



Dell Technologies Partner Webinar Series: Dell Ecosystem, EI, and APEX Backup Services



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 and Subscription experiences



Predictable payments to make budgeting easier



Operational efficiencies & potential financial benefits/savings



Secure and compliant global recovery solutions for equipment returns



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



Simple tools to manage agreements & assets



Transparency in billing and secure end-of-term processes

Payment Solutions Portfolio



Spread cost
over time**

Technology Ownership
Software Installments

FIXED PAYMENTS



Lifecycle
management**

Technology Rotation
Dell APEX PCaaS
Accelerated Transition

FIXED PAYMENTS



Usage based
solutions

Dell APEX Flex on Demand
Dell APEX Data Center Utility

VARIABLE PAYMENTS

Predictability, Flexibility & Choice

DFS Federal | PC as a Service

PC Lifecycle Management | Increase performance and security while optimizing TCO and budget



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

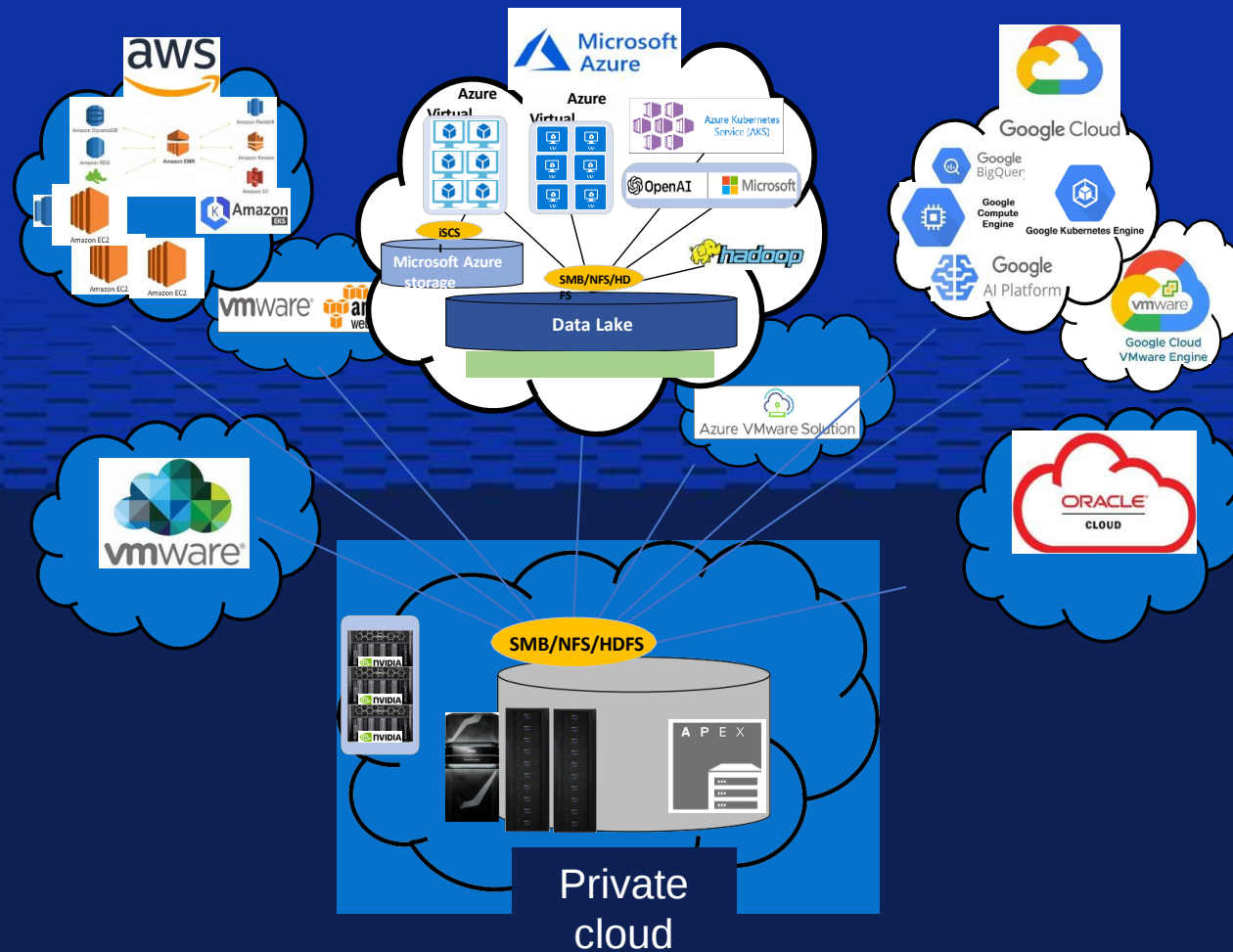
Ongoing system operations from one trusted partner

