

# The Dell Technologies APEX Difference

## Your Strategy Must Extend from Edge to Core to Cloud

By Andrew Glinka | May 5, 2021

Gone are the days of infrastructure capacity planning, requiring 3-5 years in advance, letting much of that capacity sit unused in a data center while paying for power, cooling, and floor space. By only paying for the compute, storage, and networking infrastructure used at any given point in time, you maintain the agility and control for your business needs.

Vendors such as Pure Storage and HPE GreenLake aim to give customers a cloud-like experience yet offer limited product, service, or configuration options with steep costs, including complex partnership offerings. On the other hand, *public cloud providers i.e. the hyperscalers include extra fees – like data egress fees - in their pricing structures*

[Dell Technologies APEX](#) is the fastest and easiest as-a-service infrastructure solution that can be deployed wherever you need it by optimizing agility and control for your enterprise. If a vendor can only provide limited hybrid cloud managed services, can you truly consider them a partner in your as-a-service strategy?

## Other vendors offer everything-as-a-service; how is APEX different?

Simple, Agile and with the industry leading technology

### ✓ **Simplicity, and singular accountability:**

- On-prem vendors like HPE and Pure require a traditional sales motion, while APEX is your only on-prem vendor that provides self-service ordering and lifecycle management
- 3<sup>rd</sup> party solutions purchased through HPE GreenLake are serviced by those vendors, creating complexity in operations and support, while All APEX offerings are completely supported by Dell Technologies.
- Public cloud vendors offer their own hybrid cloud solutions like AWS with Outposts, or Microsoft with Azure Stack - but these are proprietary solutions which cause vendor lock in. Dell Technologies APEX, with VMware cloud foundation offers consistent infrastructure across public and private clouds with zero refactoring required, and compatible with all cloud providers.

### ✓ **Financial Flexibility, with streamlined, predictable billing; no hidden fees**

- While vendors such as Pure Storage are limited to only metered-based solutions, and *charge a higher rate for on-demand usage vs. base capacity*, Dell Technologies APEX offers a variety of flexible payment solutions, including subscription-based, metered, and pay as you go, and *offers a simple, easy to understand pricing with a single rate for base and on-demand storage usage*

- Public cloud providers, like AWS, have complicated pricing structures, that often include extra fees – like data egress fees. APEX offers simple pricing that doesn't subject customers to extra charges.

✓ **Industry leading portfolio and better performance:**

- The performance stability and efficiency of the underlying technology still is critical, when consumed as-a-service. We offer an innovative portfolio established with industry-leading products and services. Dell Technologies has consistently been the global leader in multiple product categories including server, converged & hyperconverged systems and all flash and hybrid flash arrays.

The future is as-a-service. IDC predicts that by 2024 more than 75% of infrastructure and applications and more than half of data center infrastructure will be consumed as-a-Service, and Gartner predicts that by 2023 43% of newly developed storage capacity will be consumed as OPEX which's up from less than 15% a year or so ago. Beyond the data center, we can't forget about edge. According to [Gartner](#), by the year 2025, 75% of all data will be processed at the edge. Dell Technologies APEX will deliver as-a-service solutions that enable customers to specify the outcomes they expect and pay for only the resources that they use, and deliver it via a simple, seamless, and consistent experience [Learn more about Dell Technologies APEX here.](#) or contact your Dell Representative.

<sup>1</sup> IDC, "Worldwide Enterprise External OEM Storage Systems Market Revenue Declined 1.4% During the Third Quarter of 2020," Dec. 8, 2020.