Partner Conversation Guide
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 multicloud 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.
Dell APEX delivers multicloud by design

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

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.

through simplified cloud experiences that increase agility and control.
Explore the Dell APEX advantage for your business

Gain a clear advantage for you and your customers.

You can use Dell APEX to leverage proven technology and a strong partnership with the undisputed market leader in infrastructure\(^1\) to expand your as-a-Service and multicloud portfolio, while also unlocking new revenue streams.

**Rewards**
Build your own business while helping customers to optimize theirs and enjoy the rewards of lucrative financial incentives and benefits available 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.

\(^1\)Dell Technologies White Paper, sponsored by VMware and Intel, ‘Purchase, Lease or Consumption-Based: Which is the best way to acquire your IT?’, 2021. Full report.
Routes to market for every partner

Select from three business models that each give you the opportunity to grow your business and profitability potential.

**Resell**
Resell a Dell APEX offer to a customer, with deployment at the customer site, Dell-managed colocation facility or customer/partner-coordinated colocation facility.

**Host**
Subscribe to a Dell APEX solution and then manage and operate the equipment installed in your data center or colocation facility on behalf of a customer.

**Referral**
Collaborate and refer your Dell APEX leads to Dell Technologies, who will fulfill direct.

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1Dell-managed colocation deployment is not available with Customer-managed option. For regional availability of Dell-managed colocation deployment, visit Dell.com/Access-APEX.
A broad range of world-class solutions

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

Select offers include the opportunity for partner-led deployment.

- **Client Devices**
  Enable customers to grow and innovate by unlocking the capital required to simplify IT and modernize their PC lifecycle.

- **Compute and HCI**
  Simplify multicloud by giving your customers a secure, consistent experience everywhere, with the best-of-breed features and performance their workloads require.

- **Storage**
  Respond to your customers' changing business needs, remove complexity and reduce risk with scalable and elastic storage as-a-Service.

- **Cyber and Data Protection**
  Help customers make smarter technology choices that will improve business results and ensure their infrastructure and data stays protected and secure.

- **Cloud Platforms**
  Deliver consistent multicloud operations by extending cloud operating models to on-premises and edge environments.

- **Custom**
  Create specialized, on-demand environments by leveraging our innovative and extensive portfolio of infrastructure and services to meet a wide variety of customer requirements.
The partner deployment opportunity

Qualified partners can deploy selected Dell APEX outcome-based offers to customers.

Partner deployment, alongside additional lifecycle services, boosts your potential for greater share of wallet on all Dell APEX deals.

Deliver a streamlined customer experience with greater control over your customers’ Dell APEX deployment options.

Eligible customer-managed DELL APEX offers

- Dell APEX Data Storage Services
- Dell APEX Hybrid Cloud for VMware
- Dell APEX Private Cloud
- Dell APEX Compute
- Dell APEX PC-as-a-Service

Partner requirements:

- Partners must be metal tier in the Dell Technologies Partner Program and possess the required Dell deployment competencies
- Partners must be onboarded to the Dell APEX Console*

*Not a requirement for Dell APEX PC-as-a-Service
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 effort\(^1\)

18-month newer device access\(^1\)

50% decrease in employee device onboarding time\(^1\)

\(^1\)Based on a Forrester Total Economic Impact™ Study commissioned by Dell: The Total Economic Impact of Dell 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

IT efficiency with lower costs
30% support costs saved¹

Predictable monthly pricing
Affordability that provides better cash flow

Advise from project management through planning, configuration and installation.

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

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

Help customers simplify IT management, rapidly respond to changing business needs and maintain complete control of their cloud strategy with integrated compute, storage and networking infrastructure delivered as a subscription model. Ensure customers order what they need today and easily scale up with co-termed expansions, delivered to the service level they need, with technology that’s owned by Dell Technologies.

Whether deployed at a customer location or hosted in your own data center or colocation facility, Dell APEX Compute and HCI provide the ideal solution for customers looking for an easier, more consistent cloud experience. Accelerate cloud adoption and support your customers’ entire cloud journeys.