Integrated software and solutions that just work

Responsible asset recovery and recycling

— Expectations in a multi-cloud world

- 24 x 7 x 365 availability
- Elastic infrastructure
- Ubiquitous access
- Usage-based cost model



What our customers are asking

1

Help me simplify my multi-cloud world by breaking down the vertical walls between clouds and creating more horizontal services across clouds

2

Help me create a cloud experience anywhere I have apps & data, especially for the emerging opportunity at the edge

3

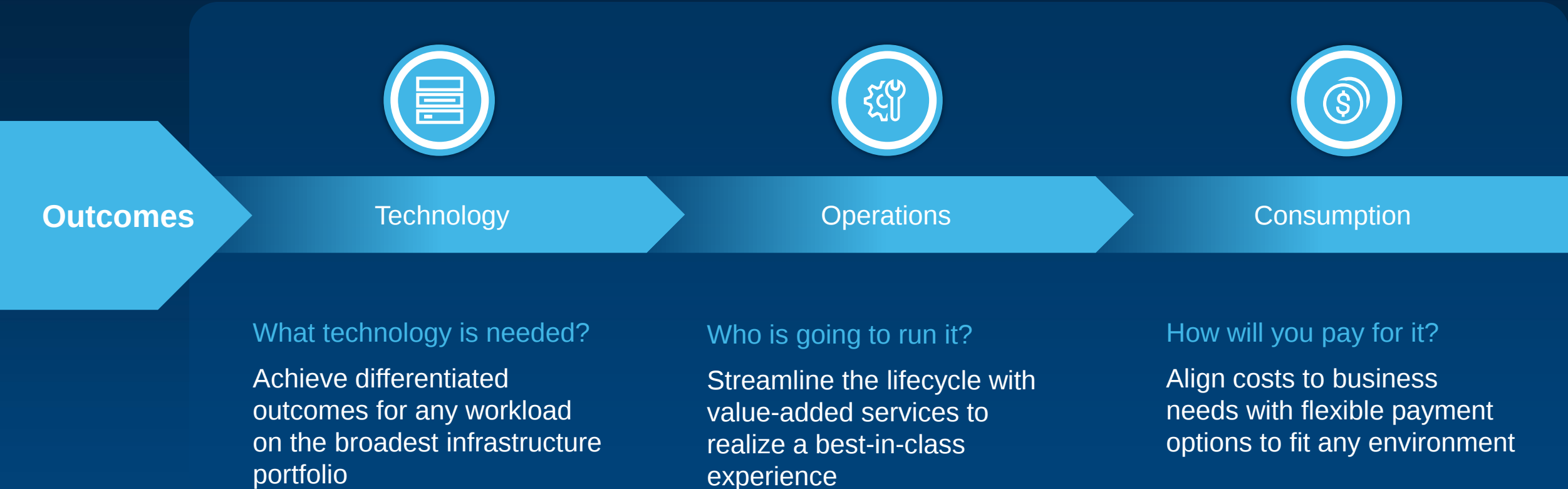
Help me manage the variety and velocity of data growth in my enterprise to better store, protect, optimize and leverage this great asset

4

Help me shift capex to opex and adopt more as-a-service to map business objectives to IT spend and more rapidly scale my resources

