

DELLTechnologies

A P E X

Partner Conversation Guide

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Welcome to the Dell APEX Conversation Guide

This guide gives you all the market insights and product information you need to effectively promote Dell APEX – our exciting as-a-Service and multicloud portfolio.

Realize the Dell APEX opportunity

Dell APEX is a portfolio of subscription-based technology solutions that deliver the ease and agility of simplified cloud experiences customers are looking for. It streamlines the adoption and implementation of Dell Technologies' infrastructure, software, and solutions through modern and flexible consumption models that enable you to meet customers where they are.

Your one-stop guide

Understand how to fully capitalize on the Dell APEX opportunity by exploring your possible routes to market, the portfolio available and the benefits you and your customers can enjoy – with additional destinations to continue your journey.



It's a multcloud world

IT leaders want **best-of-breed** capabilities to achieve differentiated outcomes. They love the ease and agility of the **cloud experience** and expect it **everywhere**.



Public
clouds



Data
centers



Colo
facilities



Edge
locations

SIMPLIFY

Streamline your as-a-Service portfolio and deliver simplified cloud experiences.



Dell APEX delivers multicloud by design

through simplified cloud experiences that increase agility and control.

ENHANCE

Offer value-added specialty services that enhance the end-customer experience.



ACCELERATE

Improve time to deploy for you and time to value for your customers.

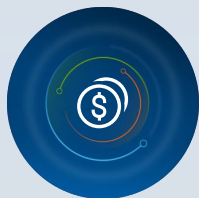


Explore the Dell APEX advantage for your business

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Gain a clear advantage for you and your customers.

Use Dell APEX to streamline the adoption and implementation of Dell infrastructure, software, and solutions, while offering flexible payment options that preserve capital for other customer priorities.



Rewards

Build your own business while helping customers to optimize theirs and enjoy the rewards of lucrative financial incentives on eligible Dell APEX opportunities as part of the Dell Technologies Partner Program.



Flexibility

Take advantage of the flexibility to sell the way customers want to consume, based on specific business needs, and select the right acquisition model for your customers.



Enablement

Enable your success with dedicated Dell APEX training content. To help enable your success in promoting and selling Dell APEX solutions, we've created a dedicated [Dell APEX Learning Center](#).



Differentiation

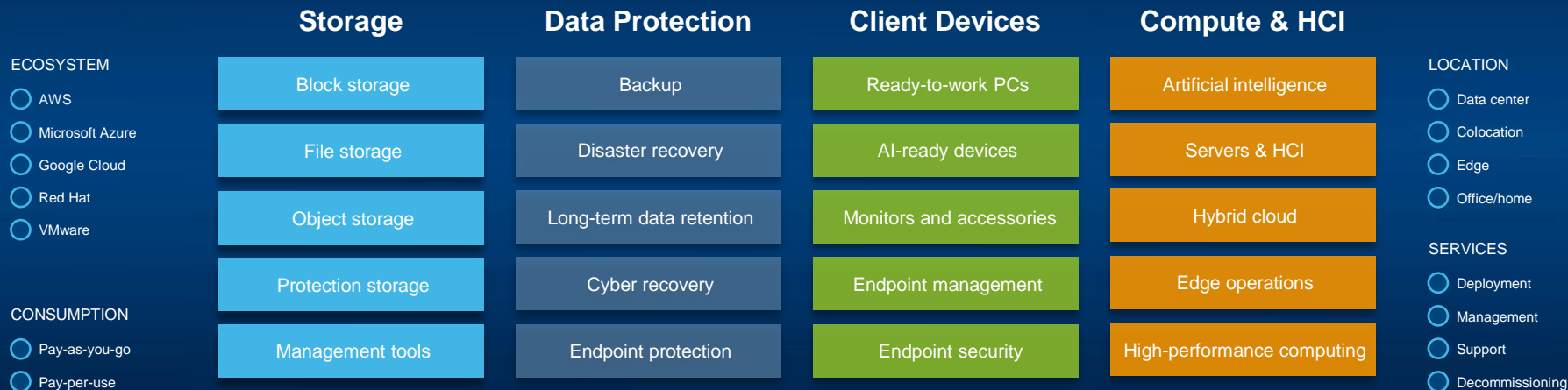
Gain a differentiated advantage with the ability to build your own value-added services around the Dell APEX solutions that you deliver.

