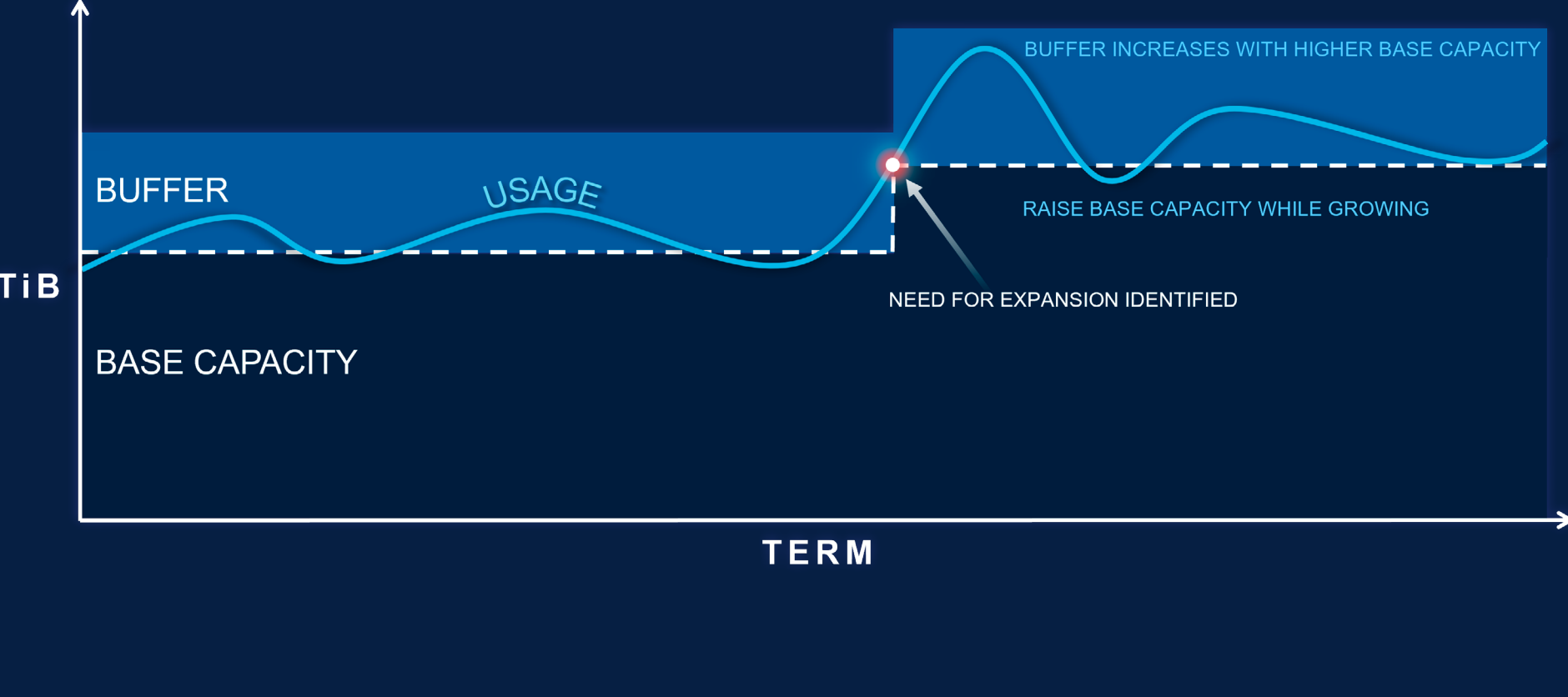


Control

- Helps meet regulatory and compliance requirements
- Connect to your cloud of choice while maintaining control of data

Ideal for media companies of any size, from small VFX houses to multi-national broadcasters, Dell APEX Data Storage Services File provides best-in-class scale-out NAS technology delivered as a modernized Storage as-a-Service solution.

Grow with Dell APEX's modular scalability and pay for what you use



With Dell APEX Data Storage Services, you align expenses with actual vs. anticipated usage, all at a single rate with no overage penalties for capacity utilization above your base commitment

Reduce investment risk with flexibility and control

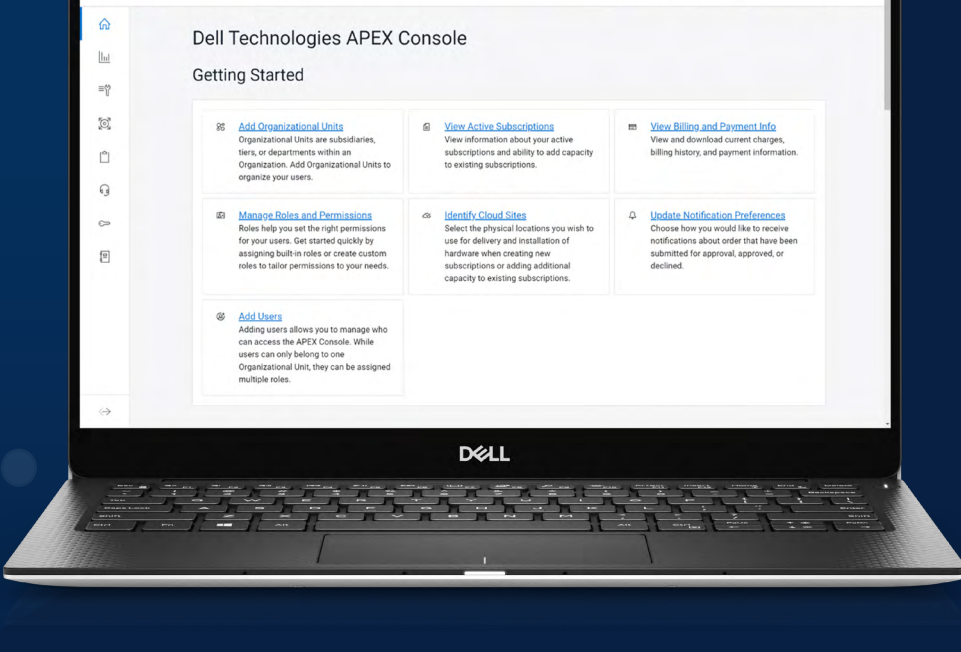
With the option to deploy Dell APEX Data Storage Services in a Dell-managed interconnected colocation facility,³ you can eliminate data center planning activities, accelerate your multicloud strategy, quickly move into new markets and put your data close to your applications.

Alternatively, you can experience even more control over your storage infrastructure with the Customer-managed Dell APEX Data Storage Services File option

Manage your entire as-a-Service journey on-demand

Key service parameters

- Data Service
- Management
- Location
- Base Capacity
- Performance Tier
- Term



Through the Dell APEX Console, you can procure, deploy and maintain storage resources more easily than ever, so you can spend less time managing storage and more time shaping the future of storytelling.

Deliver leading storage innovation

To learn more about enhancing media workflows with Dell APEX Data Storage Services File

[Click here](#)

To learn more about Dell APEX Data Storage Services

[Click here](#)



¹ IDC FutureScape: Gartner, "2023 Planning Guide for Cloud, Data Center and Edge Infrastructure," October 2022.
² IDC FutureScape: "Worldwide Future of Digital Infrastructure 2023 Predictions," October 2022, Doc # US48376222.
³ 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