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 through simplified cloud experiences that increase agility and control.

**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.
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.

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\(^1\)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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1. Dell-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, 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

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.

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

Choosing the offer that’s right for you

Dell APEX Hybrid Cloud for VMware

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

Dell APEX Private Cloud

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

Dell APEX Compute

- Deploy the Operating System or Hypervisor of your choice

Dell VxRail

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
- 1-5year subscription term. Upright, annual or monthly payment options
- Delivery and deployment in as few as 28 days (SLO)

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
- 1-5year subscription term. Upright, annual or monthly payment options
- Delivery and deployment in as few as 28 days (SLO)

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

*included in VCF Enterprise only

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

### Talking Point

*Accelerate cloud adoption by simplifying cloud infrastructure management.*

### Customer Benefits

- Customers can quickly and easily scale their cloud infrastructure up in line with business demands.

## 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.

### Talking Point

*Modernize data operations with ease.*

### Customer Benefits

- 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.

## 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.

### Talking Point

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

### Customer Benefits

- 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.

## 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.

### Talking Point

*Improve cloud economics for better budget control.*

### Customer Benefits

- 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.
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 IT Ops 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

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 AI/ML/DL
- Multiprotocol data access – NFS, SMB, HDFS, S3, NDMP, REST, HTTP and FTP

**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 VMw are and Microsoft - ideal for SQL, Exchange, SAP and Oracle environments

**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 reduction
- Inline write and read verification and helps meet governance policies and strict regulatory standards
- Secure and efficient scale or backup storage

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**“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 STORAGE FOR PRIVATE CLOUD

### Strengthen the conversation

<table>
<thead>
<tr>
<th>Opportunity</th>
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</tr>
</thead>
<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>
</tr>
<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.*
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.

81% face challenges with application and data portability across locations¹

82% struggle to properly size workloads for the optimal infrastructure¹

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.

**DELL APEX STORAGE FOR PUBLIC CLOUD**

**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

**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

**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

The world’s most scalable cloud block storage

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

**Notes:**
- Based on Dell analysis of storage software deployable on AWS, Azure, and Google Cloud, May 2023.
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
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.

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

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

Deployment
Automated deployment in 4 steps

Management
In-context navigation to storage management tools
Lifecycle management

Data mobility
Data mobility on-prem ↔ cloud
Offered as tech preview

Dell Storage Software

Across Clouds
aws
ON-PREMISES

Monitoring
Health, Capacity, Performance
License inventory

ON-PREMISES
## DELL APEX STORAGE FOR PUBLIC CLOUD

### Strengthen the conversation

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<td>Cost-optimized consumption resulting in TCO improvements</td>
<td>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 storage¹.</td>
<td>Improve TCO and avoid sporadic, unplanned cloud costs by utilizing pre-committed cloud spend and Dell TLAs.</td>
</tr>
<tr>
<td>Unparalleled performance and advanced data services for mission-critical workloads.</td>
<td>Multiple options for enterprise-class storage across block, file and data protection in cloud environments such as AWS and Microsoft Azure</td>
<td>Take advantage of the performance, scale and reliability required to confidently run mission critical workloads in the public cloud.</td>
</tr>
<tr>
<td>Intuitive management through a centralized experience</td>
<td>Unified software that spans on-premises and public cloud environments.</td>
<td>Deploy, manage, and monitor storage, and move data across multicloud environments.</td>
</tr>
<tr>
<td>Consistent tools and experience with seamless data mobility between on-premises and public cloud</td>
<td>Enrich multicloud efficiency, reduce multi-vendor complexity and deploy the right resources in the right place based on existing cloud strategy.</td>
<td>Eliminate retraining and empower your ITOps and storage admin teams to use the same skillset across on-premises and public cloud environments.</td>
</tr>
<tr>
<td>Centralized governance with end-to-end visibility and role-based policy enforcement</td>
<td>End-to-end visibility and role-based policy enforcement across multicloud storage environments.</td>
<td>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.</td>
</tr>
<tr>
<td>Facilitate Zero Trust adoption²</td>
<td>Implement identity verification and continuous monitoring principles through key capabilities such as SSO &amp; Federated ID</td>
<td>Keep data and infrastructure protected with key features built according to Zero Trust principles.</td>
</tr>
</tbody>
</table>

²Applicable to APEX Block Storage for AWS deployments with APEX Navigator.
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% organization 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

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 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.
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 empowers your customers to unlock innovation across their data centers, edge locations, and Azure public cloud environments.

Dell APEX Cloud Platform for Microsoft Azure:
- **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
APEX Cloud Platform for Red Hat OpenShift

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

#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
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>
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<tr>
<th>Dell APEX Flex on Demand</th>
<th>Dell APEX Data Center Utility</th>
</tr>
</thead>
<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>
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</table>
## Customized Dell APEX Solutions

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<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>
<td>Dynamically scale up or down with elastic capacity.</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>
<td>Align costs to actual resource usage more accurately.</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>
<td>Streamline your lifecycle by performing with partners’ value-added services to realize a best-in-class experience.</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>
<td>Gain more time for IT teams to focus on business objective outcomes.</td>
</tr>
</tbody>
</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](#)