

Dell APEX vs. Pure as-a-Service

Dell APEX

as-a-Service across the Data Center
Achieve the broadest as-a-service experience across the IT infrastructure.



No premium for on-demand capacity usage
No penalty rates for increased capacity usage. Simplified billing with single rate transparency and no overage fees.



Choice of various flexible consumption models under APEX
APEX offers multiple consumption options to help customers achieve their financial and operational goals. Choose from predictable subscription-based models or variable charges based on usage.¹



APEX offers are built on an industry leading storage portfolio
#1 in Enterprise Storage Systems (Entry, Midrange, High-End).²



Pure as-a-Service

Limited portfolio, storage only vendor
Pure as-a-Service is limited to storage only. It does not include server, causing a multi-vendor experience for customers wanting a consistent as-a-service experience across the data center.

Higher fees for on-demand capacity usage
Customers pay more for on-demand capacity usage versus committed capacity.

Offers a single type of consumption model under Pure as-a-Service
Pure as-a-Service solutions give customers a single option – only outcome-based. There are not any fixed subscription offers available.

Pure's storage portfolio is not industry leading
Pure Storage is behind in IDC share to Dell.²

¹ Payment solutions provided to qualified commercial customers by Dell Financial Services (DFS) or through Dell Technologies group companies and/or through Dell's authorized business partners (together with DFS "Dell"). Offers may not be available or may vary by country. Offers may be changed without notice and are subject to product availability, eligibility, credit approval and execution of documentation provided by and acceptable to Dell or Dell's authorized business partners. In Spain, services are provided by Dell Bank International d.a.c branch in Spain and in remainder of the EU by Dell Bank International d.a.c, trading as Dell Financial Services which is regulated by the Central Bank of Ireland. Dell Technologies, DellEMC and Dell logos are trademarks of Dell Inc. ² IDC WW Quarterly Enterprise Storage Systems Tracker, 2020Q4, March 18, 2021 – Vendor Revenue Comparison based on Dell analysis using publicly available information, May 2021. Copyright © 2022 Dell Inc. or its subsidiaries. All Rights Reserved. Dell Technologies and other trademarks are trademarks of Dell Inc. or its subsidiaries. Other trademarks may be trademarks of their respective owners. Other trademarks may be trademarks of their respective owners.