DELL Technologies

A P E X

Get a more unified multicloud
experience with technology you trust

The cloud experience

IT leaders love its ease and agility and now expect it everywhere.

Provision quickly

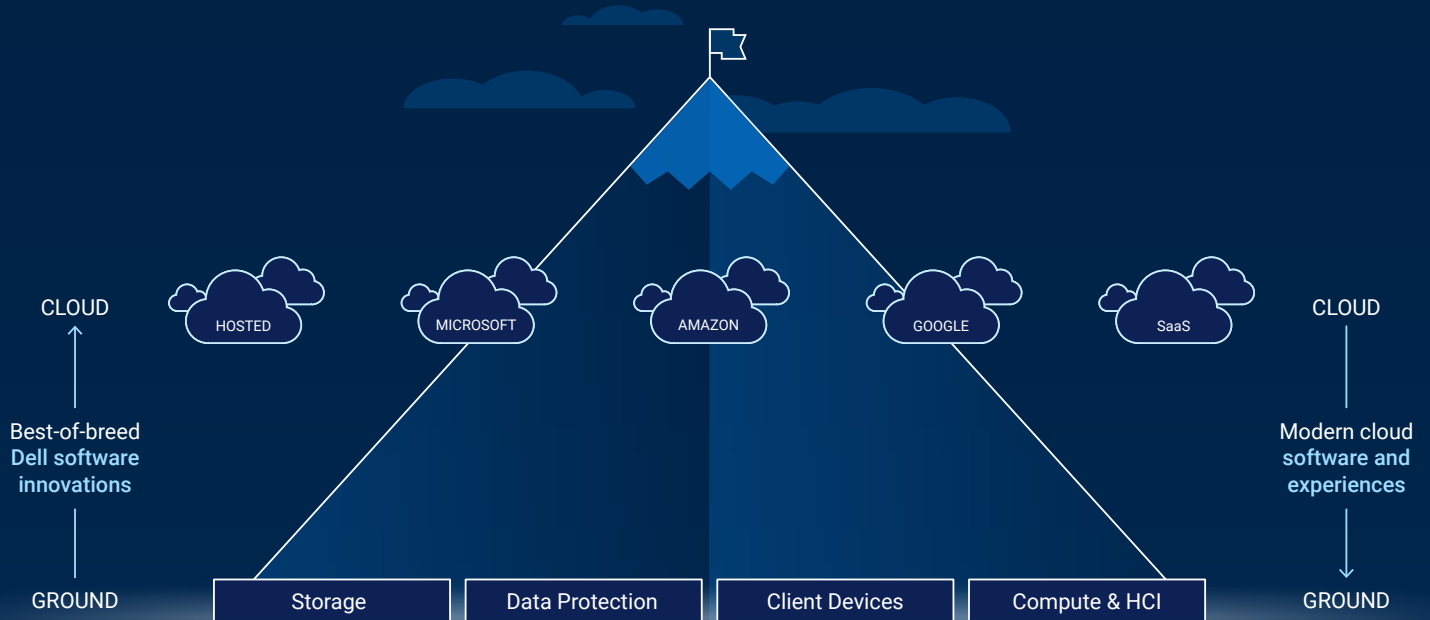Scale flexibly

Pay as you go

Experience multicloud by design

Organizations love the agility and efficient service delivery of the cloud operating model. However, managing multiple incompatible public clouds in a siloed multicloud environment can be complex, with dispersed workloads and data making it difficult to mitigate risk, maximize performance, and control costs, while ensuring overall efficiency and productivity.

To overcome the complexities and constraints of multicloud by default, Dell APEX delivers multicloud by design, empowering you to optimize the placement of data and workloads for maximum value within your organization. We collaborate with public cloud providers to simplify operations across your multicloud landscape. And we bring the agility of the cloud operating model to you – across our broad portfolio – with modern consumption experiences, including as-a-Service and pay-as-you-go subscriptions, to help reduce costs and free up your IT teams to accelerate innovation.

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Take advantage of multicoud by design.

Get simplified cloud experiance with technology you trust.

CLOUD

HOSTED   MICROSOFT   AMAZON   GOOGLE   SaaS

CLOUD

Best-of-breed
**Dell software
innovations**

Modern cloud
**software and
experiences**

GROUND

Storage	Data Protection	Client Devices	Compute & HCI

GROUND

Bring together the best of both worlds.

Get consistent operations from "ground to cloud"

Organizations increasingly seek greater control over the ever-expanding amount of data in both public clouds and on-premises infrastructure. Dell Technologies offers data storage and protection solutions in both environments with a consistent management experience.