Organizations are changing IT service delivery models

Status quo models are being challenged by lines of business and finance



APEX and Multicloud Offerings

Storage	Data Protection	Compute & HCI	Management Tools
APEX Infrastructure for Block Storage	APEX Infrastructure for Data Protection	APEX Infrastructure for Servers	Premier My Account
APEX Infrastructure for File Storage	Dell Backup Services	APEX Infrastructure for HCI (Azure, VMware etc.)	Dell Navigator for Multicloud Storage
APEX Infrastructure for Object Storage	Dell Protection Storage for AWS, Microsoft & Google	Dell Cloud Platform for Azure and OpenShift	Dell AIOps
Dell Block Storage for AWS & Azure			
Dell File Storage for AWS & Azure			
APEX Data Center Utility			
Transformational License Agreements			
Professional Services			

Available with
Dell Managed Services

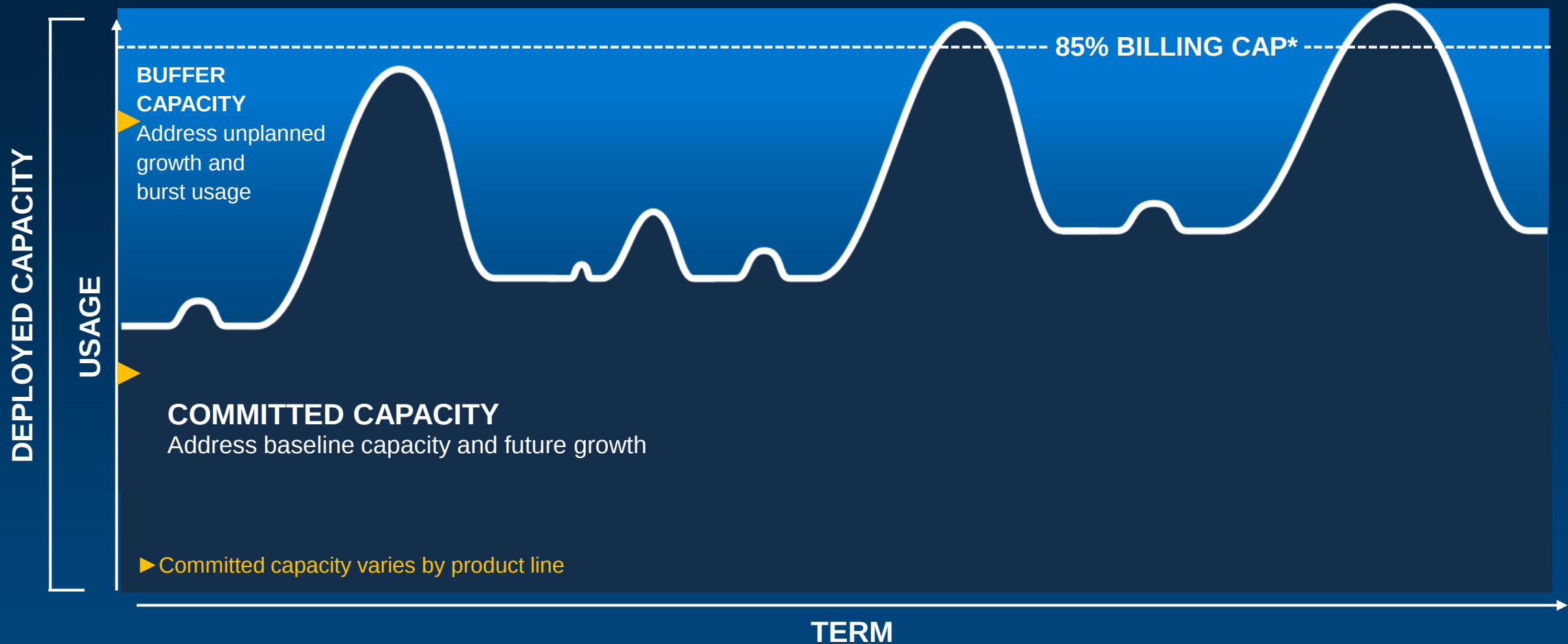
On-premises
infrastructure

Cloud-resident
software

Premier My Account
and management tools

Modern Consumption with APEX Infrastructure

Billing Cap for storage, data protection and HCI eliminates charges for usage above 85% of total capacity*



Elastic capacity

Savings Opportunities

Reduce Risk

* Applies to storage, data protection and hyperconverged infrastructure products only. Excludes active node hour billing for PowerEdge and Azure Stack HCI. Dark sites, non-metered deployments, and customers non-compliant with their contract terms are not eligible.

