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.
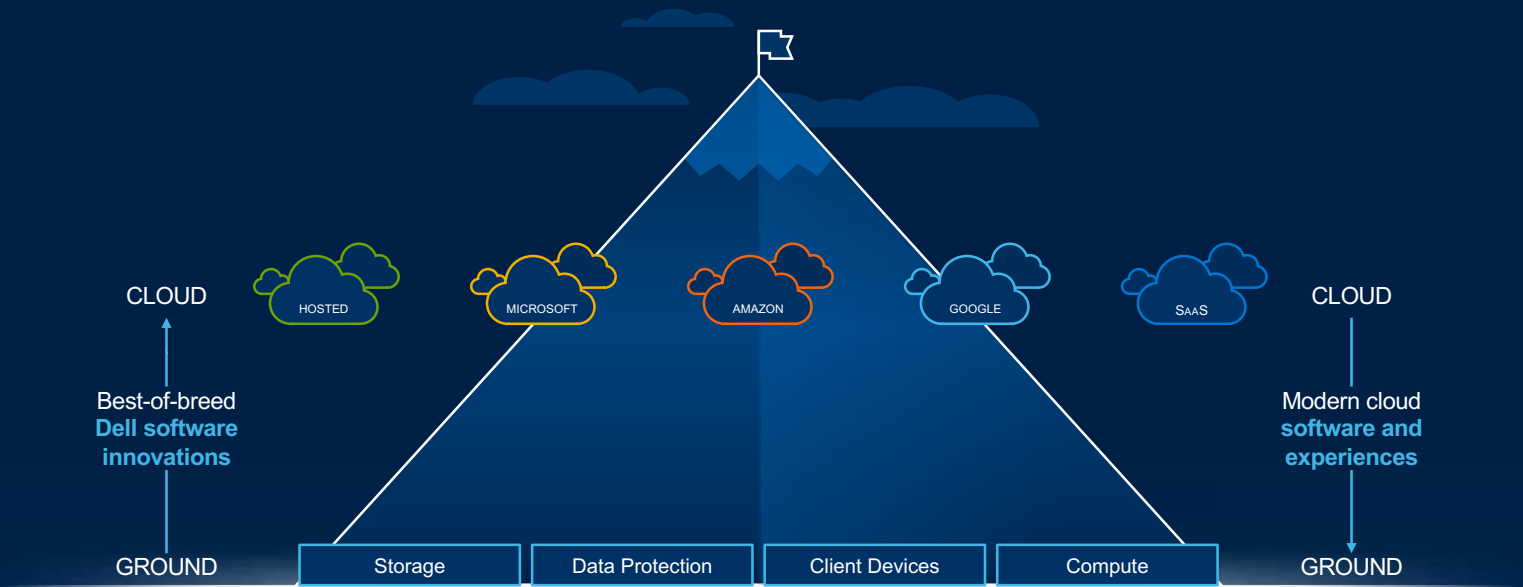
Provision quickly

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 multicloud by design.
Get simplified cloud experiences 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 |

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 – across our client and infrastructure portfolio – while enabling organizations to maintain control over their environment.

