Dell APEX & as-a-Service Offerings

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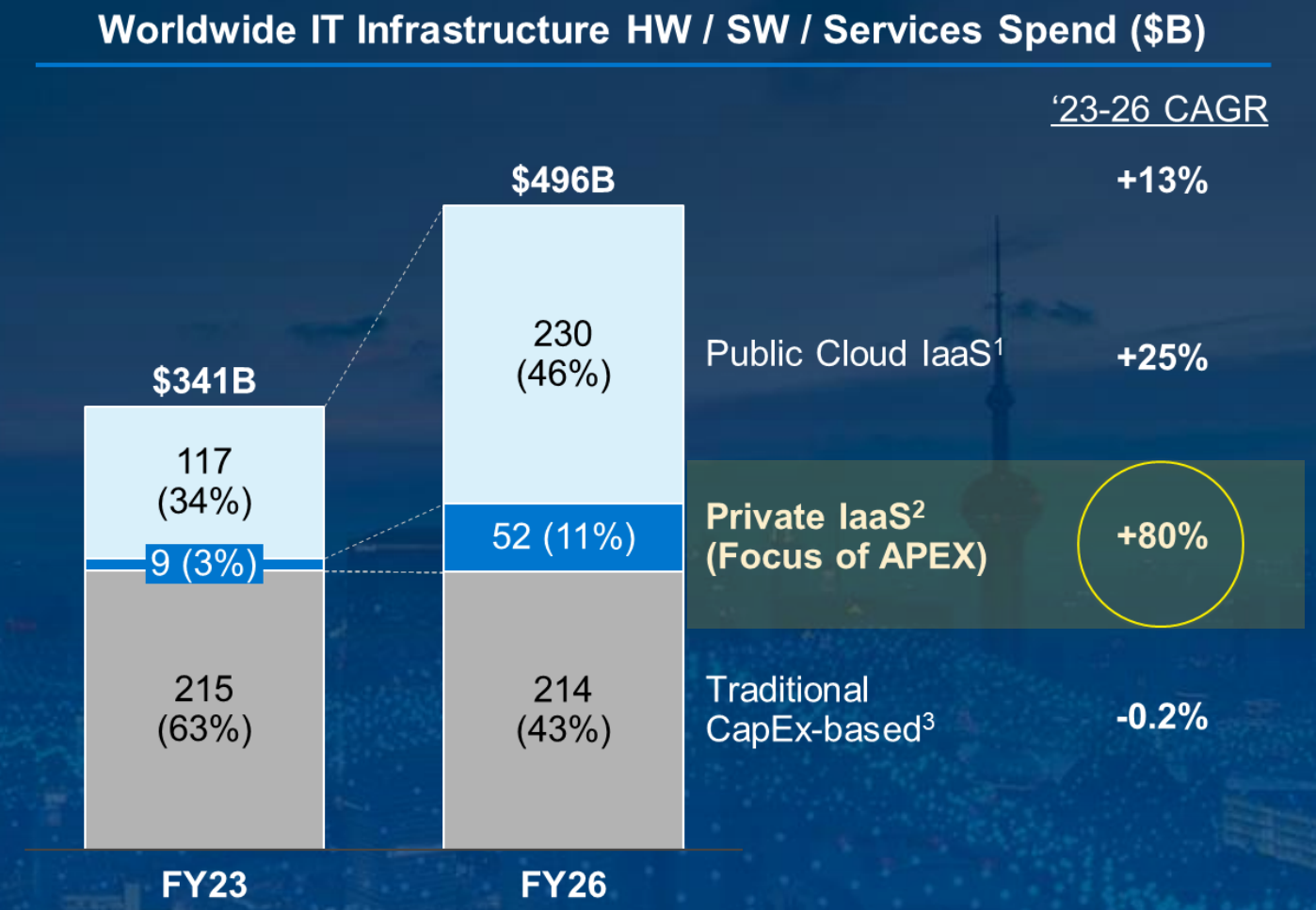
Data is growing and becoming more distributed

…and the financial expectations of our customers are shifting

92% of companies are already multi-cloud[2]

>50% of new IT infrastructure will be deployed at the Edge[3]

