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Dell Technologies Project APEX Accelerates as-a-Service Strategy

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Businesses can buy and deploy IT with a simple, consistent cloud experience across the industry's broadest IT portfolio

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DELL Technologies

News summary

- Project APEX simplifies how Dell Technologies customers can consume IT as-a-Service
- Dell Technologies Cloud Console gives customers a single self-service interface to manage every aspect of their cloud and as-a-Service journey
- Dell Technologies Storage as-a-Service will be deployed and managed on-premises by Dell Technologies
- Dell Technologies Cloud Platform advancements make cloud compute resources accessible with instance-based offerings, lowering the barrier of entry and extending subscription availability

Full story

Dell Technologies (NYSE: DELL), the leader in cloud IT infrastructure[1], expands its as-a-Service capabilities with Project APEX to simplify how customers and partners access Dell technology on-demand—across storage, servers, networking, hyperconverged infrastructure, PCs and broader solutions.

Project APEX will unify the company's as-a-Service and cloud strategies, technology offerings, and go-to-market efforts. Businesses will have a consistent as-a-Service experience wherever they run workloads including on-premises, edge locations and public clouds.

"Project APEX will give our customers choice, simplicity and a consistent experience across PCs and IT infrastructure from one trusted partner —unmatched in the industry," said Jeff Clarke, chief operating officer and vice chairman, Dell Technologies. "We're building upon our long history of offering on-demand technology with this initiative. Our goal is to give customers the freedom to scale resources in ways that work best for them, so they can quickly respond to changes and focus less on IT and more on their business needs."

"By the end of 2021, the agility and adaptability that comes with as-a-Service consumption will drive a 3X increase in demand for on-premises infrastructure delivered via flexible consumption/as-a-Service solutions," Rick Villars, group vice president, Worldwide Research at IDC.

Dell Technologies as-a-Service and cloud advancements

The new Dell Technologies Cloud Console will provide the foundation for Project APEX and will deliver a single, seamless experience for customers to manage their cloud and as-a-Service journey. Businesses can browse the marketplace and order cloud services and as-a-Service solutions to quickly address their needs. With a few clicks, customers can deploy workloads, manage their multi-cloud resources, monitor their costs in real-time and add capabilities.

Available in the first half of next year, Dell Technologies Storage as-a-Service (STaaS) is an on-premises, as-a-Service portfolio of scalable and elastic storage resources that will offer block and file data services and a broad range of enterprise-class features. STaaS is designed for OPEX transactions and allows customers to easily manage their STaaS resources via the Dell Technologies Cloud Console.

Dell continues to expand its Dell Technologies Cloud and as-a-Service offerings with additional advances:

- **Dell Technologies Cloud Platform instance-based offerings—**Customers can get started with hybrid cloud for as low as \$47 per instance per month[2] with subscription pricing, making it easy to buy and scale cloud resources with pre-defined configurations through the new Dell Technologies Cloud Console.

- **Geographic Expansions—**Dell Technologies is extending Dell Technologies Cloud Platform subscription availability to the United Kingdom, France and Germany with further global expansion coming soon.

- **Dell Technologies Cloud PowerProtect for Multi-cloud —**This [fully-managed service](#) helps customers protect their data and applications across public clouds in a single destination via a low latency connection to the major public clouds. Businesses save costs through the PowerProtect appliance's deduplication technology and realize additional savings with zero egress fees when retrieving their data from Microsoft Azure.

- **Pre-approved Flex On Demand pricing—**The pre-configured pricing makes it simpler for customers to select and deploy Dell Technologies solutions with a pay-per-use experience. Dell Technologies partners globally will receive a rebate up to 20% on Flex On Demand solutions.

"Our customers expect their applications and internet services to be always-on, and that requires highly reliable and available storage infrastructure," said Sandra Rodel, Head of SAN Storage, Swisscomm AG. "Dell Technologies as-a-Service and flexible consumption storage solutions give us affordable, on-demand access to the capacity we need as we need it, eliminating bottlenecks and ensuring customer satisfaction. Dell Technologies also retires infrastructure in an environmentally sustainable manner, saving us time and money."

Continued sustainability focus
Dell Technologies Project APEX will help companies retire infrastructure in a secure and environmentally friendly manner. Dell manages the return and refurbishing of used IT gear while also helping to support customers' own sustainability goals. The company is making additional strides in achieving its Progress Made Real goals by:

- Reselling 100% of the returned leased assets.
- Refurbishing and reselling 89% of working assets in the North America and EMEA regions.
- Reselling 10% of non-working assets to Environmental Disposal Partners who repair, reuse, resell and recycle each asset. Last year, Dell recycled 240,257 kilograms of metal, glass and plastics through this program.
- Helping customers resell or recycle their excess hardware and prepare to return leased equipment in a secure and environmentally conscious manner through Dell Asset Resale & Recycling Services.

Availability

- Dell Technologies Cloud Console is available now as a public preview in the United States with EMEA availability planned for the first quarter of 2021.
- Dell Technologies Storage as-a-Service will be available in the U.S. in the first half of 2021.
- Dell Technologies Cloud Platform instance-based offerings with subscription pricing are available in the United States, France, Germany and the U.K. Dell Technologies Cloud PowerProtect for Multi-cloud is now available in the U.S., U.K. and Germany.
- Flex On Demand is available in select countries in North America, Europe, Latin America and the Asia-Pacific region.

Additional resources

- Blog: As-a-Service as It Should Be: Introducing Project APEX
- Blog: Dell Technologies Cloud Platform Just Got Better
- Connect with Dell via Twitter, Facebook, YouTube and LinkedIn

About Dell Technologies
Dell Technologies (NYSE: DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.

[1] IDC WW Quarterly Cloud IT Infrastructure Tracker, 2020Q2, September 29, 2020

[2] Estimate based on the purchase of 500 Compute optimized instances (C-500 instance block) over a 3-year term with All Flash Storage and VMware Cloud Foundation Standard Edition, with an average monthly price of $23,500 (USD) as of October 2020. Pricing for pre-configured solutions with subscription may vary depending on the number and type of instance blocks in your configuration. For details on pricing, consult your account manager. United States, United Kingdom, France and Germany only.

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