

DELLTechnologies

A P E X

Get simplified cloud experiences with more agility and control.



Shalin Patel

APEX Multi-cloud, aaS Solutions Lead,
Southeast Corp, Pub, HiEd, Healthcare

shalin.patel@dell.com

[917-583-3983](tel:917-583-3983)

DELLTechnologies



It's a multcloud world

IT leaders want **best-of-breed** capabilities to achieve differentiated outcomes. They love the ease and agility of the **cloud experience** and expect it **everywhere**.



Public
clouds



Data
centers



Colo
facilities



Edge
locations

Moving to multicloud by default creates **CHALLENGES**

COMPLEX

Hyperscalers don't typically advocate for multicloud

CHAOTIC

Repatriation is a reality if rising costs outweigh benefits

RISKY

Scattered data expands the attack surface

UNGOVERNABLE

Inability to meet compliance requirements

SLOW

Some critical apps not suitable for public cloud

LIMITED

No single provider can meet all needs

SILOED

Public clouds are siloed ecosystems

INCOMPATIBLE

Interoperability issues lead to lock-in

CUMBERSOME

Traditional models don't measure up to new expectations

UNPRODUCTIVE

Lengthy planning and overprovisioning

SUBOPTIMAL

On-premises vs. public cloud tradeoffs

COST INEFFICIENT

CAPEX rigidity or data gravity issues

SIMPLICITY

Take advantage of cloud experiences everywhere

CHOICE

Achieve better outcomes

CONSISTENCY

Simplify IT operations

FREEDOM

Avoid vendor lock-in

AGILITY

React quickly to capture new opportunities

ADAPTABILITY

Align technology with needs

FLEXIBILITY

Deploy resources in more ways

PREDICTABILITY

Pay-as-you-go transparency

Dell APEX delivers multicloud by design

through simplified cloud experiences that increase agility and control

CONTROL

Minimize risk and maximize performance on your terms

SECURITY