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APEX Infrastructure – Commitment and term ranges

	Servers ¹	Storage & Data Protection	HCI ³
Minimum commitment	75 – 80% ²	40-80%	50 – 80%
Term	3 – 5 years	1 – 5 years	1 – 5 years
Billing Metrics	Active Node Hour ⁵ - OR - Average Monthly Memory Usage ⁶	Consumed Raw or Usable Storage	Monthly average consumed raw storage & memory
Non-standard terms and/or capacities are by exception only.			
A customer may increase capacity and/or term commitment for a lower rate but cannot lower either term or commitment.			

1: Servers include all PowerEdge models

2: 70% commitment level available for 4- or 5-year terms

3: HCI has a memory & storage commit and includes VxRail, APEX Cloud Platform, PowerFlex , XC Core & Plus, & MS Azure Stack Hub

4: Azure Stack HCI & non-VMware PowerFlex compute nodes metered on active node hours with HCI minimum commitment levels

5: Max CPU utilization >= 5% (85% billing cap does not apply)

6: Option for VMware environments only (85% billing cap)

Flexible, utility-based consumption

Single rate for committed base and deployed buffer

1 Custom build your configuration

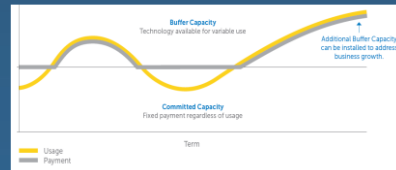
- Choose your Dell Technologies server, storage, data protection, or HCI platform
- Combine HW, SW, Support, Professional Services together
- Include room for growth

2 Choose term & capacity commitment

80%	\$ 0.0114	\$ 0.0109	\$ 0.0105	\$ 0.0102
70%	\$ 0.0119	\$ 0.0114	\$ 0.0110	\$ 0.0107
60%	\$ 0.0127	\$ 0.0121	\$ 0.0117	\$ 0.0114
50%	\$ 0.0137	\$ 0.0131	\$ 0.0127	\$ 0.0123
40%	\$ 0.0153	\$ 0.0146	\$ 0.0142	\$ 0.0138
	12 Months	36 Months	48 Months	60 Months

3 Pay for committed capacity plus buffer at a single rate

- Dell-owned gear
- Committed Contract Value can be paid upfront or monthly
- Monthly buffer usage billed only if used
- 85% billing cap for storage, data protection, HCI (excl. products metered on active node hours)



4 End of term options

- Ability to expand solution – co-term, extend or new subscription
- Month to month at current rate
- Extend term with new commitment at current market price
- Refresh onto all new assets and recover old assets *eliminate technical debt*

Use Cases

UNCERTAIN GROWTH

- Service providers
- Unstructured data
- Merger & acquisition



VOLATILE WORKLOADS

- Desktop virtualization
- Test/dev, QA
- Media, healthcare, retail



LIFECYCLE MANAGEMENT

- Server refresh
- Storage migration
- Data protection upgrade



MIGRATION

- To / from public cloud
- New architecture
- Data Center relocation



IDC Study: The Business Value of APEX

2023 Study of Usage-Based Consumption Models for Storage

[Download the IDC report](#)