The Dell APEX multicloud by design approach leverages a ground-to-cloud strategy that brings familiar best-of-breed software from on-premises Dell infrastructure to the public clouds. As a result, your IT teams can leverage the same enterprise-class functionality, performance, and resiliency they already trust on-premises in a public cloud, while benefiting from seamless management. This enhances data mobility and operational consistency across environments, boosting your IT teams' efficiency by further extending their skill sets without the need for additional training.

In addition, Dell APEX backup services, delivered via software-as-a-Service, provides all-in-one secure protection, disaster recovery, and long-term data retention while eliminating infrastructure management.

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Extend cloud software stacks from "cloud to ground"

Managing applications in a diverse multicloud environment presents challenges that demand a fresh approach, involving the adoption of cloud-native solutions and the simplification of traditional application modernization. Dell APEX multicloud by design comprises a cloud-to-ground strategy that extends the cloud and container orchestration ecosystem of your choice to on-premises environments with modern cloud software on trusted Dell infrastructure.

The Dell APEX portfolio of integrated cloud platforms provides enhanced workload mobility and operational consistency across environments, while enabling you to run cloud-native applications on-premises to help meet security, compliance, and performance requirements. With support for both virtualized and containerized applications, IT can enable developers to "build once and deploy anywhere" using the software they prefer in the environment of their choice. This enhances workload agility and empowers unrestrained innovation, regardless of where applications and data live.

Bring cloud experiences on-premises with as-a-Service

Organizations continue to rely on dedicated infrastructure in on-premises environments because not all applications and data are suitable for public cloud implementation. Nonetheless, the cloud operating model enables rapid deployment of technology, flexible scalability, and payment over time through subscription-based services. The Dell APEX multicloud by design approach delivers the benefits of both by leveraging the ease and agility of the cloud experience on-premises – on your choice of products across our client and infrastructure portfolio – to maintain control of your environment and deliver differentiated outcomes tailored to meet your objectives.

Dell APEX subscriptions streamline the lifecycle of traditional infrastructure, from deployment to support to decommissioning – with optional managed services that deliver what you need as-a-Service. This enables your IT teams to dedicate more time on urgent priorities. Dell APEX infrastructure, platform, and solution subscriptions help reduce IT workload, accelerate deployment, decrease operating costs, and manage end-of-life assets securely and sustainably.

Dell APEX subscriptions for compute, HCI, storage, data protection, and client devices are available worldwide from Dell and our global ecosystem of partners, delivering cloud adjacent solutions with simultaneous multicloud connectivity, along with a comprehensive range of hosting, outsourcing, and application management services.
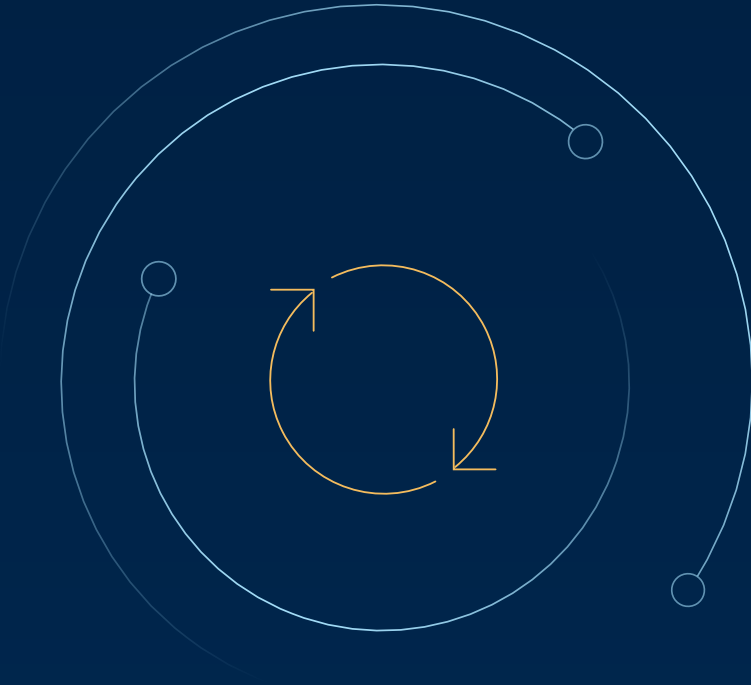
Align costs with usage through a pay-per-use model

With traditional procurement models, forecasting future workloads is challenging and can result in over- or under-provisioning, leading to wasted resources or unwanted downtime and the associated costs.

Dell APEX pay-per-use subscriptions help you align costs with actual use by pre-deploying buffer capacity to help reduce the cost of over-provisioning and the risk of under-provisioning. You can elastically scale capacity up and down within the buffer, paying only for the capacity you use at one consistent rate with no overage fees.

