

DELLTechnologies

A P E X

Partner Conversation Guide

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Welcome to the Dell APEX Conversation Guide

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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

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 infrastructure¹ to expand your as-a-Service and multicloud portfolio, while also unlocking new revenue streams.



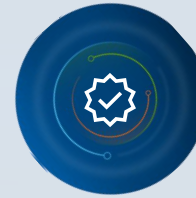
Rewards

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.

¹Dell 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

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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 colocation¹ 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.

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.

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, enterprise-class block, file and protection storage offers.

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

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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*

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

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.

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%

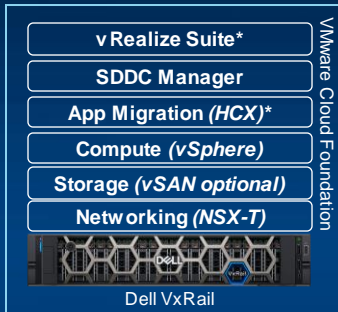
of enterprises are prioritizing efforts to reduce the time and work required to manage their technology investments over the next two years.¹

91%

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

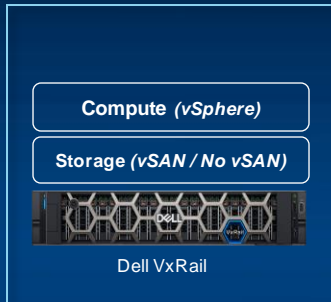
Choosing the offer that's right for you

Dell APEX Hybrid Cloud for VMware



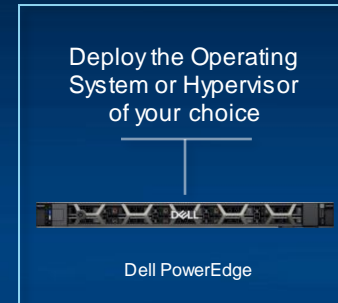
Consistent, secure operations with automation and orchestration across multicloud environments
Pre-integrated rack from Dell. Customers can leverage their ELA for VCF software
Infrastructure managed by the customer . Primary PoC: Customer Success Manager (CSM) with included ProSupport Plus
Infrastructure owned by Dell Technologies; Order configuration via Dell APEX Console
1-5-year subscription term. Upfront, annual or monthly payment options ¹
Delivery and deployment in as few as 28 days (SLO)

Dell APEX Private Cloud



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
Infrastructure owned by Dell Technologies; Order configuration via Dell APEX Console
1-5-year subscription term. Upfront, annual or monthly payment options
Delivery and deployment in as few as 28 days (SLO)

Dell APEX Compute



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

¹included in VCF Enterprise only



¹Customers can leverage their ELA for VCF software when subscribing to APEX Hybrid Cloud for VMware

Strengthen the conversation



Opportunity



Talking Point



Customer Benefits

Need for agility and scalability

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.



Accelerate cloud adoption by simplifying cloud infrastructure management.

Performance

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.



Modernize data operations with ease.

Functionality and control

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.



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

Business change

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.

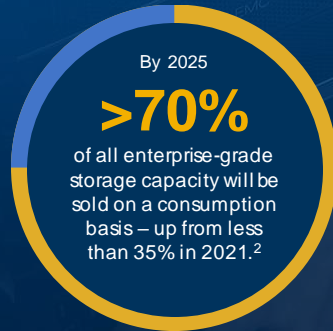
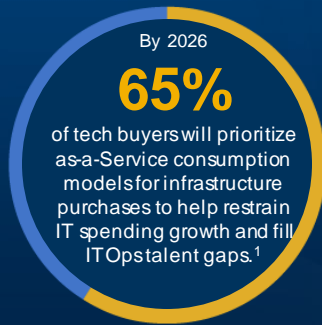


Improve cloud economics for better budget control.

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.