Protect against cyberattacks

GOVERNANCE

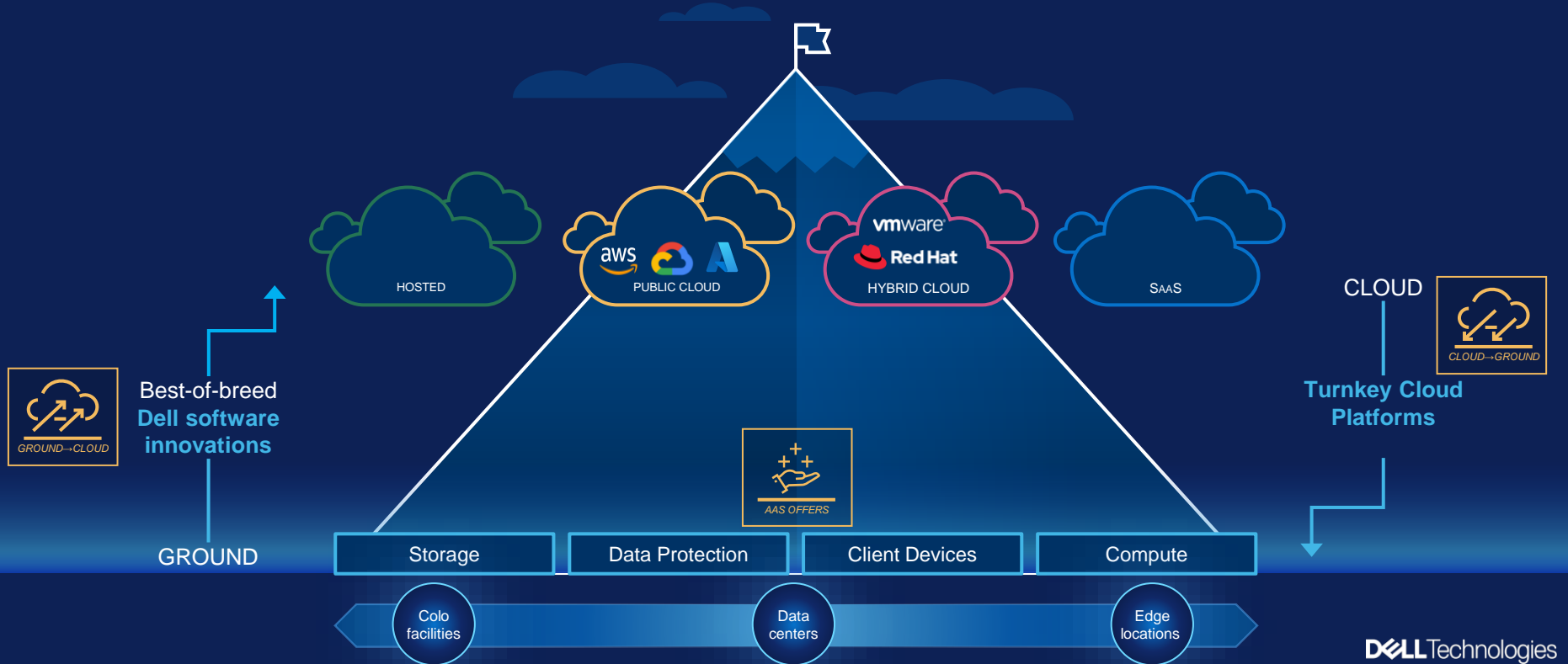
Ease compliance obligations

PERFORMANCE

Achieve the speed you need

DELLTechnologies | A P E X

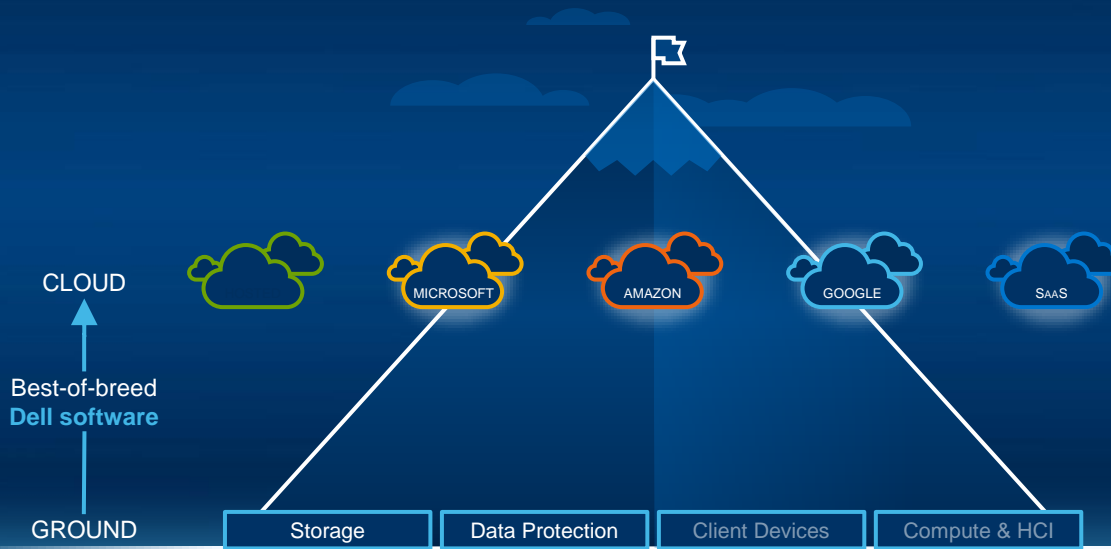
Take advantage of multicloud by design.
Get simplified cloud experiences with technology you trust.



Experience multicloud by design

Consume leading enterprise-class Dell software in the public clouds

Public cloud



DATA PROTECTION AND CYBER RECOVERY

Dell APEX Protection Storage for Public Cloud

Over 1800 Dell public cloud data protection customers¹
Over 24.8 EB of data protected by Dell in public clouds²

BACKUP SOFTWARE AS-A-SERVICE

Dell APEX Backup Services

STORAGE

Dell APEX Block Storage for Public Cloud
Dell APEX File Storage for Public Cloud

Up to 82–87% cost savings versus native cloud storage³

MULTICLOUD ORCHESTRATION

Dell APEX Navigator for Multicloud Storage

Get powerful software-defined technologies you know and trust

Create operational consistency to maximize your IT team's skillsets

Enhance data mobility to facilitate interoperability across ecosystems

¹ Based on Dell Technologies analysis, January 2024

² Based on Dell Technologies analysis, January 2024

³ Based on a Silverton Consulting white paper, sponsored by Dell Technologies, "Conceptual TCO: Dell APEX Block Storage for Public Cloud," October 2023. Systems were configured to support IOPS performance of 7,740 IOPS for competitor 1 and 10,700 IOPS and throughput of 239,000 MPBS for competitor 2. The Dell solution assumes 4:1 thin provisioning vs. thick provisioning for the competitor solutions. Actual costs will vary depending on the thin provisioning factor used, region, data charge/transfer rates, capacity, type of storage and instances used, and other factors. Full report here.



