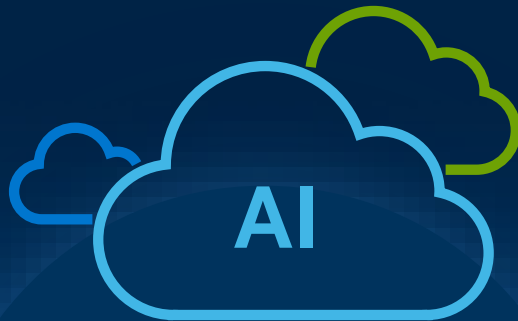


DELLTechnologies

A P E X

Accelerate AI Innovation with
Dell APEX Multicloud by Design



It's a multcloud world

IT leaders want **best-of-breed** capabilities to achieve differentiated outcomes. They love the ease and agility of the **cloud experience** and expect it **everywhere**.



Public
clouds



Data
centers



Colo
facilities



Edge
locations



SILOED
Public clouds are siloed ecosystems

INCOMPATIBLE
Interoperability issues lead to lock-in

LIMITED
No single provider can meet all needs



RISKY
Scattered data expands the attack surface

UNGOVERNABLE
Inability to meet compliance requirements

SLOW
Some critical apps not suitable for public cloud

Moving to multicloud by default creates **CHALLENGES** not only for AI, but all workloads



UNPRODUCTIVE
Lengthy planning and overprovisioning

SUBOPTIMAL
On-premises vs. public cloud tradeoffs

COST INEFFICIENT
CAPEX rigidity or data gravity issues

SIMPLICITY

Take advantage of cloud experiences everywhere

CHOICE
CONSISTENCY
FREEDOM



Dell APEX delivers multicloud by design

MODERN
CLOUD



MODERN
CONSUMPTION

FOR YOUR
» AI FACTORY «



AGILITY

React quickly to capture new opportunities

ADAPTABILITY
FLEXIBILITY
PREDICTABILITY



CONTROL

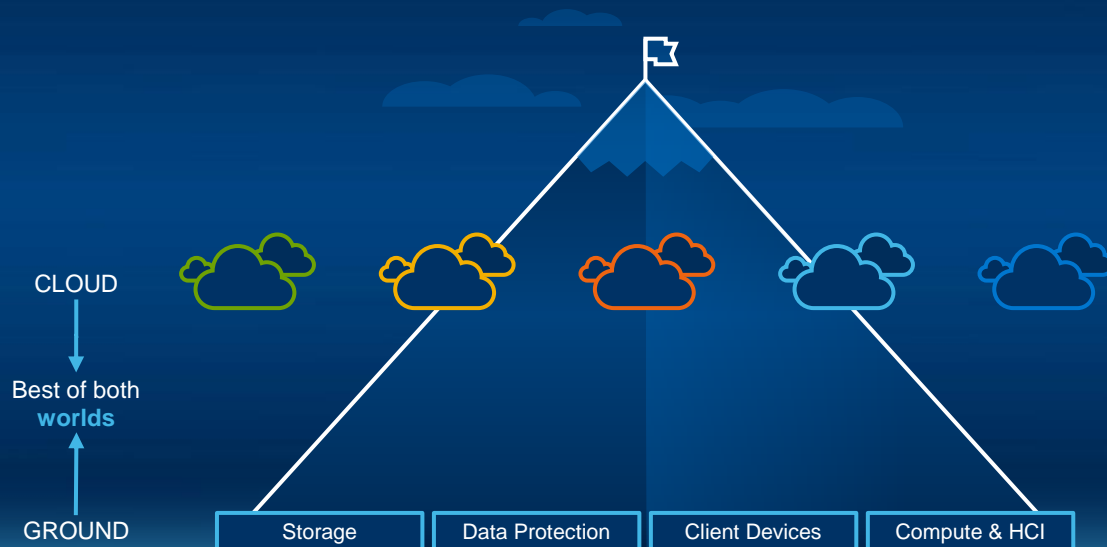
Minimize risk and maximize performance on your terms

SECURITY
GOVERNANCE
PERFORMANCE

Experience multicloud by design

Get a more unified cloud experience across your AI factory

Multicloud



“Having Dell Technologies manage all the logistics of delivering a private cloud so quickly expedites our time to market – and time is money.”