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



File

TRADITIONAL AND MODERN
FILE-BASED / NAS WORKLOADS

Archive/data tiering to Big Data analytics

Ideal for unstructured and demanding workloads for video surveillance, medical imaging, M&E content delivery/creation, data lakes for AVML/DL

Multiprotocol data access – NFS, SMB, HDFS, S3, NDMP, REST, HTTP and FTP

Flexible file storage delivered as-a-Service



Block

TRADITIONAL AND MODERN
BLOCK-BASED / SAN WORKLOADS

Test/dev to mission-critical

Ideal for structured, transactional workloads, databases and virtual machines

Integration with leading vendors like VMware and Microsoft - ideal for SQL, Exchange, SAP and Oracle environments

Adaptable and intelligent block Storage as-a-Service



Backup Target

BACKUP ALL CRITICAL WORKLOADS FROM REMOTE TO CORE

Integrates with preferred backup software

Ideal for fast backups, high compression levels and advanced deduplication that typically delivers 65:1 data reduction¹

Inline write and read verification and helps meet governance policies and strict regulatory standards

Secure and efficient scale or backup storage

“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.

Strengthen the conversation



Opportunity



Talking Point



Customer Benefits

Workloads with a steady growth trajectory, high growth potential or unpredictable data requirements.

Avoid under- and over-provisioning, consume and pay for capacity as needed.



Enjoy a consistent rate across all usage – no penalties or overage fees for on-demand capacity utilization.

Cloud complexity stemming from cloud mandates, shift to a cloud operating model or lack of readiness for public cloud.

Gateway to cloud consumption model and hybrid cloud strategy, and colocation enables multicloud connectivity.



Improved multicloud flexibility and choice, and the need for a simple public cloud on/off-ramp.

Quickly expand into new markets without the need for data center operations.

Ability to deploy storage resources in a Dell-managed interconnected colocation facility, enabling new opportunities for growth and geographic expansion.



Geo-expansion with a trusted storage service delivered in an as-a-Service model and a streamlined option to expand global IT footprint.

IT Ops teams with limited skillset / resources or model that is developer focused.

Simplify storage administration tasks with vendor-owned infrastructure.



Eliminate complications, time-consuming storage forecasting and administrative tasks, enabling IT staff to focus on more value-added activities.

Regulatory or security requirements that include stringent data governance and compliance standards.

Data resides on-premises or in a secure colocation facility, enabling compliance with common regulatory and security standards.



Help meet data localization, regulatory and audit requirements that the public cloud may not accommodate.

Financial strategy to avoid large CapEx expenses associated with 3–5-year tech refresh cycles.

Transition from CapEx to OpEx* and pay for capacity as it's consumed.



Move assets off the balance sheet with Dell-owned infrastructure.

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.



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

Dell APEX Navigator

Unlock a new standard of excellence for multicloud management and operations

Elevate your multicloud experience

- | Streamline multicloud operations at scale in one, unified experience
- | Accelerate deployment with automated connection and configuration
- | Optimize workload placement through purposeful data and application mobility
- | Reduce risk with visibility and managed access across clouds
- | Maintain security and facilitate Zero Trust adoption

Provision and manage



BLOCK



FILE



OBJECT



KUBERNETES

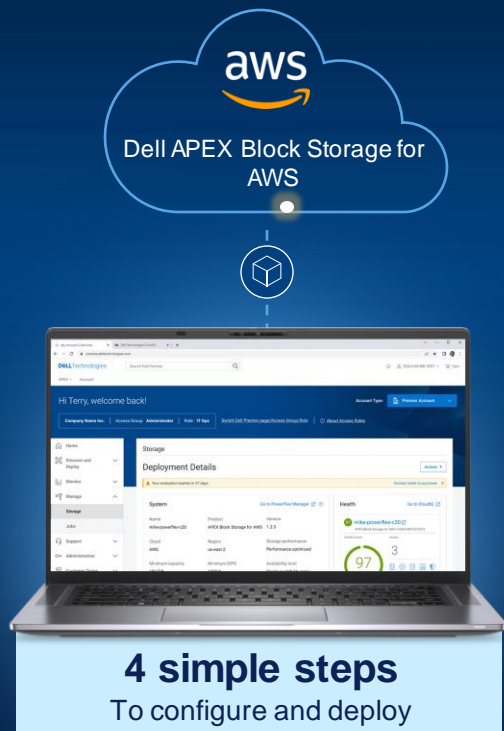


PROTECTION

Dell APEX Navigator for Multicloud Storage

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Dell APEX Block Storage for AWS + Dell APEX Navigator for Multicloud Storage



4 simple steps
To configure and deploy

Elevate your multicloud experience



SIMPLICITY
Streamline multicloud
storage management



AGILITY
Accelerate
productivity



CONTROL
Secure multicloud
operations

Starts with a risk-free, 90-day evaluation*

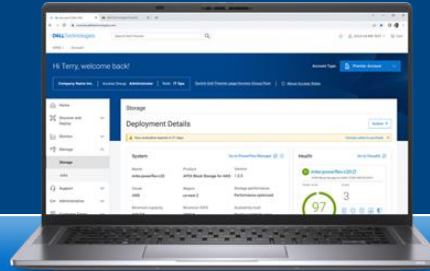
Partners can either Resell or Host Dell APEX Block Storage for AWS. For further information contact your Dell Partner Sales Team.

