

Independent Study Confirms Clear Dell Technologies APEX Advantages: Simplicity & Speed

APEX delivered a time-to-value of 13 days – 86% faster than HPE GreenLake and 38% faster than another storage provider

By Andrew Glinka | November 1, 2021

Storage-as-a-service (STaaS) solutions offer the convenience of pay-as-you-go cloud services with the flexibility and control of on-premise solutions. On the surface, many of the STaaS offerings from leading storage vendors may look the same; however, closer inspection will reveal stark differences in critical areas such as ease of ordering and time to value. As more companies shift to delivering technology as-a-Service, IT decision makers need to evaluate who offers the most transparent and seamless STaaS so they can get up and running quickly and without any surprises. Two in-depth studies by Principled Technologies prove that not all as-a-Service experiences are equal.

To help organizations assess the order, delivery and installation experience across multiple vendors, Dell commissioned an independent, 3rd party study by Principled Technologies to evaluate three popular STaaS solutions: APEX, HPE GreenLake and another well-known storage vendor (referred to as “Vendor C” by Principled Technologies).

In the study, Principled Technologies found that, “[APEX Data Storage Services](#) provided a simple, straightforward process that delivered a new STaaS solution in just 13 days after completing the purchase. The APEX team was proactive and communicative from first contact to on-site installation, assuaging any misgivings about a prolonged or inconvenient process.” The overall experience provided by the other vendors was not as smooth.

Let’s breakdown the key findings from the Principled Technologies study.

STaaS Order Experience

Time to receive price quote

Dell Technologies APEX Data Storage Services	HPE GreenLake storage solution	Other storage vendor -aaS solution
30 minutes	11 days	72 hours

Order Process

- APEX Data Storage Services – From quote to purchase, the entire transaction took place online via the APEX Console, with immediate pricing available. No upfront payment required.

- HPE GreenLake storage solution – Process began online on HPE website and transitioned to phone calls and emails with a partner seller.
- Other storage vendor -aaS solution – Process began online and quickly moved to a more traditional sales contact with partner seller. Vendor required upfront payment for reserve capacity commitment (\$80,000!).

APEX Data Storage Services was the only solution with a simple online experience from quote to order. [APEX Console](#) also provides customers with self-service access to our catalog of APEX cloud services and serves as the central hub for managing subscriptions.

Delivery & Installation

The exceptional APEX experience continued through delivery and installation. In addition to having the fastest time to value, APEX Data Storage Services was the only solution that arrived pre-cabled and ready for installation.

Time to value (purchase to activation):

Dell Technologies APEX Data Storage Services	HPE GreenLake storage solution	Other storage vendor -aaS solution
13 days	95 days	21 days



For More Information

As these Principled Technology studies demonstrate, APEX Data Storage Services offers a much faster time to value and overall simpler experience than competitive offerings. Please be sure to click on the

following links for more fascinating insights into the overall ordering, delivery and activation processes experienced by the Principled Technologies researchers.

- [Full Report: APEX vs. HPE GreenLake](#)
- [Full Report: APEX vs. "Vendor C" STaaS](#)
- [Infographic: APEX vs. HPE GreenLake](#)
- [Infographic: APEX vs. "Vendor C" STaaS](#)