APEX Backup Services

Public cloud

100% SaaS, no Backup HW/SW to Install or Manage!



SaaS Apps



Endpoints



Hybrid Workloads



Cyber Resilience



Data Governance



Insights

4000+ Customers | 1B+ backups/year | 50% YoY Growth | 14+ global regions | 88 certified NPS

100% SaaS

Infinite scalability

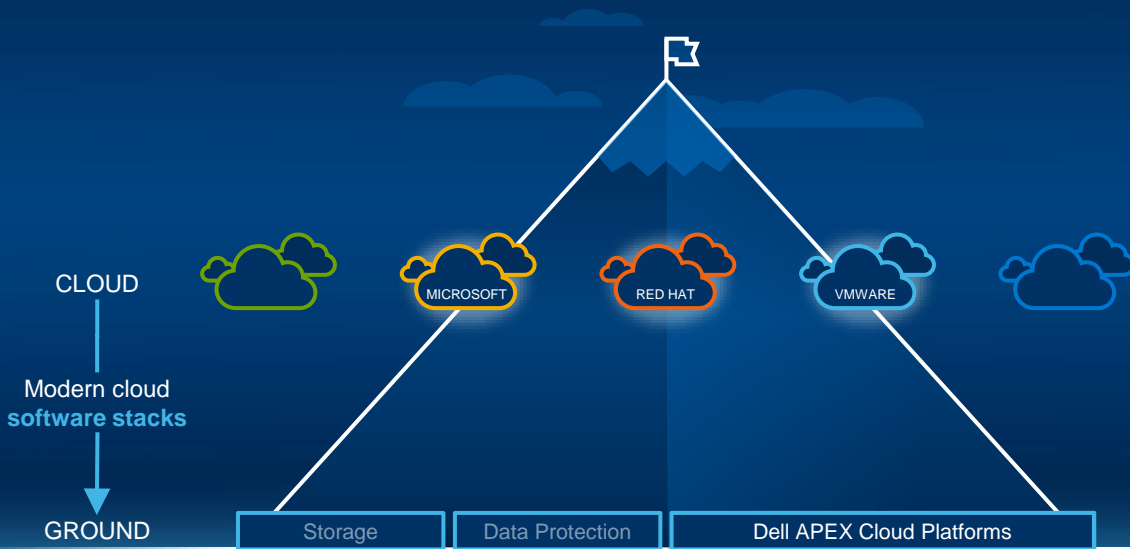
Complete visibility

End-to-end data protection

Experience multicloud by design

Hybrid cloud

Deliver modern cloud software stacks in on-premises environments



INTEGRATED CLOUD PLATFORMS

Dell APEX Cloud Platform for Microsoft Azure Stack
Speed time-to-value with 88% fewer deployment steps¹
Stay current with 4-hour availability of updates²

Dell APEX Cloud Platform for Red Hat OpenShift
Reduce OpenShift deployment time up to 90%³
Optimize for AI with Red Hat OpenShift AI