23% CAGR in data over the next 5 years[1]



Note: 1) The offer is multi-tenant, owned by the vendor, billed by fixed / usage-based subscriptions, with optional or embedded support / deploy / managed services; 2) The offer is single-tenant, owned by the vendor, billed by fixed / usage-based subscriptions, with optional or embedded support / deploy / managed services; 3) The offer is single-tenant, owned by the customer, paid upfront (except for financing), with optional services
Source: IDC, ISG Market Intelligence, APEX Biz Planning & Ops team analysis
IDC Annual DataSphere forecast (3/24/21); 2) Flexera 2021 State of the Cloud report; 3) IDC Edge Computing: Not All Edges are Created Equal (6/1/20) 4) 2020 Global Data Protection Index

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Customer challenges fuel adoption of Private IaaS

Top customer pain points for traditional IT (CAPEX)

OVERPROVISIONING

On average, only **~30%** of purchased storage capacity used in year 1 and **60-65%** in year 3 / beyond, based on CloudIQ data

SLOW TIME-TO-VALUE

On average, **3-4.5 months** between purchase order placement and delivery for traditional IT infrastructure

FINANCIAL RIGIDITY

Lump-sum payment upfront that could have been invested into higher-value business priorities

Top customer pain points for public cloud

SECURITY, CONTROL AND COMPLIANCE

"Enhance security and address compliance requirements" indicated as **the most important** reason for **cloud repatriation**, according to IDC

PERFORMANCE AND LATENCY

"Improve performance" cited as **second most important** reason for **cloud repatriation**, according to IDC

COST AND AFFORDABILITY

"Lower costs" selected among top 5 reasons for **cloud repatriation**, according to IDC

DATA GRAVITY

Operationally and financially **challenging to migrate** massive amount of data to public clouds, especially those associated with legacy apps

"By 2025, in response to performance, security and compliance requirements, 60% of organizations will implement dedicated cloud services either on-premises or in a service provider facility" - IDC

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Source: Cloud IQ, IDC Cloud Pulse Survey, APEX Biz Planning & Ops team research

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Customers want a cloud experience…