59% of enterprises are prioritizing efforts to reduce the time and work required to manage their technology investments over the next two years.¹

91% of organizations view modernized infrastructure as a critical factor in digital transformation success.²

¹IDC InfoBrief, Storage as a Service Improves Business Operations, April 2021.
### Dell APEX Hybrid Cloud for VMware

- **vRealize Suite**
- **SDDC Manager**
- **App Migration (HCX)**
- **Compute (vSphere)**
- **Storage (vSAN optional)**
- **Networking (NSX-T)**

**Infrastructure owned by Dell Technologies; Order configuration via Dell APEX Console**

**1-year subscription term. Upfront, annual or monthly payment options**

Consistent, secure operations with automation and orchestration across multicloud environments

Pre-integrated rack from Dell. Customers can leverage their ELA for VCF software

Infrastructure managed by the customer. Primary PoC: Customer Success Manager (CSM) with included ProSupport Plus

Delivery and deployment in as few as 28 days (SLO)

*Customers can leverage their ELA for VCF software when subscribing to APEX Hybrid Cloud for VMware

### Dell APEX Private Cloud

- **Compute (vSphere)**
- **Storage (vSAN / No vSAN)**

**Infrastructure owned by Dell Technologies; Order configuration via Dell APEX Console**

**1-year subscription term. Upfront, annual or monthly payment options**

Perfect for getting started with cloud and scale as you grow with a cost-effective footprint

Option to choose a Pre-Defined Integrated Rack from Dell or leverage Customer Provided Rack with on-site integration

Infrastructure managed by the customer. Primary PoC: Customer Success Manager (CSM) with included ProSupport Plus

Delivery and deployment in as few as 28 days (SLO)

### Dell APEX Compute

- **Deploy the Operating System or Hypervisor of your choice**

**Bare metal compute resources supporting your choice of operating system or hypervisor for virtualized or container-based environments**

Choice of deployment location - internal data center, edge location, or co-location

Infrastructure managed by the customer. Primary PoC: Customer Success Manager (CSM) with included ProSupport Plus

Infrastructure owned by Dell Technologies; Order configuration via Dell APEX Console

Subscription billing; 3/4/5 years

TTV objective 28 days
Dell Technologies targets delivery and deployment of a **28-day time-to-value (TTV) objective** for new cloud infrastructure orders, with expansion of existing infrastructure in as few as 5 days. Customers can quickly and easily scale their cloud infrastructure up in line with business demands.

Dell APEX Compute and HCI offers combine the power and speed of public cloud with the security and control of private cloud – all brought together in a simplified customer experience.

Dell APEX Compute and HCI offers are designed to evolve rapidly with customers’ businesses, ordering what they need today and with the ability to easily scale up to meet new business demands.

Customers maintain full operational control of their cloud environments and either self-manage the infrastructure or contract with a partner. An assigned Customer Success Manager (CSM) helps coordinate activities, ensuring service capabilities are working and brings in the right Dell technical support when needed.

Accelerate cloud adoption by simplifying cloud infrastructure management.

Modernize data operations with ease.

Balance ease and speed of public cloud with the need for security of on-premises.

Improve cloud economics for better budget control.

Talking Point

Opportunity

Customer Benefits
Overview

Many IT organizations have been challenged by over- and under-provisioning, and capital budget constraints associated with lengthy, complex tech refresh cycles. Traditionally these challenges have taken considerable effort to manage. Storage requirements as well as the overall business and economic environment are difficult to predict, and IT departments need to become increasingly agile.

Your customers may also be dealing with dramatically limited capital and human resources, and cloud initiatives may also introduce an added layer of complexity. Dell APEX Data Storage Services help our partners offer flexible IT through greater agility and choice, giving your business a clear advantage while facilitating your customers’ transition to a consumption-based Storage as-a-Service model.

By 2026

65% of tech buyers will prioritize as-a-Service consumption models for infrastructure purchases to help restrain IT spending growth and fill ITOps talent gaps.¹

By 2025

>70% of all enterprise-grade storage capacity will be sold on a consumption basis – up from less than 35% in 2021.²


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Choose the storage service that aligns with your customers’ unique data workload requirements