KUBERNETES STORAGE MANAGEMENT

Dell APEX Navigator for Kubernetes

Deploy cloud software stacks, fully integrated with Dell infrastructure

Simplify application management in a diverse multicloud environment

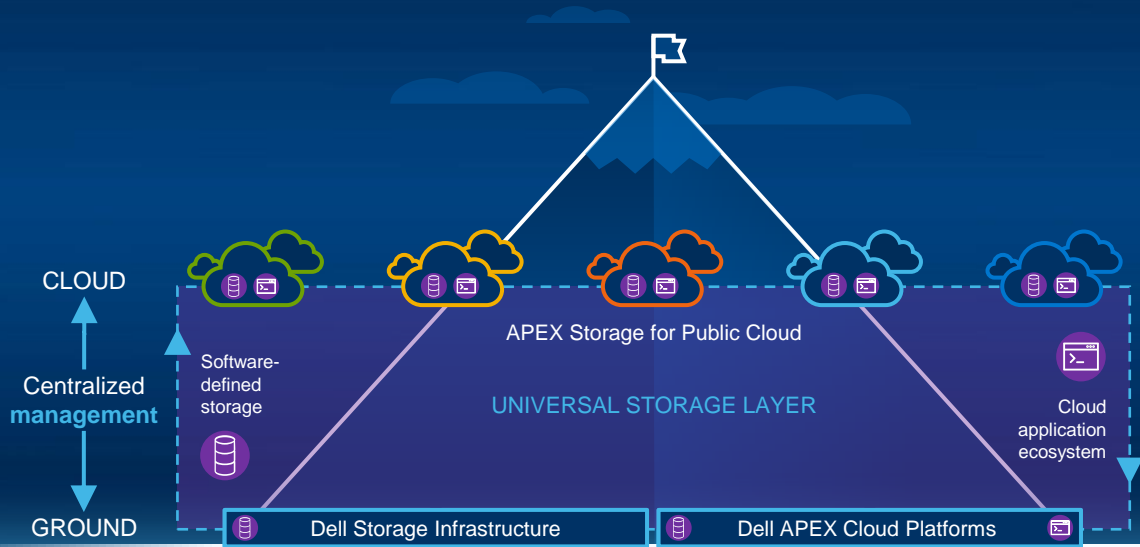
Build once and deploy anywhere on the software stack of your choice

¹ Compared to manual deployment. Based on internal analysis. Results may vary. September 2023.
² Based on continuous joint CI/CD testing with Microsoft. Results may vary. September 2023.
³ Compared to a manual deployment of OpenShift. Based on internal analysis. August 2023.

Experience multicloud by design

Hybrid cloud

Benefit from our differentiated vision to simplify multicloud complexity



UNIVERSAL STORAGE LAYER

Common software-defined storage

Deliver Dell block, file, object, and protection storage for workloads deployed on-premises and in public clouds.

Consistent cloud application environment

Deploy integrated software-defined storage and cloud app ecosystems in turnkey cloud platforms on-prem.

Centralized management and operations

Streamline administration, accelerate productivity, and secure operations with a simple, SaaS-based experience.

Dell APEX Navigator for Storage & Kubernetes

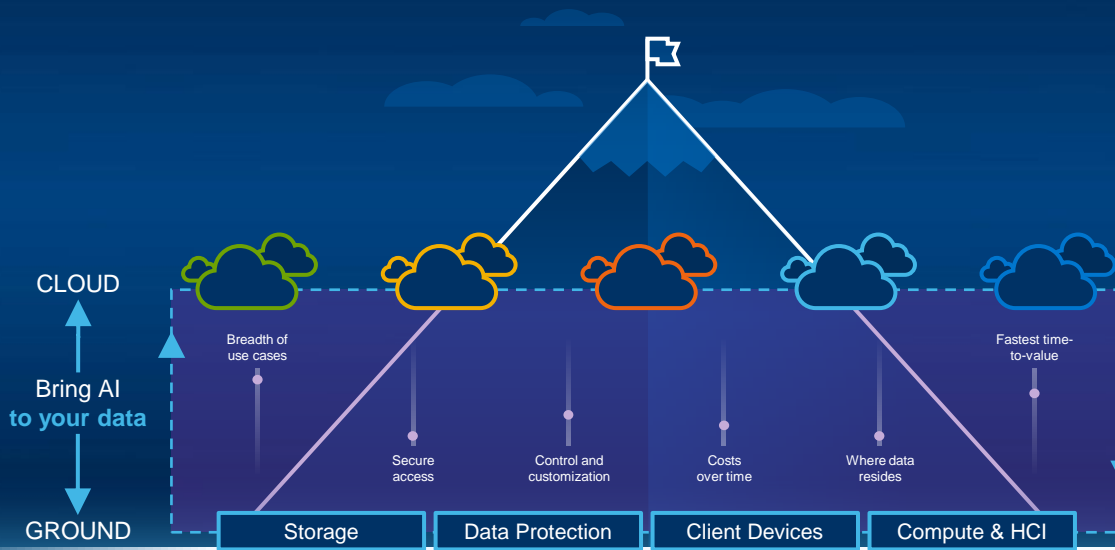
Reduce multicloud storage costs by streamlining storage management