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A broad range of world-class solutions

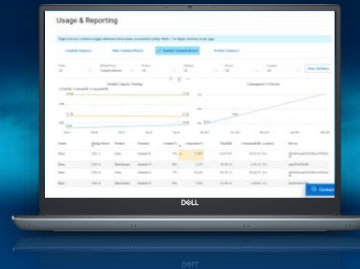
Dell APEX brings simplified cloud experiences – with quick provisioning and rapid scaling – across our innovative portfolio, wherever applications and data live.



Offer what your customer needs in the environment of their choice.

Overview

Simplify management of the technology lifecycle.
Focus less on infrastructure and more on innovation.



Monitor capacity
usage to simplify
forecasting and
streamline scaling



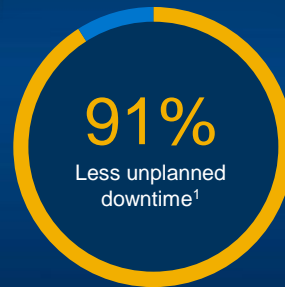
Simplicity

Select your product from across
our comprehensive portfolio and
configure it to meet your needs



Agility

Add infrastructure services to bring
the cloud experience you love to
on-prem environments



Control

Specify your subscription terms
and customize service levels,
securely and sustainably

Manage
subscriptions
and payments
through the
APEX Console

¹Source: An IDC White Paper commissioned by Dell Technologies: The Business Value of Dell APEX Pay-Per-Use Solutions, December 2023. Actual results may vary. [Full report](#)

²Source: An IDC White Paper commissioned by Dell Technologies: The Business Value of Dell APEX Multicloud and As-a-Service Solutions, August 2023. Actual results may vary. [Full report](#)

Dell APEX Subscriptions

Deploy your APEX Subscription in 3 easy steps:

1

Choose your technology

Customers select their choice of Server, Storage, Data Protection, Cloud Platforms, Converged and Hyperconverged Infrastructure. Capabilities can be configured to align with their unique requirements.

2

Select the services

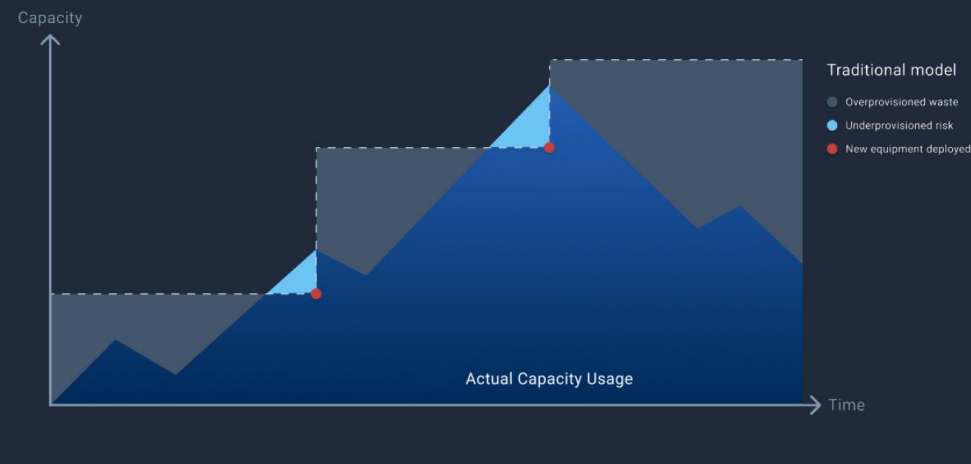
Deployment, support and decommissioning services are included with every APEX Subscription. Your customers can add additional infrastructure services and services to support people, processes and workloads to meet their business needs.

3

Customers pay for what they use

Offer customers financial flexibility by aligning expenses with actual versus anticipated usage and get peace of mind by capping monthly billing at 85% usage of total installed capacity – an offer unmatched by other infrastructure providers.¹

How APEX Subscriptions Work



¹ Source- Available with every Dell APEX Subscriptions for Storage, Data Protection and VxRail.
Dark sites, non-metered deployments, and customers non-compliant with their contract terms are not eligible.