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** Applies to Dell licenses only for APEX Block Storage for AWS and APEX Navigator for Multicloud Storage. Subject to availability. Terms and conditions apply*

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Dell APEX Navigator for Multicloud Storage



Security

API-first, with secure connectivity
Federation with Identity Provider
Single Sign-On support



Data mobility

Data mobility on-prem ↔ cloud
Offered as tech preview



Deployment

Automated deployment
in 4 steps



Management

In-context navigation to
storage management tools
Lifecycle management

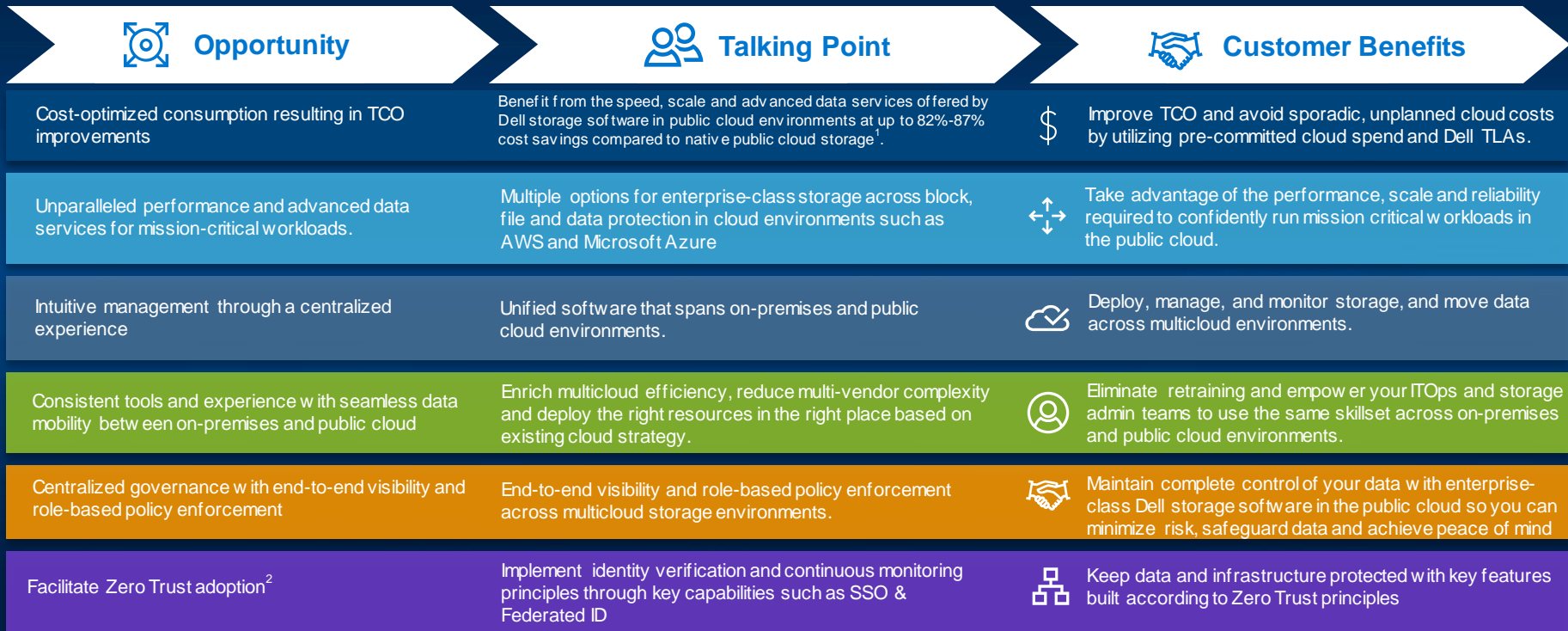


Monitoring

Health, Capacity, Performance
License inventory



Strengthen the conversation



Overview

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.