Boost agility on flexible infrastructure with seamless data and app mobility

Enforce compliance and establish consistent service levels everywhere

Experience multicloud by design

Simplify your Generative AI journey – from piloting through production



MULTICLOUD BY DESIGN FOR GENERATIVE AI

OPTIMIZE ENVIRONMENTS

Optimize value by unifying GenAI environments, with 29% in public clouds and 71% on-prem driven by cost².

SECURE DATA

Ensure critical data protection³ with high-performance, private GenAI deployments for security and compliance.

CONSERVE RESOURCES

Right-size GenAI use cases and optimize resource placement with cost-effective, sustainable subscriptions.

BRIDGE SKILL GAPS

51% of organizations will partner⁴ to accelerate timelines with Dell professional services and validated designs.

AI-DRIVEN OBSERVABILITY AND MANAGEMENT

Dell APEX AIOps

NEW

Simplify your GenAI journey with a trusted partner with deep expertise

Unlock flexibility with our extensive GenAI and multicloud portfolios^{5,6}

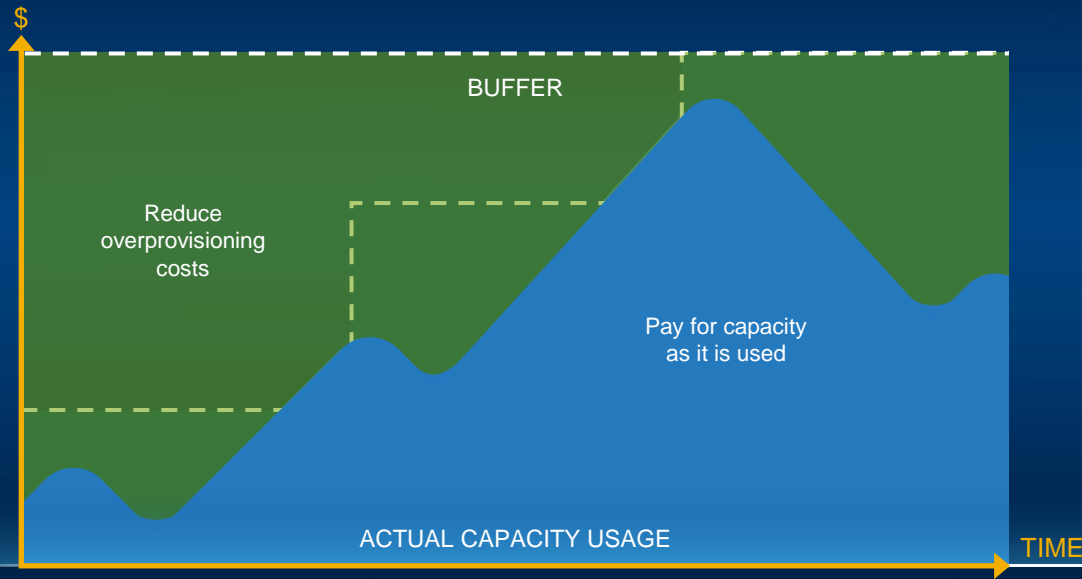
Access our broad partner ecosystem with solutions across the value chain

© Dell Technologies. All rights reserved. Dell Technologies, the Dell logo, and Dell are trademarks of Dell Technologies. "Cloud" and "AI" are trademarks of Dell Technologies. "GenAI" and "Multicloud" are trademarks of Dell Technologies. "Secure" and "Control and customization" are trademarks of Dell Technologies. "Costs over time" and "Fastest time-to-value" are trademarks of Dell Technologies. "Storage" and "Data Protection" are trademarks of Dell Technologies. "Client Devices" and "Compute & HCI" are trademarks of Dell Technologies. "Bring AI to your data" is a trademark of Dell Technologies. "Simplify your GenAI journey" is a trademark of Dell Technologies. "Access our broad partner ecosystem" is a trademark of Dell Technologies. "Unlock flexibility" is a trademark of Dell Technologies. "Experience multicloud by design" is a trademark of Dell Technologies. "Simplify your GenAI journey – from piloting through production" is a trademark of Dell Technologies. "© Dell Technologies. All rights reserved." is a trademark of Dell Technologies. "10 of 18" is a trademark of Dell Technologies.