Dell APEX enables you to create your own on-demand environment. You can implement a pay-per-use subscription on the Dell infrastructure product of your choice or create a usage-based managed utility ecosystem. These solutions are supported across our infrastructure portfolio and available through Dell and our worldwide network of partners.

Simplicity

Take advantage of cloud experiences everywhere.

Dell APEX enables you to implement Dell Technologies innovation as-a-Service, simplifying the technology experience, so you can focus on critical priorities.

Dell APEX removes unwanted complexity and its related inefficiencies and costs, to help you streamline transformations, modernize operations, and achieve differentiated outcomes.
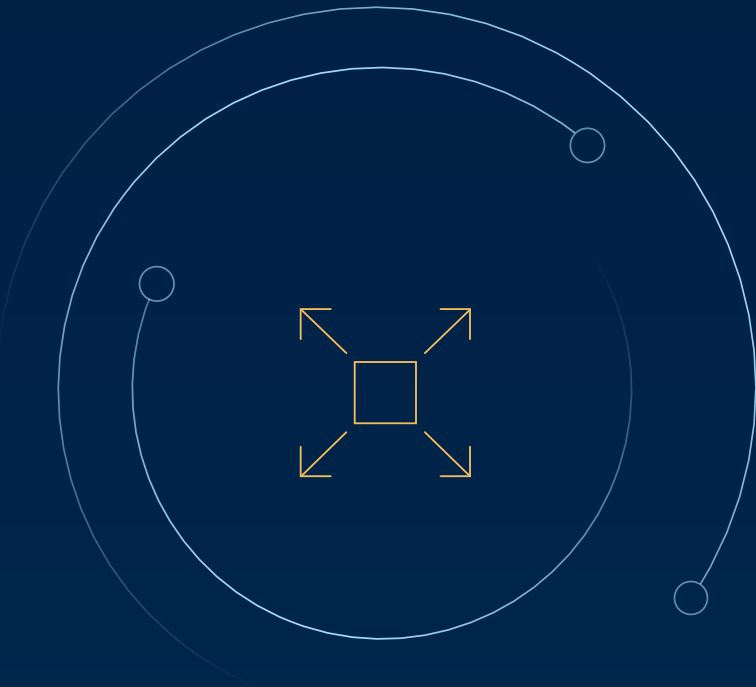
More choice

Select the best-of-breed technologies you need to more easily achieve differentiated outcomes. Dell APEX is built on the innovative and extensive Dell Technologies portfolio, relied on daily by organizations of all sizes, in all industries, all around the world.

More consistency

Unify operations among environments to simplify transformation. Dell APEX takes hybrid multicloud to the next level, offering a truly unified cloud experience that brings consistency and compatibility between public cloud and on-premises environments.

More freedom

Migrate workloads and connect data with ease while avoiding vendor lock-in. Dell APEX lets you freely move workloads between private and public clouds and create a single data store that connects to all the major public cloud providers simultaneously.

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Agility

React quickly to capture new opportunities.

Dell APEX gives you the speed and agility needed to accelerate transformation and adapt to ever-evolving dynamics.

Dell APEX provides greater flexibility in how you get more value from the Dell Technologies innovation you rely on daily, enabling you to free up extra time, money, and resources – and generate lasting value for your organization.

More adaptability

Provision services quickly and scale resources flexibly as you go. Dell APEX gives you the ability to accelerate project timelines and rapidly respond to changing business requirements, so you can get more of what you need to achieve – faster.

More flexibility

Consume technology as-a-Service in public clouds or on-premises environments. Dell APEX empowers you to extend the benefits of the cloud experience – anywhere you choose to deploy Dell Technologies innovation – across your entire IT enterprise.

More predictability

Gain financial flexibility with transparent costs and monthly payments. Dell APEX allows you to spread payments over the length of your term – and know precisely what you're paying for – to preserve capital and manage expenses more effectively.

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Control

Minimize risk and maximize performance on your terms.

Dell APEX gives you more control of your data, from where it is located, to who can access it, to how it is protected.

Dell APEX enables you to put data where it is needed to derive greater value from it when it is needed, offering more ways to maximize its availability, safeguard it from a growing number of threats, and meet overall governance and sustainability goals.

More security

Protect against cyberattacks and unplanned downtime events. Dell APEX puts you in charge of your cybersecurity incident response, so you can protect intellectual property and keep data private in ways that best fit your organization.

More governance

Enhance compliance practices with responsible sustainability initiatives. Dell APEX reduces environmental impact with its subscription model, minimizing e-waste, refurbishing equipment for reuse, and responsibly recycling obsolete hardware.