The Dell APEX as-a-Service portfolio streamlines the lifecycle of traditional infrastructure, from deployment to operations to decommissioning, while simplifying or offloading the management of the technology stack. This enables your IT teams to dedicate more time on urgent priorities. Dell APEX infrastructure, platform, and solution services help reduce IT workload, accelerate deployment, decrease operating costs, and manage end-of-life assets securely and sustainably.
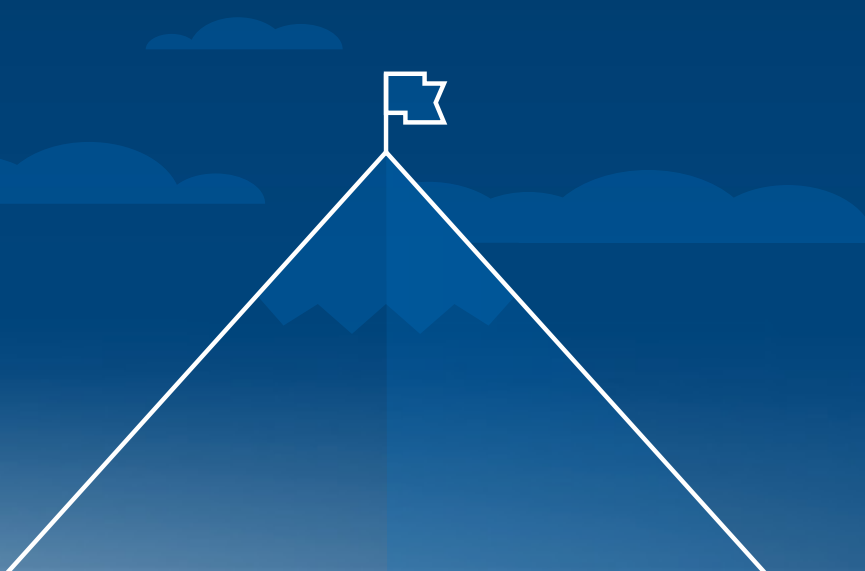
Compute, storage, data protection, and client device as-a-Service offerings are available worldwide from Dell and our global partner ecosystem, enabling cloud adjacency with simultaneous multicloud connectivity and delivering a comprehensive range of hosting, outsourcing, and application management services.

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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.

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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.

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. 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. 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. 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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React quickly to capture new opportunities

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

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. 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. 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. 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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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.

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, improve overall governance, and safeguard it from a growing number of concerns.

More security

Protect against cyberattacks and unplanned downtime events. 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

Ensure data resides in known locations to help satisfy compliance obligations. APEX can help you avoid issues that may violate data privacy, sovereignty, and localization rules and requirements, as well as the penalties that may come with them.

More performance

Put data in the right place at the right time to deliver the speed you need. 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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	STORAGE	DATA PROTECTION	CLIENT DEVICES	COMPUTE	
PUBLIC **CLOUD** ○ AWS ○ Microsoft Azure ○ Google Cloud ○ VMware	Block storage File storage Object storage Backup target storage Management tools	Backup Disaster recovery Long-term data retention Cyber recovery Endpoint protection	Ready to work PCs Monitors and accessories Proactive, predictive support Endpoint management Sustainable asset recovery	Bare metal Compute & HCI Cloud platforms Modern applications High-performance computing	ON-PREMISES **GROUND** ○ Data center ○ Colocation ○ Edge ○ Office/home

Select what you need in the environment of your choice.

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.[2] 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.

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Realize the business value of Dell APEX

Cost optimization

Optimize your IT infrastructure costs with a modern consumption experience and transparent pricing.

Up to **39%**
Lower 3-year cost
of operations[1]

Up to **34%**
Reduction in over-
provisioning capacity[1]

Up to **39%**
Lower cost of capacity for
equivalent workloads[1]

Productivity

Increase your IT team's productivity by reducing the time and resources dedicated to managing infrastructure.

Up to **38%**
More efficient IT
infrastructure staff[1]

Up to **43%**
Less time on planning and
patching tasks[1]

Up to **53%**
Less time decommissioning
and retiring hardware[1]

Digital resilience

Ensure performance and availability of mission-critical applications and data aligned to service level agreements.

Up to **64%**
Reduction of unplanned
outages per year[1]

Up to **46%**
Reduction of mean time
to recovery[1]

Up to **88%**
Reduced lost productivity per
user/year due to IT outages[1]

Business acceleration

Deploy and provision IT services faster to capture new business opportunities and speed innovation.

Up to **60%**
Faster time to deploy
new IT resources[1]

Up to **64%**
Less staff time to deploy
new IT resources[1]

Up to **33%**
Faster time to prepare IT
for business extensions[1]

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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 on your multicloud by design journey today through the Dell APEX Console. You can discover a range of available offers, configure subscriptions to meet business needs, and much more. Your account team can provide you with full access to the console and demonstrate the ease of the Dell APEX modern cloud and consumption experience.

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

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TITANIUM PARTNER

Connection®
we solve IT™

Contact your Connection Account Team for more information.
Business Solutions	Enterprise Solutions	Public Sector Solutions
1.800.800.0014	1.800.369.1047	1.800.800.0019

www.connection.com/Dell-Apex

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