**APEX** radically simplifies your storage services experience by focusing on outcomes, not infrastructure. With **APEX**, IT leaders can meet changing demands and reduce complexity. An as-a-Service model can help:

- Align IT with organizational goals
- Reduce expenses
- Enable IT staff to focus on resources quickly
- Eliminate forecasting, procurement, and migration cycles
- Helps you meet data localization, regulatory and audit requirements
- Become a service provider for consumption strategy
- Enables hybrid cloud or cloud consumption as a fall-back
- Enables cross-region, cross-country, and cross-border access

**As-a-Service** can do for your organization:

- **Simplicity**
  - Predictability: consume and pay for as-a-Service only as you need it
  - Automation and self-service: less manual labor
  - Elasticity: expand or contract on the fly
  - Performance and spending: monitor, manage, optimize demand

- **Agility**
  - Consume and pay for as-a-Service on-demand and on-premises
  - Deploy your resources where they deliver the most value

- **Control**
  - Choose your subscription terms and review site requirements to ensure a seamless delivery and deployment.
  - Single rate transparency – pay for the capacity you use
  - Dynamically scale as your requirements evolve, for up to 129% return on investment

**How it works**

- **Consume and pay for as-a-Service on-demand and on-premises**
- **Deploy your resources where they deliver the most value**
- **We’ll handle delivery and deployment in as few as 14 days** (4)

**Navigate your entire IT journey**

APEX data storage services can be consumed on a subscription basis, allowing for an agile, pay-as-you-go model. APEX Data Storage Services is designed for delivery and deployment. Choose your subscription terms and review site requirements to ensure a seamless delivery and deployment.

**Is your data storage in sync with your organization’s goals?**

Data storage management can get complicated fast, especially with challenges like:

- **Unpredictable data growth**
- **Over- and under-provisioning**
- **Limited IT staff size or experience**
- **Cloud complexity**
- **Capital budget constraints**

The adoption of Storage as-a-Service is expected to grow significantly.

Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.

**VMware vs. APEX**

For organizations that need the flexibility of on-premises deployments while leveraging the pay-as-you-go model, VMware offers a hybrid approach. This approach allows businesses to use cloud resources without the capital investment and deployment challenges typically associated with on-premises deployments.

APEX data storage services can be consumed on a subscription basis, allowing for an agile, pay-as-you-go model. APEX data storage services are designed for delivery and deployment. Choose your subscription terms and review site requirements to ensure a seamless delivery and deployment.

**APEX Portfolio**

Discover what APEX can do for your organization's unique infrastructure: storage hardware and storage software. Dell Technologies delivers, owns, and maintains your optimal storage infrastructure:

- **99.9999% availability**
- **99.99% operational control**
- **99.99% monitoring, operations, and sustainable decommissioning**

APEX data storage services are currently available in the United States (Ashburn, VA and Santa Clara, CA), the United Kingdom (London), Germany (Frankfurt), France (Paris), and Australia (Sydney).

**APLIX Data Storage Services at Equinix data centers** is currently available in the United States (Ashburn, VA and Santa Clara, CA), the United Kingdom (London), Germany (Frankfurt), France (Paris), and Australia (Sydney).

**OpEx treatment** is subject to customer internal accounting review and policies other than capital expenditures.

**TTV measured between order acceptance and activation. Subject to customer acceptance of APEX terms, credit approval and site qualification, which must be completed before order placement, and customer participation in pre-deployment planning. Product availability, holidays and other factors may impact deployment time.**

**Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.**

**“Market Guide for Consumption-Based Pricing for Data Center Infrastructure,” March 2021**

**IT decision makers. Actual results will vary. Full report here.**

**6** Dell Technologies data centers—Ashburn, VA and Santa Clara, CA in the U.S., London in the U.K., Frankfurt in Germany, Paris in France, and Sydney in Australia—provide APEX data storage services.

**7** The variety of data storage services available in APEX enables IT leaders to choose the best solution for their organization's unique needs and maintain operational control of workloads and applications.

**8** Dell Technologies delivers, owns, and maintains your optimal storage infrastructure. Dell Technologies delivers, owns, and maintains your optimal storage infrastructure.

**9** Dell Technologies offers a wide range of storage solutions, from entry-level to high-end, and provides on-premises, hybrid cloud, and cloud services.

**10** Dell Technologies offers comprehensive monitoring, operations, and sustainable decommissioning services for its storage solutions.

**11** Dell Technologies offers a wide range of storage options, from entry-level to high-end, and provides on-premises, hybrid cloud, and cloud services.

**12** Dell Technologies offers comprehensive monitoring, operations, and sustainable decommissioning services for its storage solutions.