As they build and manage their environments

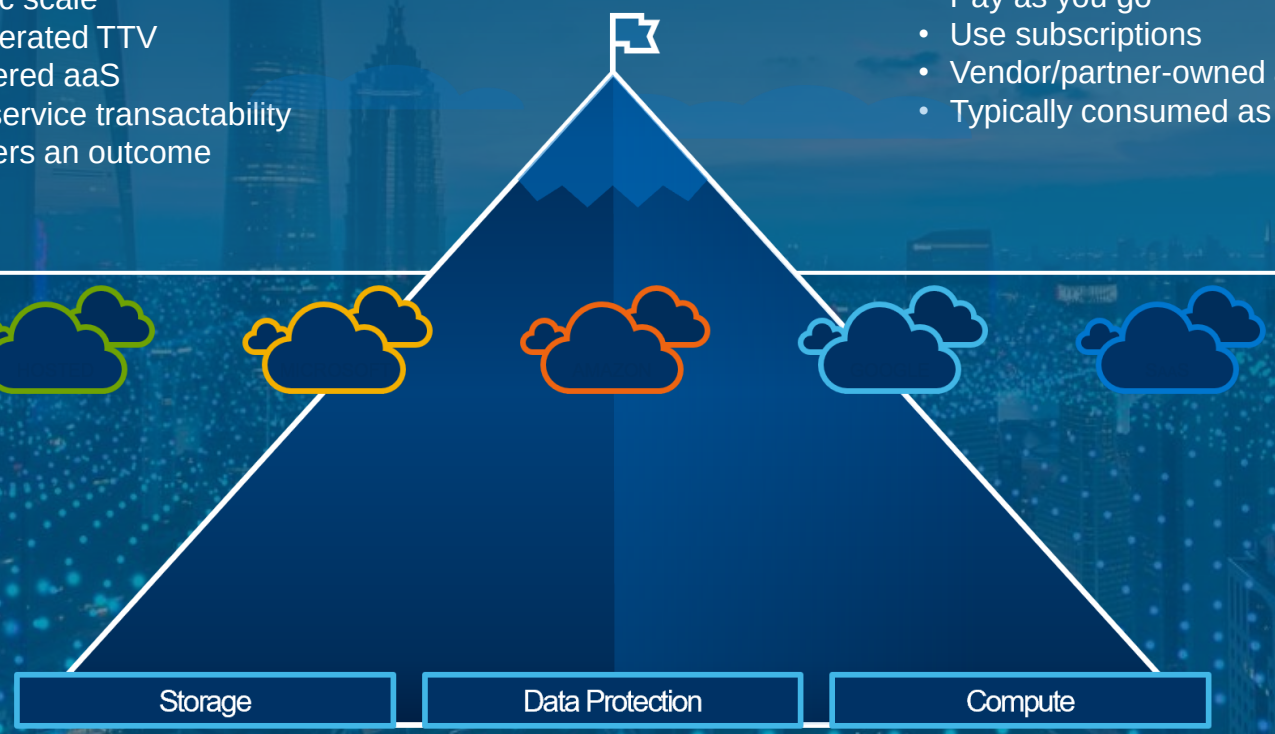
MODERN CLOUD EXPERIENCE

- Elastic scale
- Accelerated TTV
- Delivered aaS
- Self-service transactability
- Delivers an outcome

APEX

MODERN CONSUMPTION EXPERIENCE

- Pay as you go
- Use subscriptions
- Vendor/partner-owned assets
- Typically consumed as OpEx



Take advantage of best-of-breed Dell innovation across clouds

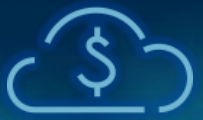
Modernize your enterprise to secure and maximize your cloud experience

Consume technology in new ways to cut unwanted cost and complexity

Dell Technologies as-a-Service principles

Outcomes, or products

Consumption / usage based



Delivered in any Location

Elastic resources

Dell owned and maintained

Customer operated

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Dell can help your journey to a modern cloud experience

PURCHASE PRODUCTS	SUBSCRIBE TO A PRODUCT	SUBSCRIBE TO A SERVICE	
Customers choose from full set of HW/SW products	Customers choose from full set of HW/SW products	Dell Technologies curates offer components for each service	
Optional financing (Customer- or bank-owned)	Consumption-based subscription (Dell Technologies-owned); Transacted offline	Consumption-based subscription (Dell Technologies-owned); Transacted online	
Optional services*	**Optional services***	Customer-managed	Dell-managed

*ProDeploy, Dell Technologies Managed

CAPEX-like experience | aaS experience

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Optional services*	**Optional services***	Customer-managed	Dell-managed
Optional service	CAPEX-like experience	aaS experience	

*ProDeploy, Dell Technologies Managed

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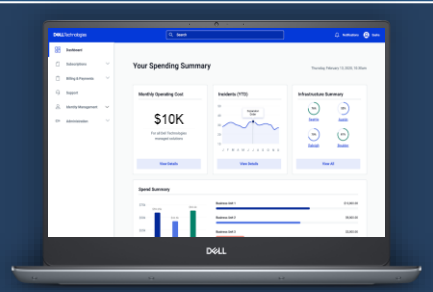
A P E X

Capitalize on the cloud experience in more ways and places

DELL USER EXPERIENCE



APEX Console
Deploy, monitor, manage
SaaS hosting
Infrastructure and application orchestration
Dev environment