David McKenney
Vice President of Cloud Products, **TierPoint**

“We’ve completely eliminated our capital costs. Instead, we pay operational expenses based on what we actually use, similar to the public cloud.”

Tahir Ali
CTO and CISO, **Montage Health**

“With Dell APEX [subscriptions], we’re as agile and cost-effective as any cloud solution, but without the concerns over data residency.”

Jordan Reinhardt
Director of Information Services, **RelateCare**

Bring together the best of public cloud and on-prem environments

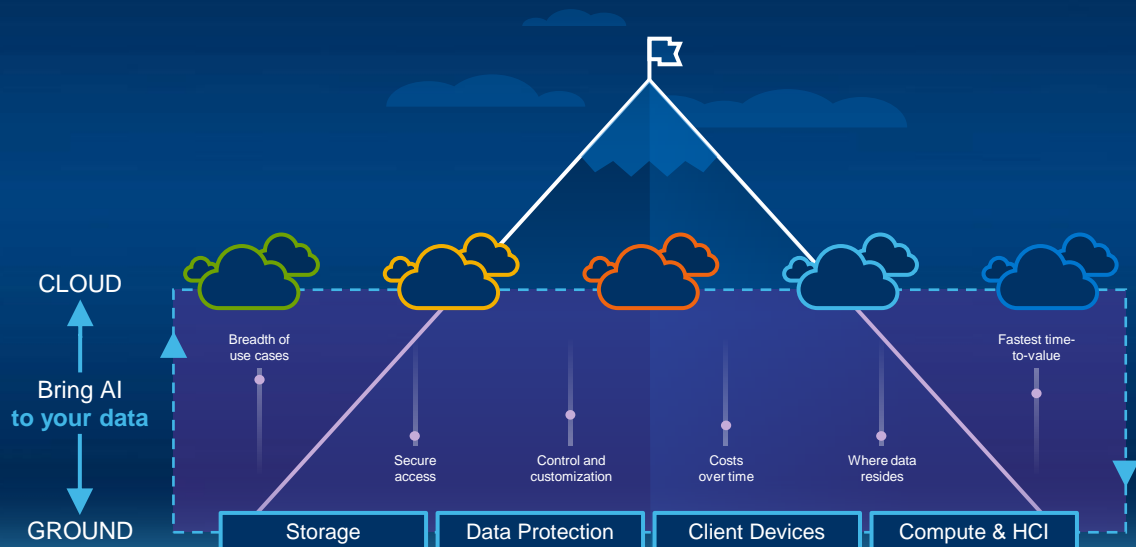
Modernize your enterprise to derive more value from your multicloud

Get the public cloud agility you love and private cloud control you need

Experience multicloud by design for AI

Accelerate your generative AI journey – from piloting through production

Multicloud



OPTIMIZE ENVIRONMENTS

Choice of AI infrastructure location is driven by cost, thus 71% is deployed on-premises and 29% in public clouds².

SECURE DATA

Assure critical data protection³ with high-performance, private GenAI deployments for security and compliance.

CONSERVE RESOURCES

Right-size GenAI use cases and optimize resource placement with cost-effective, sustainable subscriptions.

BRIDGE SKILL GAPS

51% of organizations will partner⁴ to accelerate timelines with Dell professional services and validated designs.

