**Business Value of APEX Custom Solutions**

Study participants gained significant flexibility and agility through APEX Custom Solutions for storage and other IT resources. These Dell Technologies solutions help organizations better match IT resources to business demand and lower their operational costs.

### Lowering the Cost of Operating Storage

- **Before APEX Custom Solutions**
  - Total Cost: $43,938
  - Storage Operational Costs: $22,932
  - Storage Acquisition Costs: $15,299
  - Cost of Unplanned Outages: $5,707

- **With APEX Custom Solutions**
  - Total Cost: $33,667
  - Storage Operational Costs: $17,088
  - Storage Acquisition Costs: $14,515
  - Cost of Unplanned Outages: $2,064

#### Key Differences:
- **23% lower** average storage cost of operations per year
- **64% lower** cost of unplanned outages (due to a reduced loss of productivity and revenue)
- **5% lower** storage operational costs (staff time, co-location, power, facilities)
- **25% lower** storage acquisition costs

### Customer Quote:

“The benefits of APEX Custom Solutions really comes down to having predictable costs... We've essentially just turned storage into a utility.”

### Revenue and Productivity Benefits

- **Before APEX Custom Solutions**
  - Total Revenue: $36,400
  - Higher Gross Revenue: $6,600

- **With APEX Custom Solutions**
  - Total Revenue: $29,900
  - Higher Gross Revenue: $4,100

### Customer Quote:

“With APEX Custom Solutions, we can now take on one-off projects that we would not have been able to do previously because we had always used up storage.”

### Business Agility Improvements

- **Before APEX Custom Solutions**
  - Time to Deploy New Storage: 21.7 days

- **With APEX Custom Solutions**
  - Time to Deploy New Storage: 1.8 days

#### Customer Quote:

“With the storage burst capabilities that we have with APEX Custom Solutions, what used to be a 6–8 week long order is now an administrative configuration taking less than an hour.”

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This snapshot presents key insights from the Business Value of APEX Custom Solutions study. To read the full paper, please visit: [www.delltechnologies.com/APEX-Custom-IDC](http://www.delltechnologies.com/APEX-Custom-IDC) © 2020 IDC. www.idc.com