Enhance APEX Subscriptions with Services

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What is required. What can be added. What is separate from an APEX Subscription



Services **required** with every APEX Subscription

- Deployment –
 - ProDeploy or
 - Partner Deploy*
- Support – ProSupport



Services that **can be added** with an APEX Subscription

- Consulting
- Additional Deployment
- Additional Support
- Infrastructure
- Dell Managed Services
- Residency
- Education



Services **that can be purchased separate from** an APEX Subscription

- **Flexible (Custom) Managed Services**
- Partner or Customer Maintenance
- Partner Deployment / *Co-delivery*
- Other Partner Services
- Services credits for education, consulting, etc.

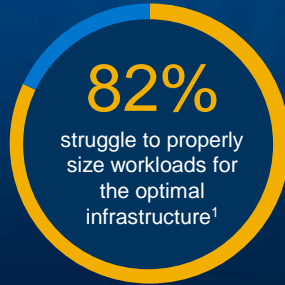
Provide more outcomes that customers need to succeed

* Partner Deployment option is available with Dell APEX Subscriptions Authorization competency. Partner Deployment services provided cannot be included in the subscription rates, will have to be separately charged by partners.

Overview

Many IT leaders feel overwhelmed with the difficult decisions that need to be made, combined with the rapid pace of technology change, particularly when it comes to multicloud initiatives. These challenges consist of unpredictable costs, management complexity, cloud inconsistencies, skills gaps and limited visibility.

Customers are looking to elevate their multicloud experience by seeking consistent tools across on-premises and public cloud environments, seamless data mobility and enterprise-class reliability and security. Dell APEX Storage for Public Cloud brings industry-leading, enterprise-class block, file, and protection software to public clouds. This family of APEX offers enables you to address customer cost, management, performance and governance challenges.



¹Source: Enterprise Strategy Group, "Multi-cloud Application Deployment and Delivery Decision Making," June 2023. Based on survey of 350 IT professionals responsible for evaluating, purchasing, and managing applications at large midmarket (500 to 999 employees) and enterprise (1,000+ employees) organizations in North America

Extend a consistent experience across your customers' environments with block, file and data protection for public clouds.



