

Dell APEX Subscriptions

With Dell APEX Subscriptions you can subscribe to the technology you need to support your changing business with payments that scale to match your actual usage.

Today's fast-moving business environment drives the need for on-demand IT solution availability. To ensure availability, many organizations buy excess capacity upfront and risk paying for technology they don't use. This overprovisioning consumes budget and jeopardizes funding for other critical projects.

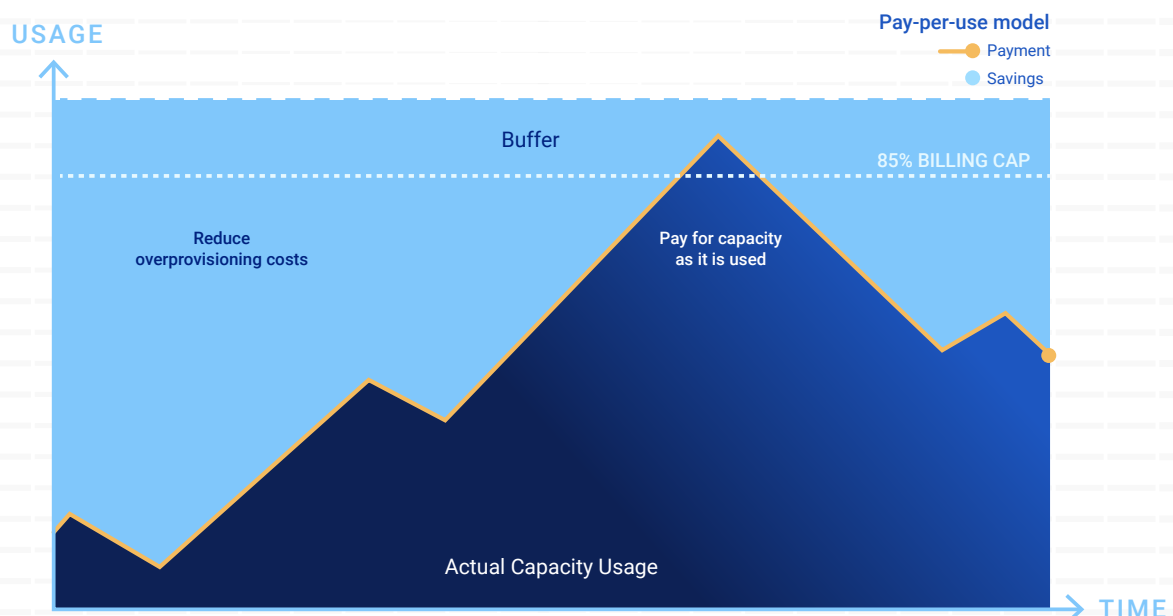
Subscribe to your preferred on-premises infrastructure and services with greater convenience. Dell APEX Subscriptions provide the ultimate choice and consistency for achieving differentiated outcomes. With Dell APEX, you're in control, with the ability to personalize capabilities and services according to your needs. Everything is tailored for you, seamlessly integrated and precisely delivered on your schedule. Simply pay for what you use each month.

With Dell APEX, you're in control, with the ability to tailor capabilities and services according to your needs.


Experience unparalleled simplicity, agility, and control with Dell APEX.

APEX Subscriptions give you additional peace of mind by capping total monthly billing at 85% usage of total installed capacity - an offer unmatched by other infrastructure providers.*

How APEX Subscriptions Work




Design APEX Subscriptions in Three Easy Steps:




Choose your technology

Select from Servers, Storage, Data Protection, Converged and Hyperconverged Infrastructure or Cloud Platforms.



Select your Services

Determine the level of deployment and support that works best for you. Add additional services to support people, processes and workloads to meet your business needs.



Select the terms of your consumption agreement

Choose the length of the term, the committed capacity, and pay for what you use.

Dell APEX Subscriptions Services

Deployment and support are required with APEX Subscriptions. You can add additional infrastructure and managed services to support people, processes and workloads to meet your business needs.

