

Top reasons to choose Dell APEX

10

Get a unified multicloud experience on technology you trust

1 | Take advantage of multicloud by design

Dell's vision for multicloud is simple: to connect technology innovation in both public cloud and on-premises environments, bringing together the best of both worlds. With APEX, you can enjoy best-of-breed innovations and simplified cloud experiences, enabling you to improve operational agility, maintain greater control over your data, and unlock the full potential of multicloud, by design.

2 | Choose best-of-breed technologies to achieve differentiated outcomes

IT leaders often opt for cutting-edge technologies to gain an advantage when driving transformation. That's why many organizations today are moving towards multicloud solutions to access the best-of-breed technology services from any provider that can help them achieve differentiated outcomes. APEX is built on industry-leading technology innovations from Dell, trusted daily by organizations of all sizes, in all industries, around the world. This empowers you to accelerate your innovation goals.

3 | Unify operations among environments to simplify transformation

APEX provides a truly unified cloud experience, offering greater consistency and compatibility between public and private cloud environments. You can benefit from Dell storage and data protection software available in public clouds, public cloud software integrated with Dell infrastructure to streamline modern application development, hybrid cloud platforms that simplify operations, and private clouds that offer the conveniences of public clouds. As a result, your IT teams can leverage the Dell tools and technologies they may already be using, enabling them to apply their expertise across more environments and extend the value of your investments.

4 | Consume Dell technology in a public cloud or on-premises as-a-Service

APEX enables you to consume Dell's innovative technologies as-a-Service in more ways and most any environment. You can deploy APEX services on-premises in your distributed data centers and edge environments, in colocation facilities adjacent to public cloud providers, or natively in a public cloud. PC services can be deployed in offices or home workspaces anywhere. The APEX portfolio offers you more choice and flexibility in how you implement technology today, available in a way that only Dell Technologies and our partner community can provide.

5 | Migrate workloads and connect data with ease – avoid vendor lock-in

APEX enables you to freely migrate workloads and connect data among clouds with greater consistency and without fear of vendor lock-in. By using a hybrid cloud model with an abstraction layer, you can seamlessly move workloads between private and public clouds, without incurring application re-architecture costs, which can result in significant savings. With a cloud-adjacent approach, you can create a single common data store that connects to all major public cloud providers simultaneously, enabling you to overcome data gravity concerns and reduce your storage footprint.

10 Top reasons to choose Dell APEX

6 | Provision services quickly and scale resources as you go

The APEX cloud experience gives your IT teams the ability to quickly provision services and scale resources with greater agility. APEX delivers technology as-a-Service wherever you need it, enabling you to improve planning and provisioning times, accelerate project timelines, and adapt more readily to changing business requirements. Wherever APEX is deployed, you get greater simplicity, agility, and control across your IT enterprise and throughout your multicloud, multi-edge, and multi-data center environment.

7 | Gain financial flexibility with transparent costs and monthly payments

APEX provides more predictability with transparent costs and payments spread over the length of your term, enabling you to preserve capital and keep cash on hand for urgent priorities. Additionally, usage-based consumption models – available across our entire infrastructure portfolio – help you align costs more precisely with actual use. This optimal pay-per-use approach not only decreases or eliminates the time required for capacity planning but can also dramatically reduce wasteful overprovisioning capacity by up to 42%,¹ depending on the workload, giving you more financial flexibility to take advantage of growth opportunities.

8 | Put data in the right place at the right time to deliver the speed you need

Data is the fuel that drives digital transformation. Therefore, you want your most critical data and the most demanding applications to be deployed on technology that's capable of achieving unparalleled performance. APEX services built on Dell Technologies infrastructure are dedicated to your exclusive use, either on-premises in your data center or in colocation facilities with low-latency connections to adjacent public cloud providers. This enables you to produce top-tier performance for your priority workloads.

9 | Protect against cyberattacks and unplanned downtime events

APEX private cloud implementations help give you more control over your cybersecurity strategy and the physical security of your IT infrastructure. APEX cyber recovery services help protect your most critical data from the growing risk of ransomware by isolating it in a secure digital vault. Being able to manage cyber resiliency readiness puts you in control of securing intellectual property and keeping data private according to your own terms. Additionally, APEX data storage services, for both file and block storage, utilize Dell Technologies infrastructure that is designed for 99.9999% availability² to safeguard against unexpected downtime.

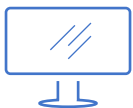
10 | Ensure data resides in known locations to ease compliance obligations

APEX lets you store data in known locations to help ease compliance obligations for industry and government regulations or internal policies. This more effective governance can help you avoid issues that may violate data privacy, localization, and sovereignty requirements, as well as the penalties that may arise from them. APEX on-premises and cloud-adjacent offerings give you full custody of your data and peace of mind knowing where it is located throughout its lifecycle.

[Read more](#) about the APEX cloud experience and [watch](#) what it can do for you.

¹ Based on an ESG study. "ESG Economic Validation: Understanding the Economic Benefits of Dell Technologies APEX." July 2022. [Read the full report here.](#)

² Based on hardware availability on common underlying platform configurations. Actual hardware availability may vary.



[Learn more](#) about
Dell Technologies
APEX



[Contact](#) a
Dell Technologies
Expert



[View more](#)
resources



[Join the conversation](#)
with #DellTechAPEX