Explore modern consumption options

Pay-per-Use

Align costs with use and reduce overprovisioning costs and downtime risks



BUILD YOUR OWN USAGE-BASED SOLUTION

PAY-PER-USE INFRASTRUCTURE

Dell APEX Subscriptions

MANAGED UTILITY ECOSYSTEM

APEX Data Center Utility

Supported across the full Dell infrastructure portfolio
Available in 37 countries and growing
Monitor usage and view invoices in the APEX Console

Take the guesswork out of painful capacity planning and procurement

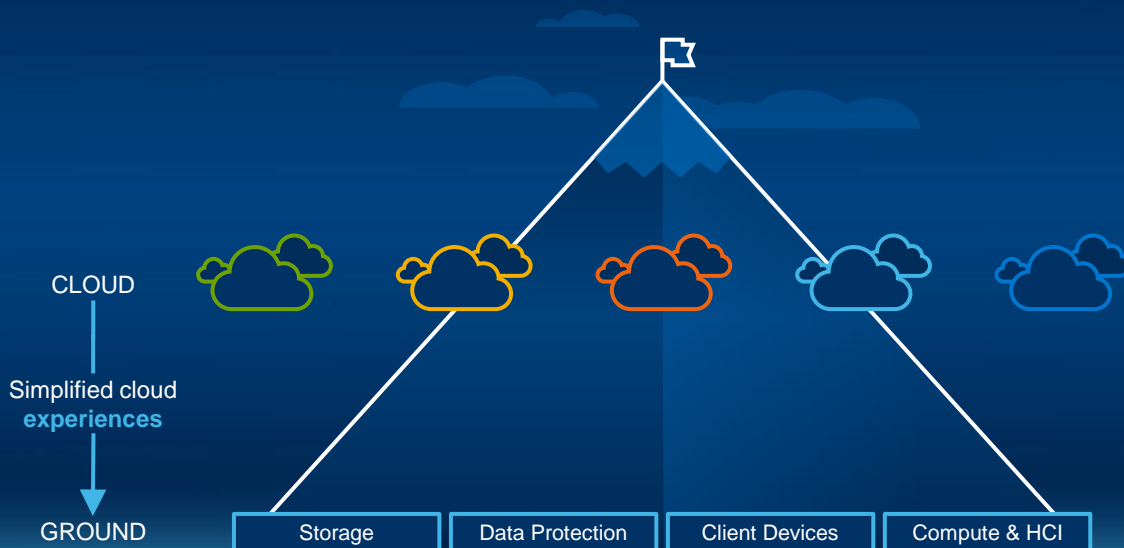
Scale capacity elastically and avoid wasteful overprovisioning

