### **D**&LLTechnologies

### Dell APEX Data Storage Services File for Media and Entertainment

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Create, manage and deliver next-generation digital media content

By 2025, more than 70% of all enterprisegrade storage capacity will be sold on a consumption basis.<sup>1</sup> By 2026, **65%** of tech buyers will prioritize as-a-Service consumption models for infrastructure purchases.<sup>2</sup>

# Storage as-a-Service for Media and Entertainment workloads



Bypass the traditional infrastructure acquisition model



Plan for peak workload demands



A P E X

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 valueadded 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

TiB	BUFFER USAGE Raise Base Capacity while growing NEED FOR EXPANSION IDENTIFIED BASE CAPACITY	
	TERM	>

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 Dellmanaged interconnected colocation facility,<sup>3</sup> 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

<u>llul</u> ≡♡	Dell Technologies APEX ( Getting Started	Console	
1 1 1	86 Add Organizational Units Organizational Units are subsidiaries, tiere, or departments within an Organization. Add Organizational Units to organize your users.	View Active Subscriptions View information about your active subscriptions and ability to add capacity to existing subscriptions.	View Billing and Payment Info View and download current charges, billing history, and payment information.
9	Ide Manage Roles and Permissions Roles help you set the right permissions for your users. Get started quickly by assigning bulk-in roles or create custom roles to tailor permissions to your needs.	Control Cloud Sites Select the physical locations you wish to use for delivery and installation of hardware when creating new subscriptions or adding additional capacity to existing subscriptions.	Lociate Notification Preferences Choose how you would like to receive notifications about order that have been submitted for approval, approved, or declined.
	Adduguers allows you to manage who can access the APEX Console. While users can only belong to one Organizational Unit, they can be assigned multiple role.		
$\Leftrightarrow$			
		D&LL	

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

<sup>1</sup> IDC FutureScape: Gartner, "2023 Planning Guide for Cloud, Data Center and Edge Infrastructure," October 2022.
<sup>2</sup> IDC FutureScape: "Worldwide Future of Digital Infrastructure 2023 Predictions," October 2022. Doc # US48376222.
<sup>3</sup> Dell-managed colocation deployment is not available with Customer-managed subscriptions. For regional availability of Dell-managed colocation deployment, visit <u>www.Dell.com/Access-APEX</u>

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