File

Move data seamlessly from on-premises to the cloud

Use the familiar OneFS enterprise features and built-in security

Simplify operations with consistent user experience as on-premises

Deliver performance and scale with flexible architecture

Power demanding file workloads for a broad range of verticals

Simplify your customer's cloud journey with file storage they know and trust



Block

Improve TCO and leverage pre-committed cloud spend

Power demanding workloads with high performance and low latency

Move data seamlessly between multicloud environments

Efficiently place data across multi-AZ without extra copies

Unify fragmented resources and diverse workloads

The world's most scalable cloud block storage¹



Protection Storage

Deploy directly from cloud marketplaces

Ensure data immutability

Benefit from consistent user experience as on-premises

Support for a broad backup application ecosystem

Replicate data between cloud and on-premises or between clouds

Enterprise-class data protection

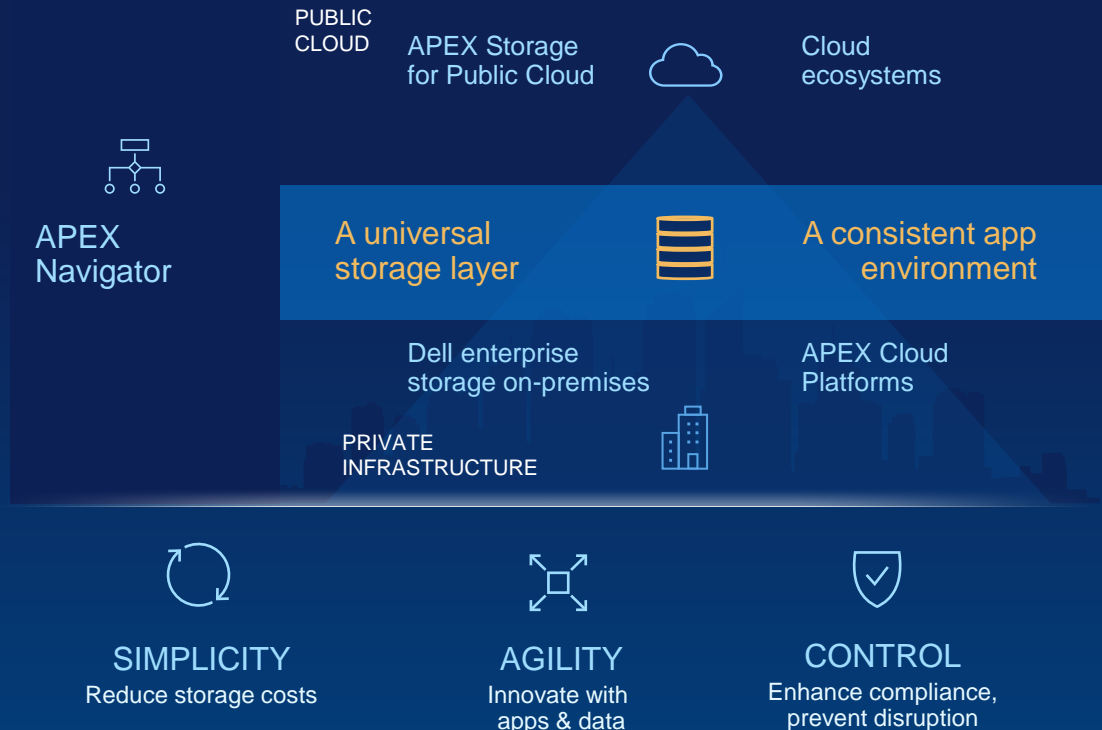
¹Based on Dell analysis of storage software deployable on AWS, Azure, and Google Cloud, May 2023.

Dell solutions for multicloud

Bridge the cloud divide with a universal storage layer

Partners can help customers unify placement, operational control, and protection of enterprise applications and data to gain the following benefits:

- Reduce multivendor complexity
- Efficiently use multicloud resources
- Seamlessly move applications and data
- Eliminate silos of operation
- Harden security, protection and resiliency



Strengthen the conversation



Opportunity



Talking Point



Customer Benefits

Cost-optimized consumption resulting in TCO improvements.

Benefit from the speed, scale and advanced data services offered by Dell storage software in public cloud environments at up to 82%-87% cost savings compared to native public cloud storage.¹



Improve TCO and avoid sporadic, unplanned cloud costs by utilizing pre-committed cloud spend and Dell TLAs.

Unparalleled performance and advanced data services for mission-critical workloads.

Multiple options for enterprise-class storage across block, file and data protection in cloud environments such as AWS and Microsoft Azure



Take advantage of the performance, scale and reliability required to confidently run mission critical workloads in the public cloud.

Intuitive management through a centralized experience.

Software-as-a-Service centralized management tool that spans on-premises and public cloud environments.



Deploy, manage and monitor storage, and move data across multicloud environments.

Consistent tools and experience with seamless data mobility between on-premises and public cloud.

Common storage services across your multicloud locations create a universal storage layer which enriches multicloud efficiency, reduces multi-vendor complexity and enables data placement flexibility.



Eliminate retraining and empower your ITOps and storage admin teams to use the same skillset across on-premises and public cloud environments.

Centralized governance with end-to-end visibility and role-based policy enforcement.

End-to-end visibility and role-based policy enforcement across multicloud storage environments.



Maintain complete control of your data with enterprise-class Dell storage software in the public cloud so you can minimize risk, safeguard data and achieve peace of mind.

Facilitate Zero Trust adoption.²

Implement identity verification and continuous monitoring principles through key capabilities such as SSO & Federated ID.



Keep data and infrastructure protected with key features built according to Zero Trust principles.

¹Based on a Silverton Consulting white paper, sponsored by Dell Technologies, "Conceptual TCO: Dell APEX Block Storage for Public Cloud," October 2023.

²Applicable to APEX Block Storage for AWS deployments with APEX Navigator

Dell APEX Backup Services

Secure SaaS-based platform for data backup, disaster recovery and cyber resilience. Protect your data with confidence

With Dell APEX Backup Services, businesses can reduce the risk and impact of data loss across SaaS applications, endpoints and hybrid workloads.



SaaS Apps

Unified data protection and governance for SaaS apps

Deploy in minutes

A SaaS-based solution with no infrastructure to manage, so it can deploy in a matter of minutes.



Endpoints

Secure protection of endpoint devices

Scales on demand

Unlimited, on-demand scaling ensures customers' growing data volumes are always protected.