	SERVICES REQUIRED WITH APEX SUBSCRIPTIONS	SERVICES THAT CAN BE ADDED TO A SUBSCRIPTION
Deployment	●	
Support	●	
Additional Deployment		●
Additional Support		●
Education		●
Infrastructure		●
Managed Services^		●
Residency		●
Consulting (AI, Apps/Data, Modern Workforce, Multicloud, Security, Edge, Telco)		●

^Managed Services are available with APEX Subscriptions for PowerStore, PowerScale and VxRail

Billing Metrics for APEX Subscriptions

NO CHARGE FOR CAPACITY USE GREATER THAN 85% OF TOTAL CAPACITY AVAILABLE				
	SERVERS	STORAGE	DATA PROTECTION	CI/HCI
Processor				
Memory				
Storage				
Billing Metric (Compute)	Activated Node Hour/ Average Memory Usage (VMware only)			Consumed RAM
Billing Metric (Storage)		Consumed RAW/Usable GiB	Consumed Usable GiB	Consumed RAW/Usable GiB

As you can see from the table above, billing for actual usage is based on the type of product and the specific technology usage being measured.

For Dell PowerEdge servers, we measure processor utilization and charge for that utilization via Activated Node Hours. Our Utility Configuration Collector (UCC) collects usage data from the integrated Dell Remote Access Controller (iDRAC), which reports CPU utilization several times per hour. This data is then used to calculate the number of Activated Node Hours – a node is considered active when CPU utilization is five percent or higher. Customers using VMware in their PowerEdge environments have the option to be billed based on average monthly memory usage.

For Storage, Data Protection and Converged and Hyperconverged Infrastructure (HCI) solutions, we measure consumed raw capacity or consumed usable capacity, depending on the product. Raw capacity is the total capacity of the storage media in the system. Usable capacity is how much data can be stored in the system after data reduction.

Dell Technologies sets the allocation for data protection schemes for some products, while you set the allocation for others. For products where Dell Technologies sets the data protection schemes, we charge for usable capacity consumed. For products where you set data protection schemes, we charge for raw capacity consumed.

Raw and usable capacity data is measured several times per day. A daily average is calculated, and a monthly average is then calculated from the daily averages. Because the Utility Configuration Collector pulls usage metrics directly from the hardware, our measurements and billing are based on Gibibytes (GiB) used instead of Gigabytes (GB) used.

For HCI solutions, including VxRail, we measure RAM in addition to consumed storage capacity. VxRail data is collected from VMware vCenter, while usage data for Azure Stack is collected using Azure Stack APIs.

Billing Process at a Glance

Install Technology Solution	Collect Data	Validate and Store	Process and Report	Customer Approval
Your technology solution is deployed with both committed and buffer capacity.	Usage data is collected by Utility Configuration Collector software. The software is installed and deployed with your hardware.	The collected usage data is encrypted and securely transmitted to our database, where it is validated, parsed and saved into files.	The files are processed, converting the raw data to pre-invoice reports, which are validated and verified by a billing specialist.	Validated reports are made available for you to download and review prior to actual invoicing.

APEX Subscriptions Proven Results

APEX Subscriptions can help you simplify complex IT environments, improve operational agility, and align budgets with growth priorities. In a recent IDC survey analyzing the business value of Dell Technologies Pay-per-Use Solutions, participants cited both cost and time savings as noteworthy advantages.

For example, customers who moved to pay-per-use models saw a 27% lower cost of IT infrastructure and a 60% faster time to deploy hyperconverged/server capacity.

BUSINESS VALUE HIGHLIGHTS¹



35%

lower three-year cost of operations



194%

three-year return on investment



27%

lower cost of infrastructure



50%

overall IT staff efficiencies



60%

faster to deploy new hyperconverged /server capacity



16%

higher developer productivity



91%

less unplanned downtime



\$9.21M

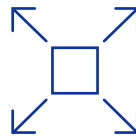
higher revenue per organization per year

Benefits of APEX Subscriptions



Simplicity

Take advantage of cloud experiences for on-premises workloads.



Agility

Manage unpredictability and respond dynamically to change.



Control

Minimize risk and customize service levels, on your terms.

Get started today – the Dell APEX way
Engage your Dell Technologies Account Manager.

www.dell.com/APEX-Subscriptions

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*Available with APEX Subscriptions for Storage, Data Protection, and VxRail. Dark sites, non-metered deployments, and customers non-compliant with their contract terms are not eligible.

¹ Source: IDC White Paper, sponsored by Dell Technologies, "Business Value of APEX Pay-Per-Use Solutions" December 2023