<table>
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<tr>
<th>File</th>
<th>Block</th>
<th>Backup Target</th>
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</thead>
<tbody>
<tr>
<td>TRADITIONAL AND MODERN FILE-BASED / NAS WORKLOADS</td>
<td>TRADITIONAL AND MODERN BLOCK-BASED / SAN WORKLOADS</td>
<td>BACKUP ALL CRITICAL WORKLOADS FROM REMOTE TO CORE</td>
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<tr>
<td>Archive/data tiering to Big Data analytics</td>
<td>Test/dev to mission-critical</td>
<td>Integrates with preferred backup software</td>
</tr>
<tr>
<td>Ideal for unstructured and demanding workloads for video surveillance, medical imaging, M&amp;E content delivery/creation, data lakes for AI/ML/DL</td>
<td>Ideal for structured, transactional workloads, databases and virtual machines</td>
<td>Ideal for fast backups, high compression levels and advanced deduplication that typically delivers 65:1 data reduction¹</td>
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<tr>
<td>Multiprotocol data access – NFS, SMB, HDFS, S3, NDMP, REST, HTTP and FTP</td>
<td>Integration with leading vendors like VMware and Microsoft - ideal for SQL, Exchange, SAP and Oracle environments</td>
<td>Inline write and read verification and helps meet governance policies and strict regulatory standards</td>
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<tr>
<td>Flexible file storage delivered as-a-Service</td>
<td>Adaptable and intelligent block Storage as-a-Service</td>
<td>Secure and efficient scale or backup storage</td>
</tr>
</tbody>
</table>

“Single rate for base capacity and on-demand usage with no overage penalties”

¹Based on Dell internal testing and field telemetry data compared to the previous generation, January 2023. Actual results may vary.
## DELL APEX DATA STORAGE SERVICES

### Strengthen the conversation

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<tr>
<th>Opportunity</th>
<th>Talking Point</th>
<th>Customer Benefits</th>
</tr>
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<tbody>
<tr>
<td>Workloads with a steady growth trajectory, high growth potential or unpredictable data requirements.</td>
<td>Avoid under- and over-provisioning, consume and pay for capacity as needed.</td>
<td>Enjoy a consistent rate across all usage – no penalties or overage fees for on-demand capacity utilization.</td>
</tr>
<tr>
<td>Cloud complexity stemming from cloud mandates, shift to a cloud operating model or lack of readiness for public cloud.</td>
<td>Gateway to cloud consumption model and hybrid cloud strategy, and colocation enables multicloud connectivity.</td>
<td>Improved multicloud flexibility and choice, and the need for a simple public cloud on/off-ramp.</td>
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<tr>
<td>Quickly expand into new markets without the need for data center operations.</td>
<td>Ability to deploy storage resources in a Dell-managed interconnected colocation facility, enabling new opportunities for growth and geographic expansion.</td>
<td>Geo-expansion with a trusted storage service delivered in an as-a-Service model and a streamlined option to expand global IT footprint.</td>
</tr>
<tr>
<td>IT Ops teams with limited skillset / resources or model that is developer focused.</td>
<td>Simplify storage administration tasks with vendor-owned infrastructure.</td>
<td>Eliminate complications, time-consuming storage forecasting and administrative tasks, enabling IT staff to focus on more value-added activities.</td>
</tr>
<tr>
<td>Regulatory or security requirements that include stringent data governance and compliance standards.</td>
<td>Data resides on-premises or in a secure colocation facility, enabling compliance with common regulatory and security standards.</td>
<td>Help meet data localization, regulatory and audit requirements that the public cloud may not accommodate.</td>
</tr>
<tr>
<td>Financial strategy to avoid large CapEx expenses associated with 3–5-year tech refresh cycles.</td>
<td>Transition from CapEx to OpEx* and pay for capacity as it’s consumed.</td>
<td>Move assets off the balance sheet with Dell-owned infrastructure.</td>
</tr>
</tbody>
</table>

*OpEx treatment is subject to customer internal accounting review and policies.
In today’s digital age, data is a vital asset for organizations. With the growing threat of cyber attacks, securing and maintaining access to data is more important than ever.

Dell APEX offers a modern, simple and resilient as-a-Service solution for multicloud data protection to customers and partners. Protect data across endpoints, workloads and multicloud, simplify operations and enhance cyber resilience with Dell APEX.

94% of organizations are choosing cloud deployments (public, private, hybrid) for new applications.
60% are struggling to find data protection for cloud-native apps.
87% view cloud computing as an important part of their data protection strategy.
54% are struggling to find data protection for SaaS applications.