Pay per use at one competitive rate with no overage fees

Experience multicloud by design

As-a-Service

Bring the cloud experience to dedicated on-premises environments



SIMPLIFY ACROSS THE LIFECYCLE

DEPLOY

Installation, configuration, and activation

Up to 64% reduced time to deploy new capacity¹

OPERATE

24/7 management* and proactive support services

Up to 39% lower cost of operations over 3 years¹

TRANSITION

Hardware decommissioning and data sanitization

Up to 53% less staff time for decommissioning¹

EXTEND THE VALUE OF YOUR APEX SOLUTION

Dell Professional Services

Provision on-premises resources faster with accelerated time to value

Scale capacity flexibly to align with growing business requirements

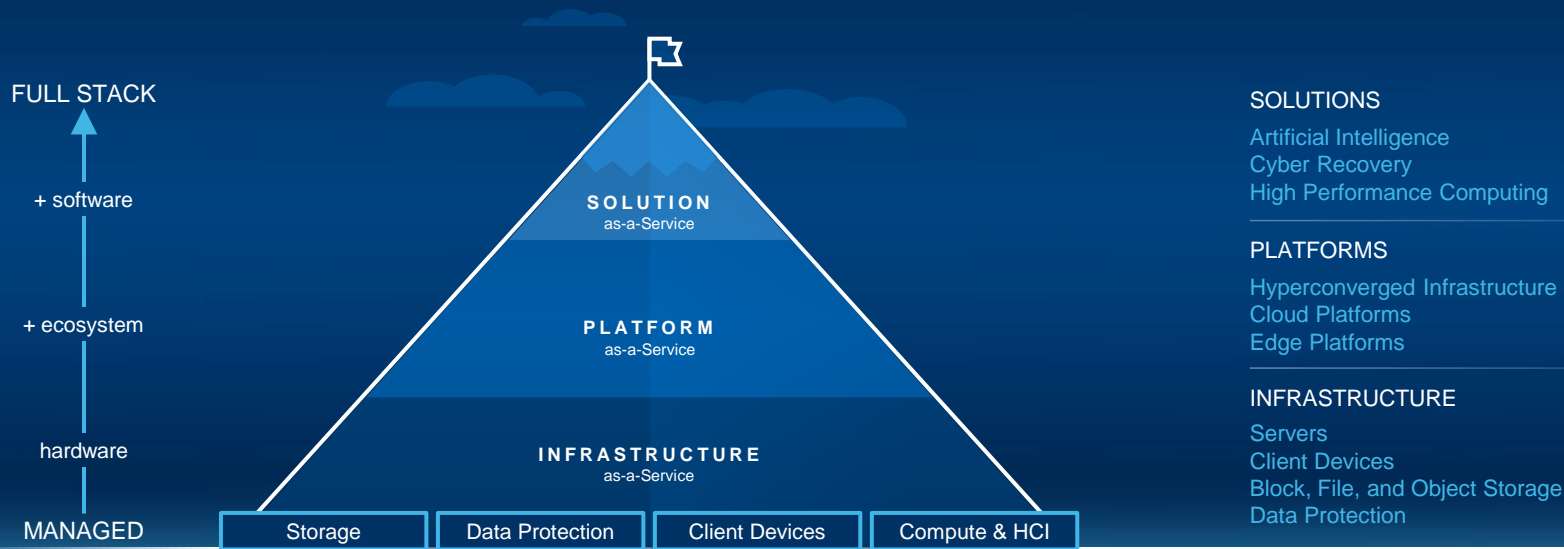
Pay as you go each month by subscription with billing transparency

* Availability of managed services varies by offer. Currently, modular managed services are available for PowerScale, PowerScale, and VxRail. Managed services are also available for Cyber Recovery and High-Performance Computing solutions. Other products and solutions are customer-managed only. © 2023 White Paper, sponsored by Dell Technologies. "Business Value of APEX Pay-Per-Use Solutions" December 2023. Actual results may vary. Full report here.

Bring cloud experiences on-premises

As-a-Service

Simplify infrastructure lifecycle management with as-a-Service subscriptions



Select the product or solution of your choice and configure to meet needs

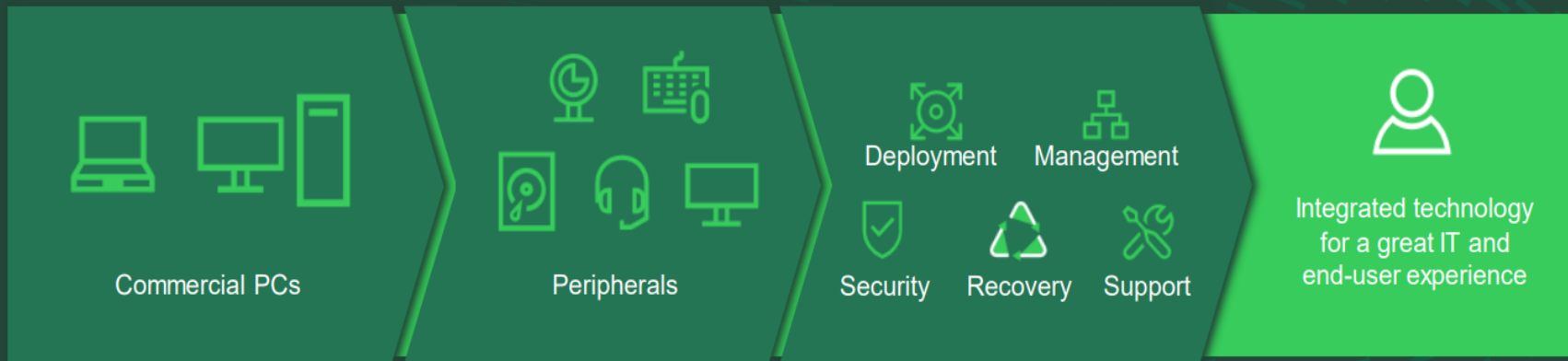
Choose services for an as-a-Service experience – sustainable and secure