AI-DRIVEN OBSERVABILITY AND MANAGEMENT

Dell APEX AIOps

Simplify your GenAI journey with a trusted partner with deep expertise

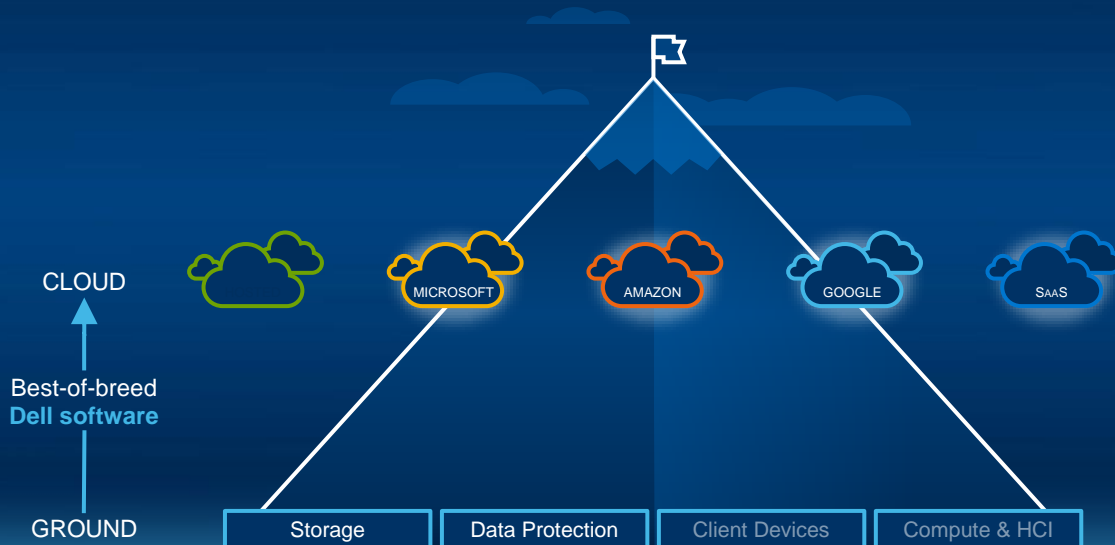
Unlock flexibility with our extensive GenAI and multicloud portfolios^{5,6}

Access our broad partner ecosystem with solutions across the value chain

Experience multicloud by design for AI

Consume leading enterprise-class Dell software in the public clouds

Public cloud



DATA PROTECTION

Dell APEX Protection Storage for Public Cloud

Over 1800 Dell public cloud data protection customers¹

Over 24.8 EB of data protected by Dell in public clouds²

>> Protecting sensitive AI and GenAI data is a top concern

BACKUP SOFTWARE AS-A-SERVICE

Dell APEX Backup Services

STORAGE

Dell APEX Block Storage for Public Cloud

Dell APEX File Storage for Public Cloud

>> Align storage with use case needs across the AI lifecycle
Up to 82–87% cost savings versus native cloud storage³

MULTICLOUD ORCHESTRATION

Dell APEX Navigator for Multicloud Storage

Get the powerful enterprise-class Dell storage you know and trust

Create operational consistency to maximize your IT team's skillsets

Enhance data mobility to facilitate interoperability across ecosystems

¹ Based on Dell Technologies analysis, January 2024

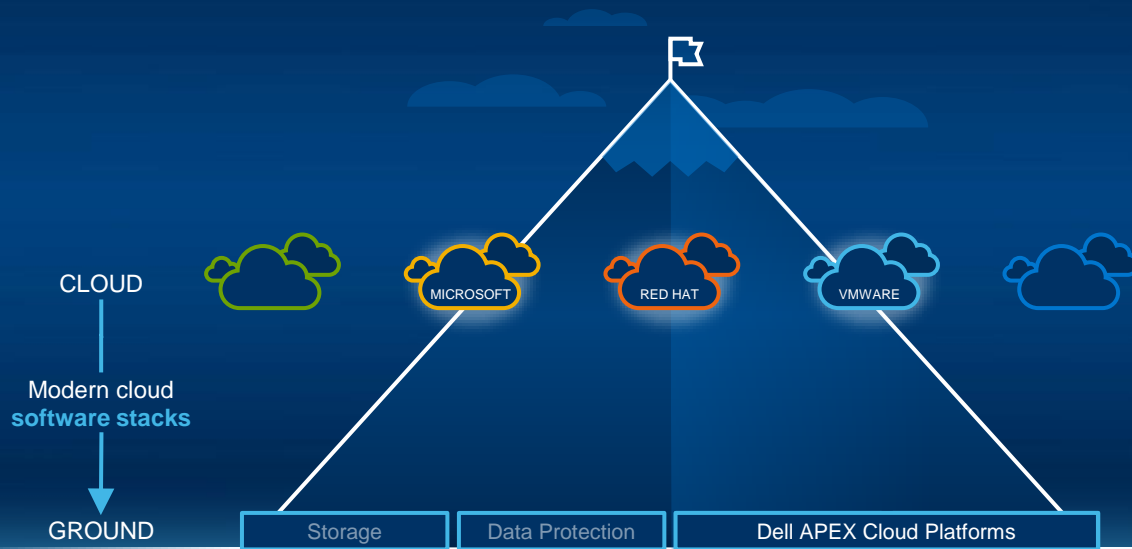
² Based on Dell Technologies analysis, January 2024