SUBSCRIBE TO PRODUCT OFFERS

CUSTOM

APEX
Flex on Demand
Fully configurable usage-based consumption model

APEX
Data Center Utility
Full outsourcing of data center management to Dell

SUBSCRIBE TO SERVICE OFFERS

COMPUTE AND HCI

APEX
Hybrid Cloud

APEX
Private Cloud

STORAGE AND DATA PROTECTION

APEX
Data Storage Services

APEX
Backup Services

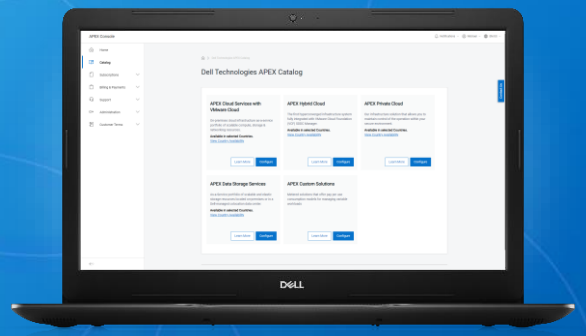
APEX
Cyber Recovery Services

OPTIONAL MANAGED SERVICES FOR APEX

COLOCATION PARTNER ECOSYSTEM

* Offer availability will vary by region
Not all offers services via the console

APEX portfolio



Self-service via the APEX Console

COMPUTE

APEX Hybrid Cloud	APEX Private Cloud

Deliver more secure, consistent operations across multi-cloud environments. Choose your cloud type and who manages it.

CLOUD TYPE
- [x] Hybrid cloud
- [ ] Private cloud

MANAGEMENT OPTIONS
- [ ] Dell-managed
- [x] Customer-managed

INSTANCE TYPE
- [ ] Compute optimized
- [x] General purpose
- [ ] Memory optimized
- [ ] Large-scale optimized

INSTANCE QUANTITY

512

STORAGE CAPACITY

120TB

LOCATION
- [ ] Data center
- [x] Edge
- [ ] Colocation

TERM
- [ ] 1 yr.
- [x] 3 yr.

Up to **19%** lower infrastructure management costs[1]

Up to **171%** incremental ROI with payback in 6 months[1]

Up to **90%** reduced cost per VM by avoiding app re-architecture[1]

Get an easier way to put compute instances into production

[1] Based on a Forrester Total Economic Impact™ Study of APEX Cloud Services, Commissioned by Dell Technologies, VMware, And Intel Corporation, July 2020.
Estimates projected over 3 years, based on interviews with eight customers using APEX Hybrid Cloud, aggregated and combined into a composite organization. Actual results will vary. Full report here.

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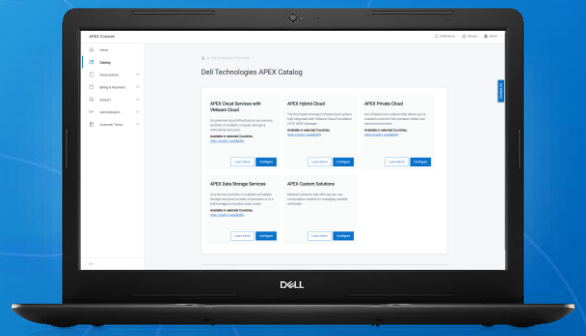
APEX portfolio

STORAGE AND DATA PROTECTION

APEX Data Storage Services	APEX Backup Services	APEX Cyber Recovery Services



Self-service via the APEX Console

Easily select from a portfolio of scalable and elastic storage resources with a pay-per-use subscription model.

DATA SERVICE

- [x] File
- [ ] Block

PERFORMANCE

- [ ] Performance optimized
- [x] Balanced
- [ ] Capacity optimized

BASE CAPACITY

Base Capacity (TB)

100

Min: 50

TERM

- [ ] 1 year
- [x] 3 year

LOCATION

- [ ] Data center
- [x] Colocation

Take the guesswork out of storage planning and speed provisioning

Scale capacity on-demand and avoid wasteful over-provisioning

Pay for capacity as it is used at one competitive rate – no overage fees

Focus on outcomes, not infrastructure

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APEX portfolio

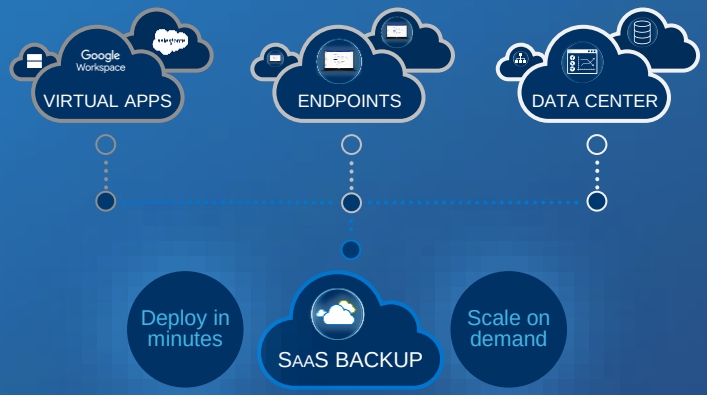
STORAGE AND DATA PROTECTION

APEX Data Storage Services	APEX Backup Services	APEX Cyber Recovery Services

Centralized monitoring and management with automated updates

Simplify data protection with an all-in-one cloud service for backup, disaster recovery, and long-term retention.