Specify your terms, then pay as you go each month to free up budgets

DELL APEX PCaaS

Simply deliver great employee experiences at a predictable monthly price

PC lifecycle as a Service



NO UPFRONT INVESTMENT | PREDICTABLE PAYMENTS | SCALE UP OR DOWN

CUSTOMIZE YOUR PC LIFECYCLE STRATEGY

Configured PCs ship from factory to end user

Comprehensive security above and below the OS

Reduced downtime with proactive support

Ongoing system operations from one trusted partner

Integrated software and solutions that just work

Responsible asset recovery and recycling

An entire organization, people and tools, dedicated to simplifying IT procurement and management through flexible Payment Solutions.



Maximize cashflow by moving from CAPEX to OPEX



Choice among ownership, lifecycle management & pay-per-use solutions



Fixed or variable payments



Operational efficiencies & Financial benefits/savings



Global Recovery Solutions



Payment solutions on any kind of Dell and non-Dell hardware, software & services



Simple tools to manage agreements & assets



Transparency in billing and secure end-of-term processes

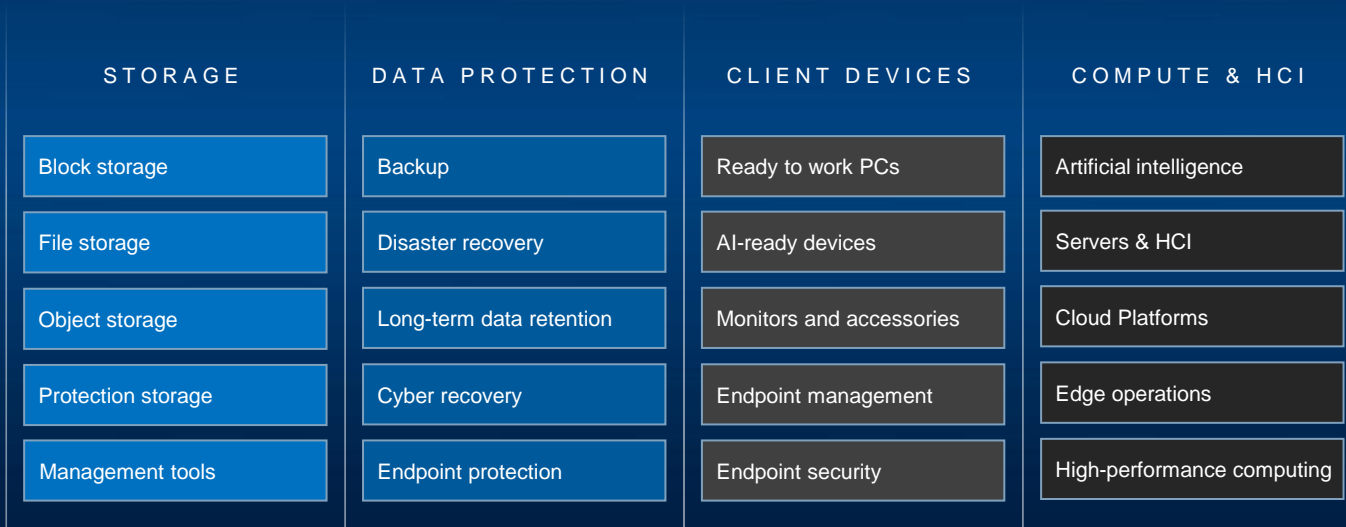
Deploy what you need in the environment of your choice.

ECOSYSTEM

- AWS
- Microsoft Azure
- Google Cloud
- Red Hat
- VMware

PROCUREMENT

- Subscribe
- Buy
- Flexible Payments



LOCATION

- Data center
- Colocation
- Edge
- Office/home

SERVICES

- Deployment
- Management
- Support
- Decommissioning

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

DELLTechnologies