More performance

Put data in the right place at the right time to deliver the speed you need. Dell APEX defies data gravity, where large data sets can't easily be moved, offering data locality, so applications and data reside near one another for maximum performance.

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Select what you need in the environment of your choice

ECOSYSTEM	Storage	Data protection	Client devices	Compute & HCI	LOCATION
○ AWS	Block storage	Backup	Ready to work PCs	AI	○ Data center
○ Microsoft Azure	File storage	Disaster recovery	AI-ready devices	Servers & HCI	○ Colocation
○ Google Cloud	Object storage	Data retention	Monitors & accessories	Cloud platforms	○ Edge
○ Alibaba	Backup target storage	Cyber recovery	Endpoint management	Edge platforms	○ Office/home
○ Red Hat	Managment tools	Endpoint protection	Endpoint security	HPC	
○ VMware					SERVICES
					○ Deployment
CONSUMPTION					○ Management
○ Pay-as-you-go					○ Support
○ Pay-per-use					○ Decommissioning

Assure the highest levels of IT infrastructure and application reliability with Dell APEX AIOps.

Unlock the full potential of multicloud

With Dell APEX, organizations can take advantage of leading Dell Technologies innovations faster and easier, unlocking the full potential of multicloud to unleash innovation while eliminating unnecessary complexity, inefficiency, and costs. Our goal is to create a future where organizations can deploy the technology they require more quickly and seamlessly, wherever they need it, to achieve better outcomes faster. This simple yet powerful vision guides us on our mission, and we are well on our way.

Dell Technologies is uniquely positioned with a broad range of cloud-resident, cloud-adjacent, and on-premises solutions, offering the world's most comprehensive multicloud portfolio.[1] Embracing neutrality, we champion an open multicloud ecosystem, partnering with the leading cloud service and software providers, enabling you to deploy technology without the fear of vendor lock-in.

We provide ultimate flexibility to place workloads and data, wherever needed, so you can dramatically optimize costs and achieve unparalleled performance. By bridging multicloud siloes, we drive operational consistency, empowering you to leverage existing skillsets while enhancing application and data mobility. With our globally recognized services, extensive worldwide partner ecosystem, and robust supply chain expertise, we accelerate your multicloud journey, providing exceptional know-how and delivering rapid time to value.
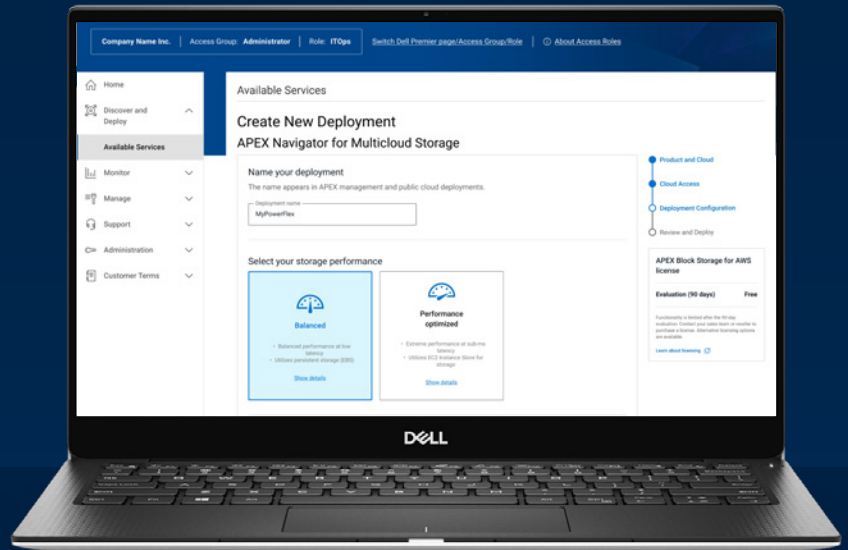
[1] Based on Dell analysis, April 2023.

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Get started today – the Dell APEX way

Leverage the power of multicloud by design to simplify your cloud experiences with technology you trust. Many of our customers have already unlocked the full promise of multicloud and gained a competitive advantage.

You can easily get started with the Dell APEX Console, an essential management experience in your multicloud journey with Dell. Your account team can get you going, give you full access to the console, and demonstrate the ease of the Dell APEX experience.

Take the first step toward a more unified multicloud experience with Dell APEX.

Explore the Dell APEX console ›

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The world's most comprehensive multicloud portfolio.[1]

1 Based on Dell analysis, April 2023.

Learn more about
Dell APEX ›

Contact a Dell Technologies
expert **1-866-438-3622**

Discover
Dell APEX for GenAI ›