Hybrid Workloads

Automated disaster recovery and long-term retention for hybrid workloads

End-to-end data protection

All-in-one secure protection includes backup, disaster recovery and long-term recovery.

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Dell APEX Protection Storage for Public Cloud

Enterprise-class data protection

- Deploy directly from cloud marketplaces
- Ensure data immutability
- Benefit from consistent user experience as on-premises
- Support for a broad backup application ecosystem
- Replicate data between cloud and on-premises or between clouds



24+ EB

of data protected
in the cloud¹

Over
1800

Customers trust Dell
Technologies to
protect their data
in the cloud¹

Optimize a variety of workloads



Backup
to cloud



Backup
in cloud



Cloud
disaster recovery

¹Based on Dell Technologies analysis, January 2024.

Overview

Organizations rely on software applications to run their business. And IT must have a platform for application development and hosting that works effectively across on-premises and public clouds. They need access to the latest tools and technologies plus the freedom to run their workloads anywhere. However, management complexity, skills gaps and security and compliance concerns create real barriers that are holding organizations back from realizing the promise of Multicloud.

Extend and enhance your customers' cloud experience for their preferred cloud ecosystem.



Bridge the cloud divide

Minimize multicloud costs and complexity.



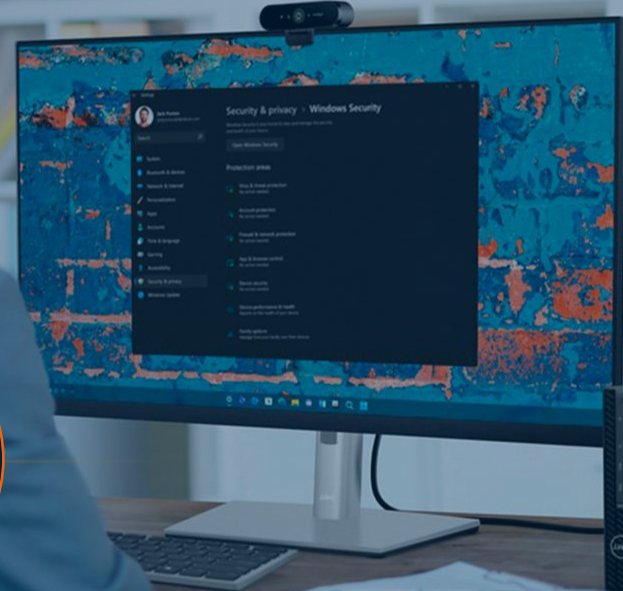
Unleash application value

Develop anywhere and deploy everywhere.



Harden security and governance

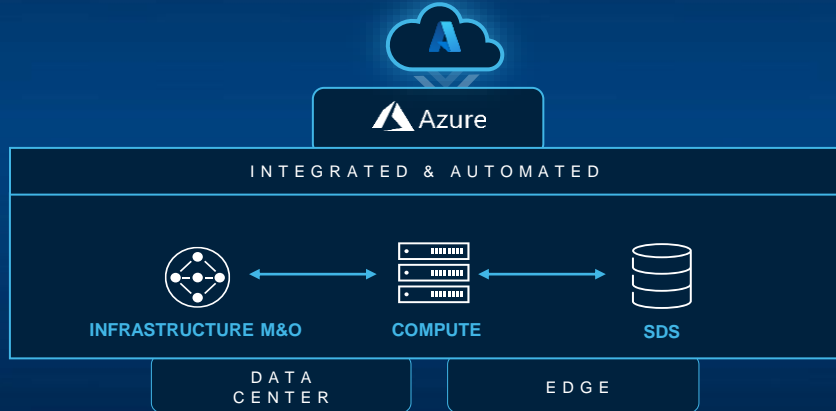
Extend and enhance control with layered security.