Vanson Bourne was commissioned by Dell Technologies to survey 1,000 IT decision makers across 15 countries globally on their data protection strategies, their approaches to data protection in cloud environments, and the relative preparedness of their businesses in cases of disruption. Source: ESG Research Publication, 2021 Data Protection Cloud Strategies Survey, February 2021.
Dell APEX Backup Services offers a simple and secure SaaS solution for data protection. With backup, disaster recovery and long-term retention capabilities, you can trust Dell APEX to keep your data safe.

There are three Dell APEX Backup Services offers to choose from:

- **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.
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 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.

**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

**INTEGRATED & AUTOMATED**

**COMMON BUILDING BLOCKS**
- INFRASTRUCTURE M&O
- COMPUTE
- SDS

**DATA CENTER**

**EDGE**

**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

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Organizations are continually being asked to do more with less. Being able to spread data center technology costs over time in a foreseeable way, even when workloads are variable, can be a valuable strategy to maximize cashflow. Customized Dell APEX Solutions deliver that flexibility in a specialized on-demand, as-a-Service environment that tailors to specific needs.

Customized Dell APEX Solutions allow your customers to control costs and better align budget with business needs and workloads, paying over time and only for what is used. Enable simplified and predictable budgeting, billing and technology lifecycle management for IT infrastructure with the flexibility to select the technology and terms that work best for your customers.
### CUSTOMIZED DELL APEX SOLUTIONS

**More than just flexible consumption models on offer**

<table>
<thead>
<tr>
<th>Dell APEX Flex on Demand</th>
<th>Dell APEX Data Center Utility</th>
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<tbody>
<tr>
<td>A consumption-based payment solution – acquire the technology your customers need to support their changing business, with payments that scale to match their actual usage.</td>
<td>Highly customizable – move part, or all, of your customer data center operations into a pay-per-use model.</td>
</tr>
<tr>
<td>Simplifies pricing and budgeting with pricing tables of our most popular solutions, allowing your customers to budget and predict payments even when usage is variable. Custom pricing also available.</td>
<td>Includes a choice of professional services and support to fully manage your customers’ data center and its operations.</td>
</tr>
<tr>
<td>All technology is installed and available to your customers on day one – including the Committed Capacity they currently need and the Buffer Capacity they will require in the future.</td>
<td>Simple, single invoice helps your customers improve transparency in their data center operations spending, with a predictable rate and costs based on actual usage.</td>
</tr>
<tr>
<td>Component-level monitoring – monthly payments include the Committed Capacity plus any overage into the buffer capacity.</td>
<td></td>
</tr>
<tr>
<td>Opportunity</td>
<td>Talking Point</td>
</tr>
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<tr>
<td><strong>Need for a fully customized environment.</strong></td>
<td>Customized Dell APEX Solutions is the most flexible way to deploy flexible consumption and pay-per-use capabilities across the entire customer enterprise – from desktop to data center – with the technology choices and terms determined by a customer’s specific requirements. These fully customizable, product-based offerings are designed to enable customers to achieve differentiated outcomes across any workload on the broadest infrastructure portfolio.</td>
</tr>
<tr>
<td><strong>Need for flexible payment options and business change.</strong></td>
<td>Customized Dell APEX Solutions allow customers to control costs and better align budgets with business needs, with the option to pay over time while only paying for what’s used – across the department or across the entire enterprise. Customized Dell APEX Solutions are built on flexible IT and pay-per-use infrastructure that’s designed to evolve rapidly with customers’ businesses. Paying for only what’s used allows your customers to grow and shrink their customized environment with ease.</td>
</tr>
<tr>
<td><strong>Desire to achieve differentiated outcomes across any workload.</strong></td>
<td>Customized Dell APEX Solutions are built on flexible IT and pay-per-use infrastructure that combines the power and speed of public cloud with the security and control of on-premises solutions – all brought together in a simplified customer experience. Achieve differentiated outcomes for your customer across any workload on the broadest infrastructure portfolio.</td>
</tr>
<tr>
<td><strong>Functionality and control.</strong></td>
<td>Customers maintain full operational control of their customized environments while you manage the infrastructure and lifecycle management activities for them.</td>
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</table>
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](#)