APEX INFRASTRUCTURE AND DATA CENTER UTILITY



Lower average
infrastructure cost



Faster time to
deploy new
hyperconverged/
server capacity



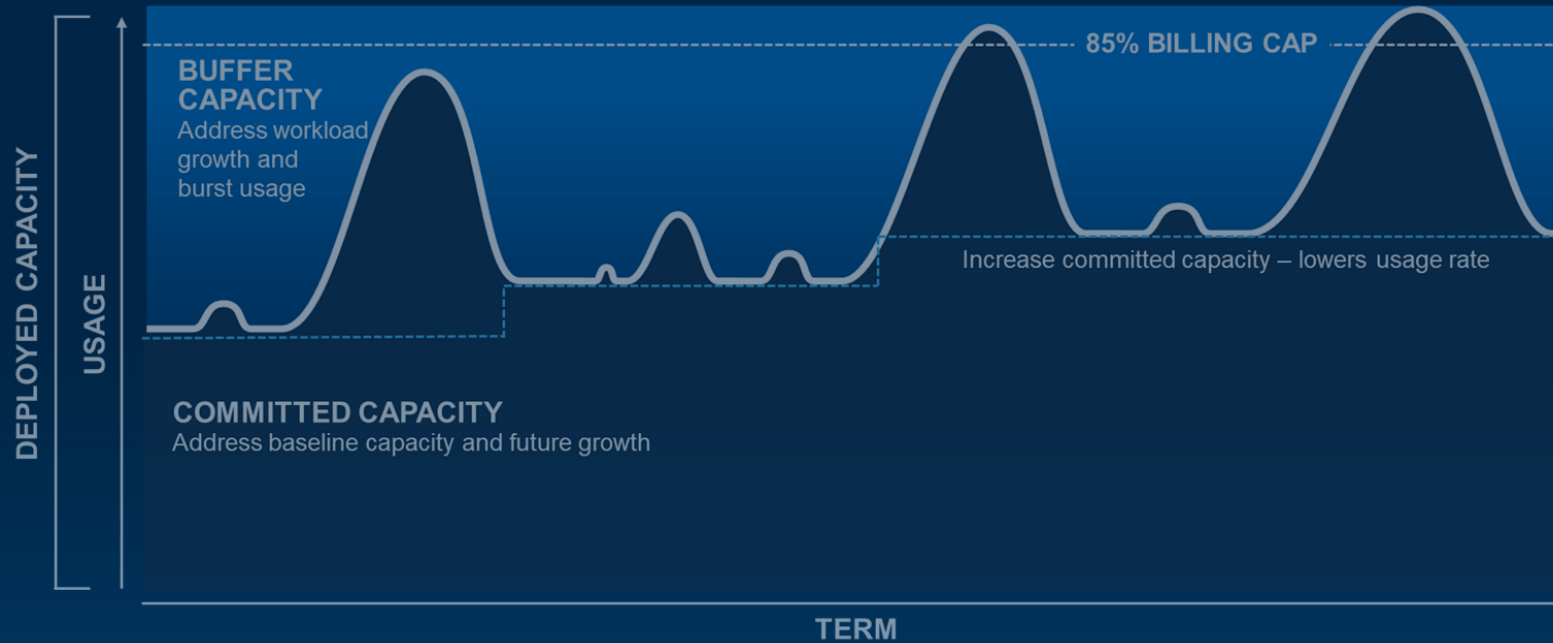
Lower 3-year
cost of operations

“We started the conversations for budgetary reasons. ... It was very difficult for us to plan a capacity we would need when we were buying new equipment. So we worked with the Dell team to look at this Pay-Per-Use option. ... It genuinely has been transformational for us.”

Customers like APEX and it's *Sticky*

- Potential cost savings vs. capex purchase
- Avoid large upfront capital investment
- Reduce risk of being over-deployed, paying for unneeded capacity or being under-deployed, unable to meet business needs
- Deploy more capacity for lower investment
- Avoid long procurement cycles and vendor lead times
- Potential for opex - don't have to treat as capex for accounting purposes
- No reserve charges beyond 85% of total deployed capacity
- Billing deferral for 3 – 6 months
- Data Reduction Ratio guarantee

Key Features of APEX Subscriptions (Flex On Demand)



Elastic capacity

Savings Opportunities

Reduce Risk

Offer

- Assets are owned by Dell
- All ISG products & services (except PowerVault)
- Available direct and channel
- Some 3rd party software can be included
- Includes support & metering
- Billing by asset and location (ideal for chargeback)

Contract terms

- 1 – 5 year contract (40% - 80% commit)
- 3 – 5 years for servers (70% - 100% commit)
- Committed capacity & reserve @ same rate
- Add capacity & extend contract at any time

Committed contract value (CCV)

- Pricing based on capex quote w/discounting
- Customer PO for CCV
- Minimum commit & buffer usage billed monthly

Value-add

- Portfolio breadth & leading products
- 85% billing cap (storage, DP, HCI)
- Data reduction guarantee
- Billing deferral
- Try & buys
- Node grouping & co-existence with customer-owned eqpt (scale out only)

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