³ Based on a Silicon Consulting white paper, sponsored by Dell Technologies, "Conceptual TCO: Dell APEX Block Storage for Public Cloud," October 2023. Systems were configured to support IOPS performance of 7,740 IOPS for competitor 1 and 10,700 IOPS and throughput of 230,000 MPBS for competitor 2. The Dell solution assumes 4:1 thin provisioning vs. thick provisioning for the competitor solutions. Actual costs will vary depending on the provisioning factor used, region, data change/operational needs, capacity, type of storage and instances used, and other factors. Full report [here](#).

Experience multicloud by design for AI

Deliver modern cloud software stacks in on-premises environments

Hybrid cloud



vmware

INTEGRATED CLOUD PLATFORMS

Dell APEX Cloud Platform for Microsoft Azure

Speed time-to-value with 88% fewer deployment steps¹

Stay current with 4-hour availability of updates²

>> Accelerate AI with Dell GenAI Solutions for Azure AI

Dell APEX Cloud Platform for Red Hat OpenShift

Reduce OpenShift deployment time up to 90%³

>> Optimize for AI with Red Hat OpenShift AI

Dell APEX Cloud Platforms for VMware

FUTURE

KUBERNETES STORAGE MANAGEMENT

Dell APEX Navigator for Kubernetes

>> Automatically scale AI resources up or down

Deploy cloud software stacks, fully integrated with Dell infrastructure

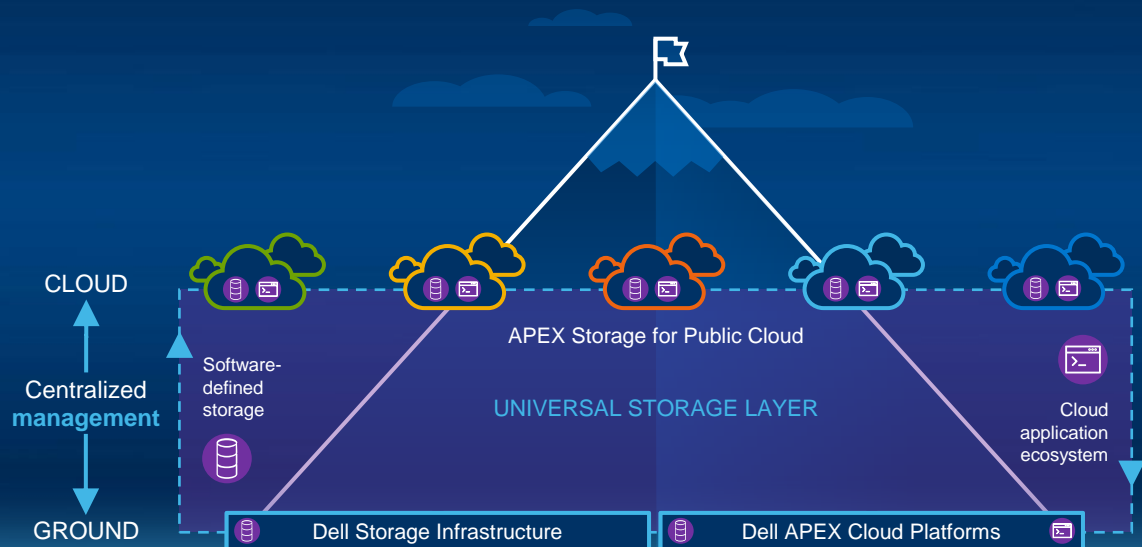
Simplify application management in a diverse multicloud environment

Build once and deploy anywhere on the software stack of your choice

Experience multicloud by design for AI

Hybrid cloud

Benefit from our differentiated vision to simplify multicloud and AI complexity



UNIVERSAL STORAGE LAYER

Common software-defined storage

Deliver Dell block, file, object, and protection storage for AI deployed on-premises and in public clouds.

Consistent cloud application environment

Deploy integrated software-defined storage and cloud app ecosystems in turnkey cloud platforms on-prem.

Centralized management and operations

Streamline administration, accelerate productivity, and secure operations with a simple, SaaS-based experience.