DELL APEX CLOUD PLATFORMS

Dell APEX Cloud Platform for Microsoft Azure

Dell APEX Cloud Platform for Microsoft Azure empowers your customers to unlock innovation across their data centers, edge locations, and Azure public cloud environments

**1st**

only cloud platform
collaboratively built to
optimize Azure hybrid
cloud experience



Expanding the
35-year Dell
partnership



Accelerate app
modernization with
Arc-enabled services
on-prem

Bridge the Cloud Divide

Deliver consistent Azure
operations - everywhere

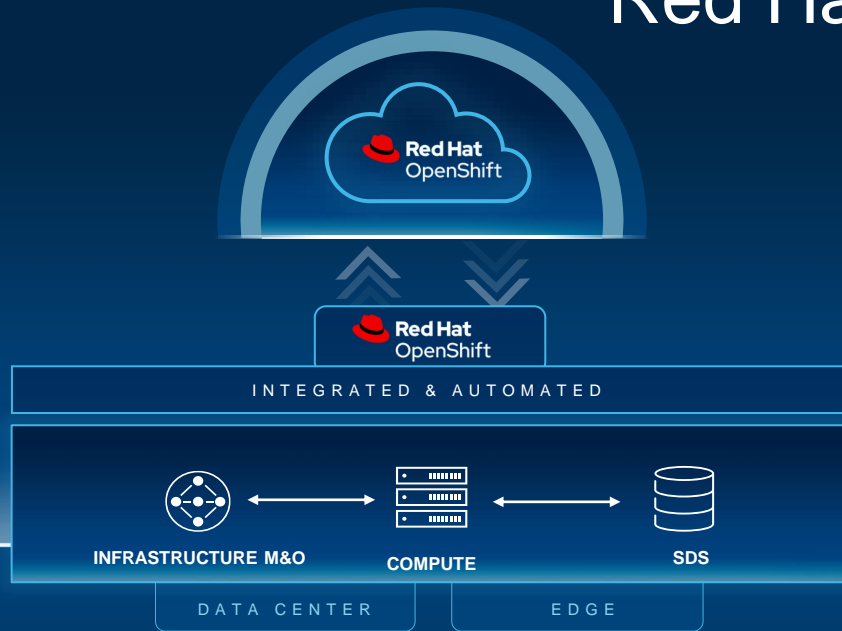
Unleash Application Value

Accelerate productivity
with familiar
developer experiences

Harden Security and Governance

Enforce consistent Azure
management and governance
from cloud to edge

APEX Cloud Platform for Red Hat OpenShift



#1

Designed collaboratively to optimize and extend the leading Kubernetes distribution



Extending our 24-year history as a Red Hat Premier Global Partner



Ideal for workloads performance-intensive workloads

Bridge the Cloud Divide

Accelerate time to value with a purpose-built platform

Unleash Application Value

Seamlessly extend applications and data across the IT landscape

Harden Security and Governance

Enhance control with multi-layer security and compliance capabilities

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Strengthen the conversation



Opportunity

Many organizations are using both on-premises and public cloud infrastructure. Extend familiar cloud experiences to on-prem operations.

Create standard configurations that can be repeatably deployed and managed.

Consistency of operations across multiple deployment options, reducing repeated tasks and multiple interfaces that drive up cost and complexity.

Place data and applications based on workload requirements.

Bridging the security divide from cloud to on-premises deployments.



Talking Point

Bringing the software operating environment from public cloud to the data center certainly helps to bridge the divide between the data center and public cloud experiences.

Dell APEX Cloud Platforms are built on a common infrastructure, including PowerEdge servers, automation & orchestration software, and support for software-defined storage.

Full stack integration into the partner ecosystem software stacks provides consistency between the software running across private, public and edge locations.

Deploy once and deploy anywhere with workload placement mobility.

Harden security and governance through the automation of lifecycle management and consistent data control framework.



Customer Benefits



Extend and optimize choice of cloud ecosystem on-premises.



Achieve operational excellence with common platforms and automation.



Accelerate productivity with consistent, familiar operational and developer experiences.



Run compatible applications across private and public cloud without the need to refactor.



Enforce consistent cloud governance and compliance on-premises.

Overview

Today's employees work in an anytime, anywhere environment, and they rely on their PCs to get work done with minimal disruption to be productive.

Take advantage of a growing market that is moving to as-a-Service (aaS) business models. By transitioning your PC sales into aaS managed lifecycle sales, you can provide your customers with the latest products at a predictable monthly price. This will help you build robust, long-term customer relationships as well as recurring revenue streams.



