

Dell APEX PC-as-a-Service



Debunking the Myth of PC Ownership:
How Dell APEX PC-as-a-Service Enables Investment in
AI PCs with No Upfront Cost

Unlocking Innovative Tech



In today's rapidly evolving tech landscape, where generative AI and machine learning are becoming integral to professional operations across industries, businesses of all sizes face the challenge of staying competitive while managing resources effectively.

The traditional model of PC ownership, with its high upfront costs and complex asset management, often hinders companies from accessing cutting-edge technology. However, Dell APEX PC-as-a-Service (PCaaS)* is changing this standard by offering a solution that enables businesses to invest in Dell AI PCs powered by Intel® Core™ Ultra processors, simplify IT and refresh technology sustainably without the burden of upfront costs.

Dell APEX PCaaS presents a flexible monthly subscription-based model that eliminates the need for significant initial investments, providing the flexibility to scale PC infrastructure up or down as needed. This approach allows organizations to overcome financial barriers and access state-of-the-art technology.

The AI Imperative

As you consider integrating AI into your operations, it's crucial to invest in hardware that can keep up with evolving and new applications that utilize artificial intelligence. With AI PCs, you can unlock the full potential of AI to process massive amounts of data in real-time, automate repetitive tasks, and deliver personalized experiences to your customers. This technological advantage not only streamlines operations but also sets your business apart in a crowded market where agility and quick adoption of AI solutions can be a key competitive differentiator. By investing in the latest hardware and software solutions, you'll be better equipped to innovate, in an increasingly AI-driven business landscape.

With Dell APEX PCaaS and Intel Core Ultra-powered AI PCs, you can take your business to the next level by delivering faster, more personalized services and experiences to your customers. Plus, with the flexibility to upgrade as AI capabilities evolve, you can stay ahead of the curve and adapt to changing customer needs. By doing so, you'll be able to build stronger relationships with your customers, boost loyalty, and drive long-term growth for your business.

A Game-Changing Solution



“With Dell PCaaS, we’re reducing our [device] lifecycle costs because we have fewer people allocated to solve this problem. And on top of this, we’re constantly getting the newest stuff in terms of devices and updates.” *Head of computer architecture, financial technology firm*

In addition to the benefits of eliminating upfront costs and predictable budgeting, Dell APEX PCaaS simplifies asset management, freeing businesses from the time-consuming tasks associated with managing a fleet of PCs such as imaging, help desk support and compliance documentation.

In fact, a Forrester Total Economic Impact (TEI) study found that organizations using Dell APEX PCaaS were able to reduce their support ticket volume by 25-40% and lower their average monthly service costs for end-user devices by more than 30% per device. Interviewees leveraging Dell’s ProDeploy, ProSupport, and Asset Recovery Services as part of their subscription collectively saved more than 6 hours per device per year on the associated procurement, deployment, support, refresh, and recovery tasks. **

This is further supported by Intel vPro® within Dell AI PCs. The remote management capability that Intel vPro provides helps reduce the need for onsite support. Employees have fewer escalated issues with Intel vPro based devices, which avoids 90% of endpoint hardware-related onsite visits from IT staff. The reduction in travel and IT staff time is worth \$1 million over three years to the composite organization. ***

Burbank Group Success Story

Burbank Group, a national building industry services company, leveraged Dell’s APEX PC-as-a-Service to update its device management and refresh cycles. By adopting this solution, the company was able to:

- Regularly refresh devices efficiently, ensuring they had access to the latest technology and tools
- Simplify device management, reducing the administrative burden on their IT team
- Dispose of devices sustainably, freeing up resources and minimizing environmental impact

As a result, Burbank Group achieved notable business benefits, including:

- Improved employee experience with Dell devices
- Enhanced productivity, with a 15% reduction in time to carry out core tasks****
- Improved IT efficiency, resulting in a 20% reduction in IT support tickets

Sustainable Refreshes



Dell APEX PCaaS not only offers financial and operational benefits but also supports sustainability goals. Dell is committed to sustainability, with their devices incorporating 71% recyclable or renewable materials and being shipped in 100% sustainable packaging.

This commitment extends to the acceleration of the circular economy by providing responsible and secure commercial asset management for retired technology, regardless of brand. Dell's Asset Recovery Services extend the life of products and materials by focusing on reuse through whole unit resale, refurbishment, and part harvesting whenever possible. Any materials that cannot be reused are responsibly recycled.

The Forrester TEI study highlighted that businesses leveraging Dell deployment services were able to achieve an annual reduction in shipping costs of \$87,400. This cost-savings is made possible by streamlining the imaging and provisioning process, allowing devices to be imaged and provisioned directly from Dell.

Also, with Dell AI PCs, businesses can further reduce carbon emissions with lower energy usage per endpoint device and fewer onsite visits required to remediate PCs with its remote management capability. ***

In conclusion, Dell APEX PC-as-a-Service is a game-changer for businesses of all sizes. With our flexible and cost-effective solution, you can get access to the latest technology without breaking the bank. By choosing AI devices powered by Intel core PCs and sustainable asset recovery services, you'll boost your operational efficiency, reduce costs and your environmental footprint.

[Learn more about APEX PC-as-a-Service](#)

*Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.

** The Total Economic Impact™ Of Dell PC As A Service, November 2022. A Forrester Total Economic Impact™ study commissioned by Dell Technologies. [Read the full report.](#)

*** The Total Economic Impact of the Intel vPro platform as an endpoint standard. Jan. 2024

**** [Burbank Group case study](#)

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