Dell APEX Navigator

Facilitate data mobility from one operating environment to another

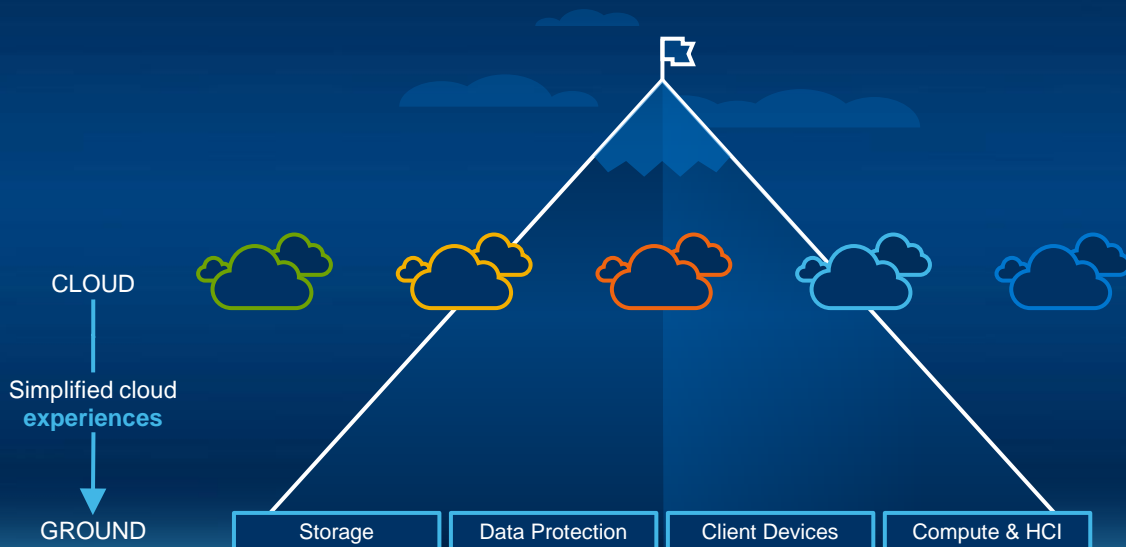
Train AI models in public clouds and deploy inferencing on-premises