50%

less help desk effort¹



18-month

newer device
access¹



50%

decrease in
employee device
onboarding time¹

¹ Based on a Forrester Total Economic Impact™ Study commissioned by Dell: [The Total Economic Impact of Dell PC as a Service](#)

Dell APEX PC-as-a-Service

Enable your customers to unlock the capital required to simplify IT and modernize the PC lifecycle



Modern end user experience

Broad portfolio with accelerated technology refreshes

Advise from project management through planning, configuration and installation.



IT efficiency with lower costs

30% support costs saved¹

Free up your customers' time and budget for transformative activities.



Predictable monthly pricing

Affordability that provides better cash flow

Provide the flexibility to scale based on business needs.

¹Based on a Forrester Total Economic Impact™ Study commissioned by Dell: [The Total Economic Impact of Dell PC as a Service](#)

Overview

Bring Generative AI to customers data, wherever it lives



Optimize ecosystems

Place GenAI applications and data within a multicloud environment designed to deliver more value.



Secure data

Safeguard confidential data without compromising performance with private GenAI implementations.



Conserve resources

Right-size GenAI for peak efficiency and reduce costs with sustainable pay-per-use Subscriptions.



Bridge skill gaps

Accelerate GenAI outcomes with a range of services, validated designs and as-a-Service solutions.

Help customers on their Generative AI journey with Dell APEX subscriptions

Overview



Infrastructure Observability

Assure infrastructure integrity

AI-driven observability for optimizing
Dell infrastructure health, cybersecurity
and sustainability



Application Observability

Deliver application reliability

AI-driven full stack
observability for optimizing
application performance



Incident Management

Automates service availability

AI-driven incident lifecycle workflow
for optimizing availability of your
digital infrastructure

¹CloudIQ User Survey, Dell Technologies, 2021. Actual results may vary.

²The Total Economic Impact™ Of IBM Instana Observability Cost Savings And Business Benefits Enabled By Instana Observability, Forrester, 2024. Actual results may vary.

³Customer research, Moogsoft, 2023. Actual results may vary.

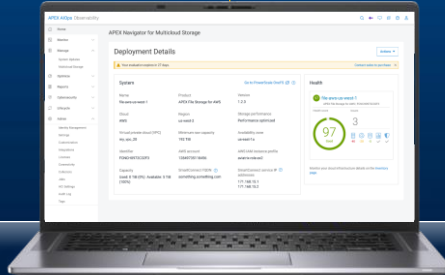
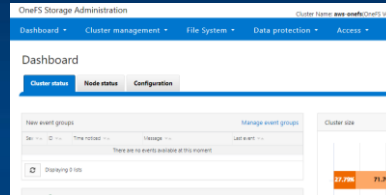
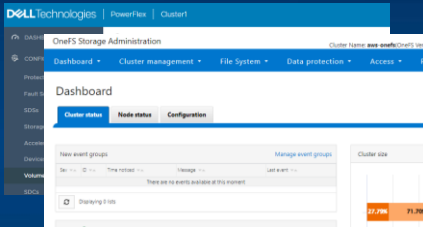
Dell APEX Navigator for Multicloud Storage

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Dell APEX Storage for Public Cloud + Dell APEX Navigator for Multicloud Storage

Dell APEX Block or APEX File Storage
for AWS

Dell APEX File Storage
for Microsoft Azure (Future)



Dell APEX Navigator

Elevate your multicloud experience



SIMPLICITY
Streamline multicloud
storage management



AGILITY
Accelerate
productivity



CONTROL
Secure multicloud
operations

Partners can either Resell or Host Dell APEX Block and File Storage for AWS. For further information contact your Dell Partner Sales Team.

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Dell APEX Navigator for Multicloud Storage

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Explore dedicated resources

Take a closer look at the advantages of delivering Dell APEX solutions:



Visit the Demand Generation Center

For all the marketing information you need about the Dell APEX portfolio.

[Visit Now](#)



View the Dell APEX Content Hub

A selection of resources that you can use with customers across each stage of the sales cycle.

[Explore Now](#)



Activate your own Dell APEX campaign

Visit the Digital Marketing Tool to find assets designed to help you build awareness, drive engagement and generate demand.

[Learn More](#)

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The logo for Dell Technologies, featuring the word "DELL" in a bold, sans-serif font, followed by the word "Technologies" in a lighter, sans-serif font. The "E" in "DELL" is stylized with three diagonal lines extending from its right side.