








Top Talent + Leading Technology = Success

Datacom boosts innovation and opportunity for customers using its highly skilled employees and Dell APEX Data Center Utility

Business needs

Datacom is leveraging top-talent employees and industry-leading technology to unlock business opportunities throughout Australasia. As a Dell Technologies Titanium partner, Datacom uses Dell APEX Data Center Utility to help customers navigate and scale technology transformations within budgetary constraints to achieve better business outcomes.

Business results

-  Achieves flexibility to creatively solve customer challenges
-  Frees up employees to do their jobs better
-  Provides a suite of novel financial models
-  Reduces CapEx investment risks
-  Augments IT skill shortages
-  Bridges transitions to hybrid cloud
-  Helps future-proof technology investments

Solutions at a glance

- [Dell APEX Data Center Utility](#)

“Dell APEX Data Center Utility allows us to develop tailored offerings and get those in the hands of customers more quickly”

Darren Hopper
Associate Director for Product and Digital Experience at Datacom



Datacom has grown to 6800 employees and has offices across New Zealand and Australia. It works with some of the largest organisations in both countries, spanning industries such as local and federal government, healthcare, finance, utilities and logistics/distribution.

Datacom also knows the power of people. It hires the best talent and uses market-leading solutions from Dell Technologies to help customers unlock business innovation and opportunity. To help do this, Datacom adopted the flexible, consumption-based approach enabled by Dell APEX Data Center Utility. The solution provides a highly customizable way to move part, or all, of data center operations into a pay-per-use model. With Dell APEX Data Center Utility, Datacom is helping customers navigate and scale technology transformations within budgetary constraints to achieve better business outcomes.

Datacom is a Dell Technologies Titanium partner and also uses Dell solutions to run its own business. Datacom Cloud X, is powered by Dell APEX Data Center Utility and VMware. The platform is designed to help businesses maximize innovation, empower people and provide enriching customer experiences. It does that via a pay-per-use model that removes IT complexity and risk and provides highly competitive financial models that help customers accelerate IT deployment. That's how Datacom helps its customers innovate, modernize and improve business outcomes.

Deploying People-Powered Technology

People are at the heart of Datacom's mission. Datacom talent is used in close collaboration with customers early on, to explore what they want to achieve and solve problems from the ground up. Then Datacom experts architect the technology solutions that help deliver customer goals while freeing up customers to focus on other business priorities.

Dell Technologies is working in tandem to help Datacom employees do their jobs more creatively and with more flexibility. With the adoption of Dell APEX Data Center Utility, Datacom gained the opportunity to provide solutions quickly and without the risk and time it takes via a traditional CapEx model. As a result, Datacom enjoys simplicity and design freedom and is now using multiple ways to build customer-driven commercial constructs around its offerings.

"Dell APEX Data Center Utility is a new way of working, freeing up our people and catalyzing their creativity. That's a critical component of how we've helped our customers be successful with Datacom Cloud X," states Darren Hopper, Associate Director for Product and Digital Experience at Datacom.

Facilitating the Journey to Hybrid Cloud

Datacom Cloud X is a hybrid cloud solution. Recent research conducted by HashiCorp State of Cloud Strategy Survey, found that 76% of organizations are already multi-cloud. Often, moving everything to the public cloud to enable "cloud-first", is not always the best approach. Instead, Datacom offers a "cloud-right" or hybrid cloud approach using Dell APEX Data Center Utility. Many organizations are investing in hybrid cloud strategies because it enables them to retain the scalability of public cloud platforms while meeting stringent security requirements. For example, some organizations have specific regulatory or legislative requirements concerning data and digital sovereignty. A hybrid cloud platform is ideally suited to meet those needs.

Further, Dell APEX Data Center Utility allows Datacom to proactively provide some of the most competitive and flexible commercial terms to its customers while delivering the best technology. Together with Dell Technologies solutions, Datacom acts as the bridge for customers journeying to hybrid cloud environments. Datacom's primary focus is to remove complexity and create easy, secure and seamless customer transitions

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to hybrid or multi-cloud environments. Dell APEX Data Center Utility enables Datacom to build infrastructure more quickly and with security and reliability while avoiding the overhead and time pressure of other commercial constructs.

“Our partnership and relationship with Dell Technologies are built on a mutual understanding of our end-use customers and their hybrid cloud journey. Dell Technologies products and services help us effortlessly bring the benefits of hybrid cloud to our customers,” shares Hopper.

Accelerating Business Outcomes

With its keen customer focus, Datacom works diligently to add business value by accelerating customer outcomes. That requires speed and agility in both the design and deployment of customer solutions. Dell APEX Data Center Utility’s pay-as-you-grow model helps. The solution enables easy expansion for new customers, creating streamlined financial models that mitigate IT risk and hasten the achievement of meaningful business outcomes.

For Datacom customers, Dell APEX Data Center Utility helps remove large upfront CapEx investments from their business. That way, customers can reduce financial risk and release funds through a consumption-based model. Additionally, Datacom’s Cloud X engineers can manage large aspects of the platform capability and free up customer teams to focus on other business priorities.

“Dell APEX Data Center Utility allows us to develop tailored offerings and get those in the hands of customers more quickly. That’s a win for everyone—our customers, our business and Dell Technologies. Our partnership with Dell Technologies helps us improve our customers’ businesses and, as a result, our business as well. It’s a role model relationship,” observes Hopper.

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