Right-size language models and place where they create more value

Experience multicloud by design for AI

Get the cloud experience you love in dedicated on-premises environments

As-a-Service



SIMPLIFY ACROSS THE LIFECYCLE

DEPLOY

Installation, configuration, and activation

Up to 64% reduced time to deploy new capacity¹

OPERATE

24/7 management* and proactive support services

Up to 39% lower cost of operations over 3 years¹

TRANSITION

Hardware decommissioning and data sanitization

Up to 53% less staff time for decommissioning¹

EXTEND THE VALUE OF YOUR AI SOLUTION

- >> Dell Professional Services for AI
- >> Dell Validated Designs for AI

Provision on-premises resources
faster with accelerated time to value

Scale capacity flexibly to align with
growing business requirements

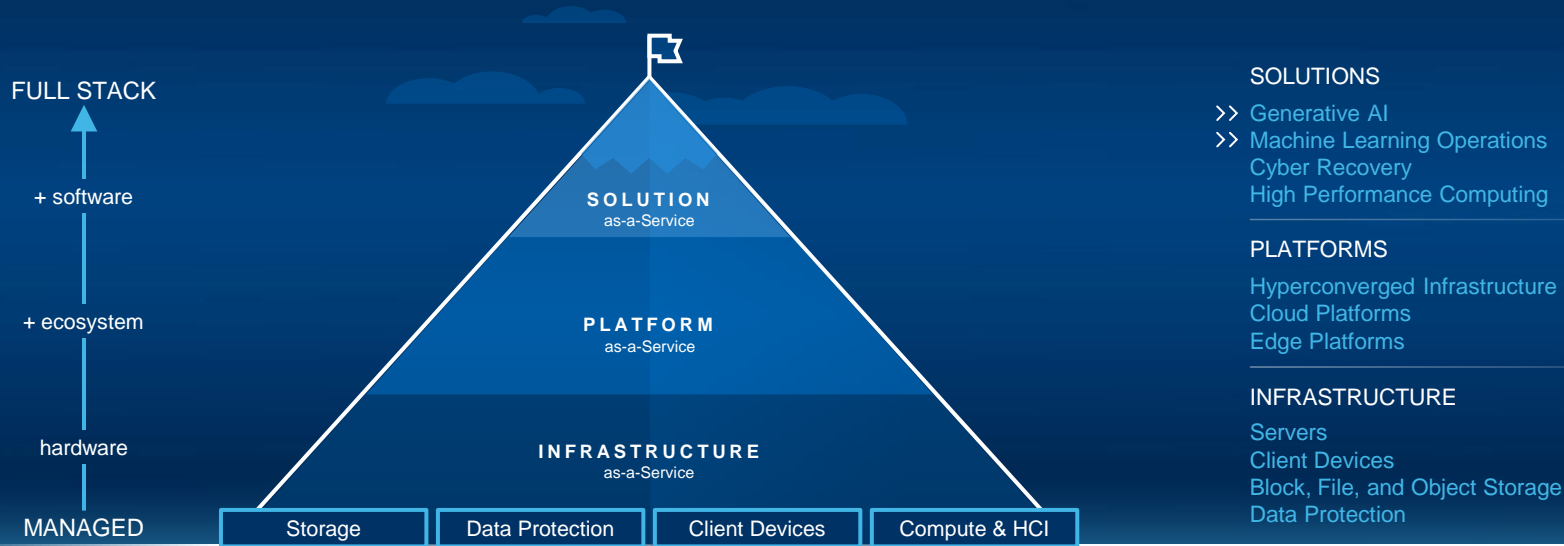
Pay as you go each month by
subscription with billing transparency

* Availability of managed services varies by offer. Currently, modular managed services are available for PowerScale, PowerScale, and VxRail. Managed services are also available for Cyber Recovery and High-Performance Computing solutions. Other products and solutions are customer-managed only. IDC White Paper, sponsored by Dell Technologies, "Business Value of APEx Pay-Per-Use Solutions" December 2023. Actual results may vary. Full report [here](#).

Bring cloud experiences on-premises

As-a-Service

Simplify lifecycle management with as-a-Service subscriptions, including AI



Select the product or solution of your choice and configure to meet needs

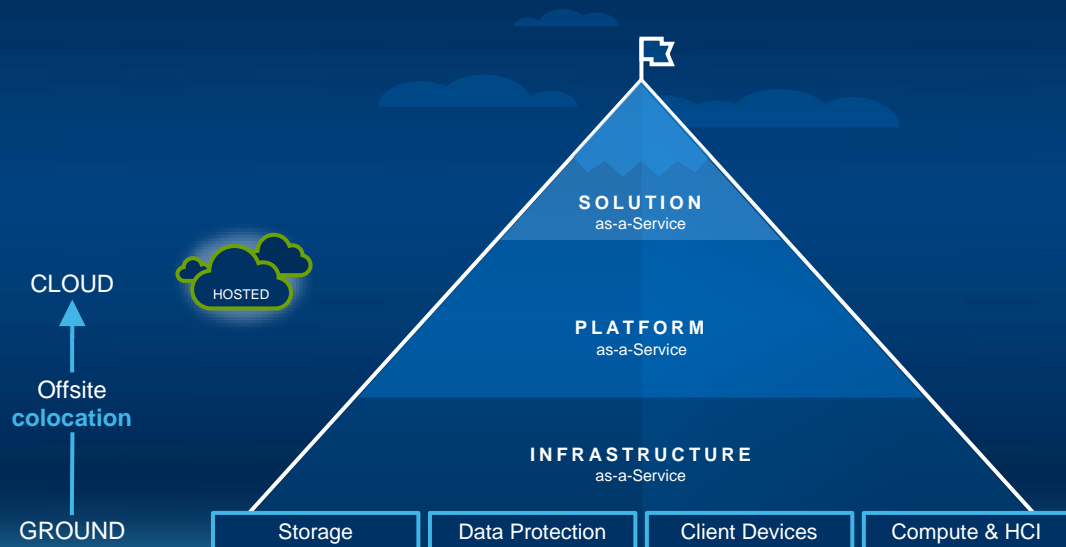
Choose services for an as-a-Service experience – sustainable and secure

Specify your terms, then pay as you go each month to free up budgets

Bring cloud experiences on-premises

Host dedicated AI-optimized Dell infrastructure offsite and as-a-Service

As-a-Service



DELIVER AI ANYWHERE — WITH ANYBODY

Meta

teson

teradata.

looker

Power BI

NVIDIA

DOMINO

HOPSWORKS

superset

CLOUDERA

Hugging Face

databricks

DELTA LAKE

snowflake

tableau

intel

dataiku

ICEBERG

Starburst

* and many more...