Privacy and security standards: FedRAMP, FIPS, HIPAA, SOC2, TRUSTe, ISAE 3000 Type II, and Skyhigh Enterprise-Ready



100% SaaS-based with no infrastructure to manage or maintain

CHOOSE FROM:

- Virtual apps
- Endpoint devices
- Data center assets

Unified protection for Microsoft 365, Salesforce, and Google Workspace	Secure backup of desktops, laptops, cell phones, and smart devices	Automated disaster recovery for VMs, databases, file servers, NAS

Protect your data with all the conveniences of SaaS

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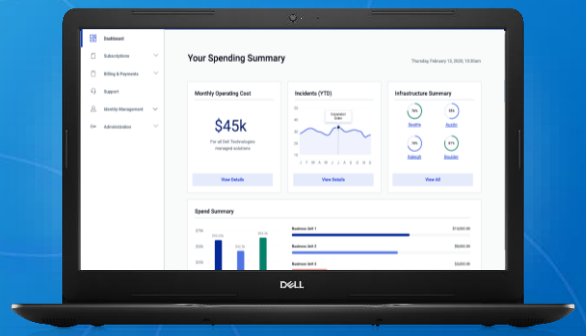
APEX portfolio

STORAGE AND DATA PROTECTION

APEX Data Storage Services	APEX Backup Services	APEX Cyber Recovery Services



View invoices and usage info through the APEX Console

Isolate critical data to defend against security threats and quickly resume normal operations after a cyberattack

RECOVERY
- Simple
- Advanced

CAPACITY
- Small 100–200TB
- Medium 150–300TB
- Large 300–600TB

LOCATION
- Data center
- Colocation

EXPERTISE
- Best practice guidance
- Dell-assisted recovery
- Secure vault operations

TERM
- 1 yr.
- 3 yr.

Isolation via logical separation of data within a secured vault

Data integrity and confidentiality with layers of security and controls

Intelligent machine learning and analytics help ensure recoverability

Free up security teams to focus on broader concerns

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APEX portfolio

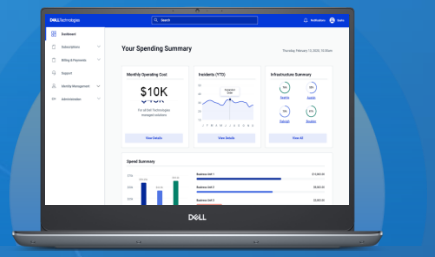
CUSTOM

APEX Flex on Demand	APEX Data Center Utility

Build your own on-demand environment. Align costs with use on individual products or across a broad ecosystem.

APEX FLEX ON DEMAND

Pay-per-use solution
On your choice of best-of-breed Dell Technologies infrastructure



View invoices and usage info through the APEX Console

APEX DATA CENTER UTILITY

Managed utility solution
For enterprise-scale, usage-based technology consumption

Up to 92% faster storage deployment times[1]

Up to 23% lower average cost of storage operations per year[1]

Up to 54% fewer incidents of unplanned downtime[1]

Gain more financial flexibility with monthly payments

[1] Based on the IDC Report commissioned by Dell Technologies, "Business Value of Dell Technologies On Demand: A Study of Usage-Based Consumption Models for Storage," April 2020. Applicable offers include APEX Custom Solutions, APEX Flex on Demand. Actual results will vary. Full report here.

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A P E X

Our commitment to deliver technology as-a-service, wherever it is needed

SIMPLICITY

Built on the broadest and most innovative infrastructure portfolio

AGILITY

Driven to deliver unmatched time-to-value all around the world

CONTROL

Backed by our global services, scale, and supply chain leadership

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