

Top reasons to choose Dell Technologies APEX

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A portfolio of Dell Technologies as-a-Service offerings that simplify digital transformation by increasing IT agility and control.

1 | Effortless IT lifecycle management

APEX helps simplify IT by shifting time-consuming, labor-intensive tasks associated with IT lifecycle management to Dell Technologies. APEX provides infrastructure offerings delivered as-a-Service that are operated by you but maintained by Dell Technologies. With APEX, Dell Technologies owns, deploys, and manages your infrastructure, freeing up your IT staff to focus on high-value business priorities and line-of-business technology IT projects.

2 | Simplified experience via self-service capabilities

Enjoy the simplicity of self-service when you subscribe to the APEX portfolio of as-a-Service offers. APEX offerings include a web-based console through which you can subscribe to and configure an APEX offering. Once deployed, you can monitor APEX infrastructure to help gain valuable insights into system health and capacity utilization. A catalog of Dell Technologies products and services is available through the console as well to help you reach the business outcomes you require.

3 | Built-in flexibility to respond to change

APEX solutions are delivered as-a-Service to provide the flexibility and agility you need to pivot and change quickly based on market conditions and your business needs. As-a-Service models can be deployed quickly and easily, and help you benefit from a predictable and transparent cost structure.

4 | Our technology, your outcomes

The APEX portfolio of offerings is on-premises using our technology — a simple but powerful combination that enables you to focus on strategic IT projects which deliver business and technology outcomes without also being responsible for time-consuming IT life cycle management activities.

5 | Experience speed-to-value — every day

Agility is a key driver of digital transformation. Harness the speed, flexibility, and agility associated with public cloud, but without the potential security risks and latency challenges. APEX offerings can help you accelerate project timelines and rapidly deliver value to your organization.

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6 | Dynamically scale up or down

APEX offerings are ideal for organizations that experience frequent or seasonal spikes in demand. Designed to deliver elastic capacity, some APEX offers help your organization scale up or down depending on your business needs or unplanned changes in the market.

7 | Payment options that help contain costs

APEX Custom Solutions provide flexible cost structures to our customers. With APEX Data Center Utility, costs are aligned to usage, so you only pay for the technology you use each month. APEX Flex on Demand helps you manage unpredictable growth, workload bursts, and temporary changes in IT requirements by providing access to buffer capacity and a predictable monthly payment schedule.

8 | Reduce risk and help satisfy compliance requirements

Because APEX offerings are deployed on-premises and not in shared public cloud environments, you can leverage your physical security, cybersecurity, and threat detection solutions wherever APEX is deployed. With cybercrime, ransomware, and phishing attempts occurring daily, the ability to restrict access from unknown third parties helps protect intellectual property, customer, and employee data. Also, the ability to place data on-premises helps satisfy compliance and regulatory requirements.

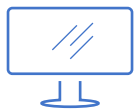
9 | Deploy where you need it

You are in control with APEX offerings. APEX can be deployed where it is needed — in the distributed data center, to multiple edge locations, and in co-location facilities. Infrastructure can be dedicated for your use, so no workloads or data from outside entities run on the same systems. APEX helps mission-critical and performance-intensive applications to run at high speeds with low latency.

10 | Reach your full potential with Dell Technologies and our partners

Dell Technologies will stop at nothing to help our customers reach their full potential. We have a global ecosystem of partners that can help unlock the full value of your APEX investments and reach your business goals.

To learn more, visit the [Dell Technologies APEX](#) page or contact your Customer Account Manager.



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