>> BROAD AI PARTNER ECOSYSTEM

EQUINIX

FACTION

Capgemini

NTT

switch

Almaviva

rackspace

orange

Cyxtera

DXC TECHNOLOGY

Atos

kyndryl

ORACLE

HCL

AVANTAGE AVAILABILITY SERVICES

Cognizant

wipro

UNISYS

SAP

LUMEN

BT

tcs

Deloitte

MULTICLOUD PARTNER COMMUNITY

Simplify operations, reduce sprawl as you consolidate data centers

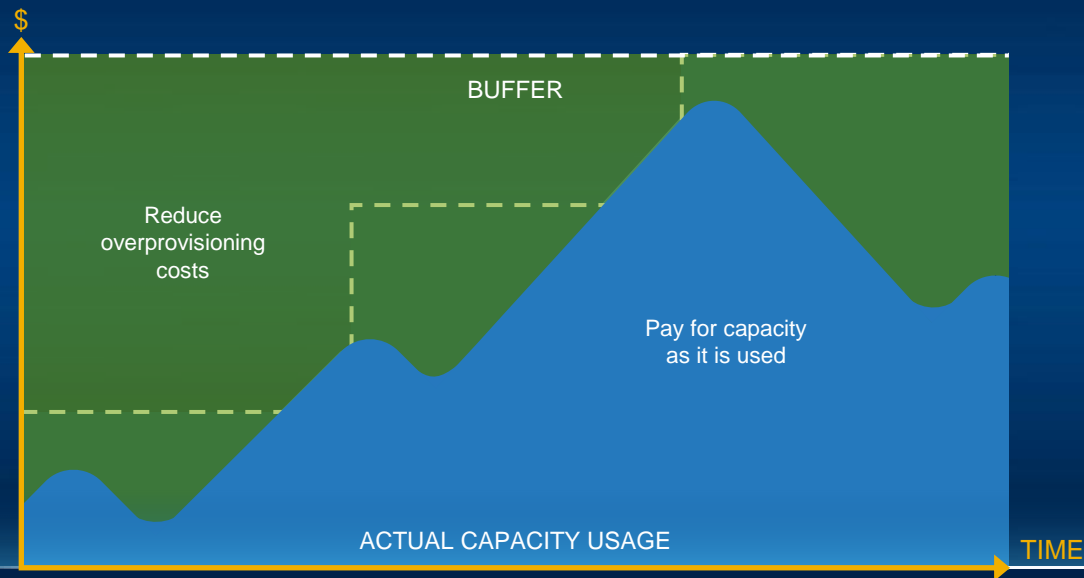
Host Dell AI infrastructure in a cloud-adjacent facility for low latency speed

Benefit from holistic solutions for all your needs across the AI value chain

Explore modern consumption for AI

Pay-per-Use

Align costs with use and reduce overprovisioning costs and downtime risks



BUILD YOUR OWN USAGE-BASED AI SOLUTION

PAY-PER-USE AI INFRASTRUCTURE

Dell APEX Subscriptions

MANAGED UTILITY ECOSYSTEM FOR AI

APEX Data Center Utility

Monitor usage and view invoices in the APEX Console

Supported across the Dell infrastructure portfolio

Available in 37 countries and growing

Take the guesswork out of painful capacity planning and procurement

Scale capacity elastically and avoid wasteful overprovisioning

Pay per use at one competitive rate with no overage fees



Get started on your APEX journey today
APEX Console • Cloud Smart Assessments • Advisory for GenAI

Deploy what you need in the environment of your choice.