¹Vanson 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

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.



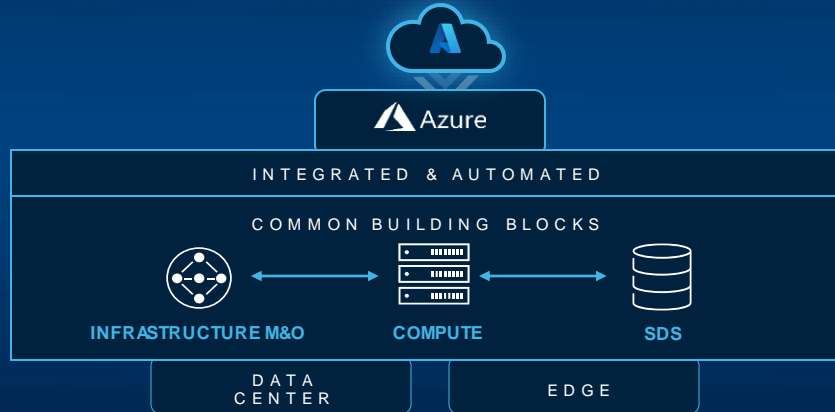
Harden security and governance

Extend and enhance control with layered security.

DELL APEX CLOUD 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

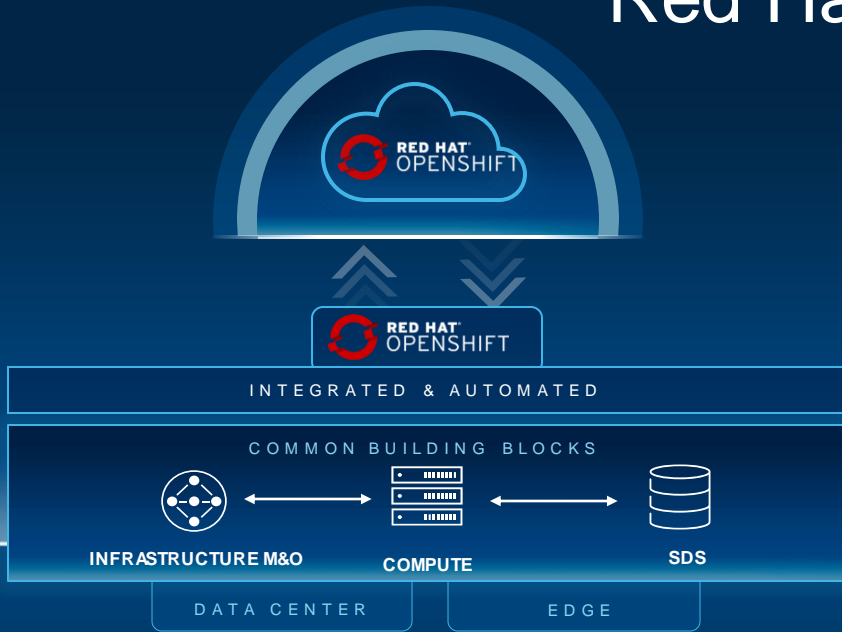
Unleash Application Value

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

Overview

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.



More than just flexible consumption models on offer

Dell APEX Flex on Demand

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.

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.

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.

Component-level monitoring – monthly payments include the Committed Capacity plus any overage into the buffer capacity.

Dell APEX Data Center Utility

Highly customizable – move part, or all, of your customer data center operations into a pay-per-use model.

Includes a choice of professional services and support to fully manage your customers' data center and its operations.

Simple, single invoice helps your customers improve transparency in their data center operations spending, with a predictable rate and costs based on actual usage.

Strengthen the conversation

 **Opportunity**

Need for a fully customized environment.

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.



Dynamically scale up or down with elastic capacity.

Need for flexible payment options and business change.

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.



Align costs to actual resource usage more accurately.

Desire to achieve differentiated outcomes across any workload.

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.



Streamline your lifecycle by performing with partners’ value-added services to realize a best-in-class experience.

Functionality and control.

Customers maintain full operational control of their customized environments while you manage the infrastructure and lifecycle management activities for them.



Gain more time for IT teams to focus on business objective outcomes.

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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PARTNER PROGRAM