

DELL Technologies

A P E X

As-a-Service IT infrastructure that delivers a simplified experience

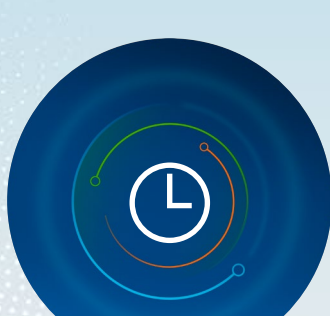
Leverage proven technology and a strong partnership with the undisputed market leader in infrastructure¹ to expand your as-a-Service portfolio and unlock new recurring revenue streams.

[Uncover the Opportunity](#)

What does APEX allow you to do?



Help customers experience easier digital transformations



Deliver greater time-to-value for your customers



Increase your own profitability potential



Shorten the sales cycle



Focus on promoting higher value specialty services



Deliver a superior experience for customers

Provide flexible IT that delivers greater agility and choice for your customers – giving your business a clear advantage

APEX **simplifies** IT management and **accelerates** business results, all **enhanced** by your own value-added services:



Simplify

Streamline your as-a-Service portfolio and offer a simplified experience

Predictable costs

Help customers match IT spend with forecast use and business objectives.

Centralized management

View customer subscriptions and insights in one console and enable proactive planning.

Frictionless commerce

Simplify decisions to deploy as-a-Service infrastructure and minimize operational risk.



Accelerate

Improve time to delivery for you and time-to-value for your customers

Instant scalability

Spec, deploy and dynamically scale solutions quickly to deliver rapid customer value.

Increased agility

Offer and experience flexible IT on demand to take advantage of emerging trends.

Shorter sales cycle

Use outcome-based offerings to benefit from a rapid quote-to-order process.



Enhance

Offer value-added specialty services that enhance the end-customer experience

Profitable differentiation

Take advantage of lucrative Partner Program benefits to help you stand out from the crowd.

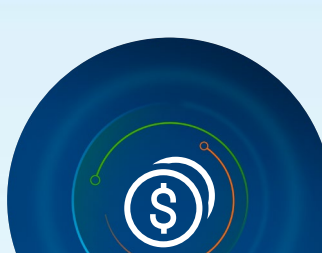
Improved business results

Build your unique specialty services around APEX solutions to deliver even better results.

Better together experience

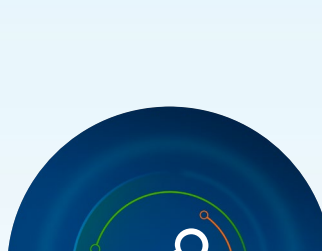
Your reach and our technology leadership are force multipliers in our joint business growth.

Discover the APEX advantage for *your* business



Rewards

Give your business a clear advantage and enjoy the rewards of lucrative incentives and benefits on APEX deals.



Flexibility

Take advantage of the flexibility to sell the way customers want to consume, based on specific business needs.



Enablement

Benefit from dedicated training and existing 'Partner of Record'² programs to drive your advantage home.



Differentiation

Experience the advantage of being able to build value-added services around the APEX offerings you deliver.

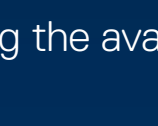
Explore the APEX portfolio

Enable your customers' transformational APEX experience by exploring the available offerings:



APEX Cloud Services

Simplify multi-cloud, for your customers everywhere, with best-of-breed features and performance their workloads require.



APEX Custom Solutions

Create customized on-demand environments by using our innovative and extensive portfolio of infrastructure and services to meet a wide variety of customer requirements.

Take the next step

Help customers experience easier digital transformation by providing simple, accelerated, enhanced solutions that deliver real results – for everyone.

¹ Dell Technologies is #1 in Infrastructure, IDC Quarterly Enterprise Storage Systems Tracker, 2021Q3 December 7, 2021, Vendor Revenue and IDC Quarterly Converged Systems Tracker, 2021Q3, December 14, 2021, Vendor Revenue.

² APEX Infrastructure and Cloud Services Referral COV revenue is eligible towards POR status through either Power up or Storage Partner of Record (POR) incumbency programs. Partners would be eligible for Storage POR status as they meet the (storage) requirements of either program. See here for details, eligibility and requirements. There are no other POR programs for APEX referral opportunities.