ECOSYSTEM

- ☐ AWS
- ☐ Microsoft Azure
- ☐ Google Cloud
- ☐ Red Hat
- ☐ VMware

CONSUMPTION

- ☐ Pay-as-you-go
- ☐ Pay-per-use

STORAGE

Block storage

File storage

Object storage

Protection storage

Management tools

DATA PROTECTION

Backup

Disaster recovery

Long-term data retention

Cyber recovery

Endpoint protection

CLIENT DEVICES

Ready to work PCs

AI-ready devices

Monitors and accessories

Endpoint management

Endpoint security

COMPUTE & HCI

Artificial intelligence

Servers & HCI

Hybrid cloud

Edge operations

High-performance computing

LOCATION

- ☐ Data center
- ☐ Colocation
- ☐ Edge
- ☐ Office/home

SERVICES

- ☐ Deployment
- ☐ Management
- ☐ Support
- ☐ Decommissioning

AI Optimized Infrastructure • AI Open Ecosystem • Expert AI Services • Dell Validated Designs for AI

Assure the highest levels of IT infrastructure and application reliability with AIOps

The logo for Dell Technologies, featuring the word "DELL" in a stylized font where the "E" is composed of three slanted parallel lines, followed by the word "Technologies" in a clean, sans-serif typeface.

Sources

Dell APEX for AI claims:

- ¹ 92% of organizations plan to deploy GenAI this year
- ² Cost is the key factor in AI environment choices, with 29% operating in public clouds and 71% running AI-optimized servers and workstations on-premises
- ³ Assure critical data protection – or – Preventing exposure of sensitive data is crucial
- ⁴ Only 9% of orgs plan to develop net-new GenAI language models in-house, while 51% will turn to 3rd-party providers to bridge both technology and skill gaps
- ^{5, 6} Dell brings together the world's broadest GenAI infrastructure portfolio⁵ with the world's most comprehensive multicloud portfolio⁶ to deliver ultimate flexibility for your GenAI strategy

Disclosures (used with permission):

- ¹ Enterprise Strategy Group research report, "Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns." Report here: <https://www.techtarget.com/esg-global/research-report/research-report-beyond-the-genai-hype-real-world-investments-use-cases-and-concerns/>
- ² Enterprise Strategy Group research report, "Navigating the Evolving AI Infrastructure Landscape." Report here: <https://uridefense.com/v3/> [https://research.esg-global.com/reportaction/515201675/Marketing...!!LpK!!hrNH0xuL8va2y-yrHMcruHqaWymYJD-FZGdvpuQ7Wpltr4kFSDocM9XHFAheukTXITiz3gbWqcn35AGXkxeQmJGJDIUlwA\\$](https://research.esg-global.com/reportaction/515201675/Marketing...!!LpK!!hrNH0xuL8va2y-yrHMcruHqaWymYJD-FZGdvpuQ7Wpltr4kFSDocM9XHFAheukTXITiz3gbWqcn35AGXkxeQmJGJDIUlwA$)
- ³ TECHanalysis Research Generative AI in the Enterprise Survey Report. Report here: <https://www.techanalysisresearch.com/downloads/TECHanalysis%20Research%20Generative%20AI%20in%20Enterprise%20Survey%20Highlights.pdf>
- ⁴ Enterprise Strategy Group research report, "Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns." Report here: <https://www.techtarget.com/esg-global/research-report/research-report-beyond-the-genai-hype-real-world-investments-use-cases-and-concerns/>
- ⁵ Based on Dell Analysis, August 2023. Dell Technologies offers solutions engineered to support AI workloads from Workstations PCs (mobile and fixed) to Servers for High-performance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services
- ⁶ Based on Dell Analysis 2023

Dell APEX public cloud claims:

- ¹ Over 1,800 Dell customer protecting data in public clouds
- ² More than 24.8 Exabytes of data protected in public clouds
- ³ Dell APEX Storage for Public Cloud offers up to an 82%-87% cost savings compared to native public cloud storage

Disclosures:

- ¹ Based on Dell Technologies analysis, January 2024
- ² Based on Dell Technologies analysis, January 2024
- ³ Based on a Silverton Consulting white paper, sponsored by Dell Technologies, "Conceptual TCO: Dell APEX Block Storage for Public Cloud," October 2023. Systems were configured to support IOPS performance of 7,740 KIOPS for competitor 1 and 10,700 KIOPS and throughput of 239,000 MPBS for competitor 2. The Dell solution assumes 4:1 thin provisioning vs thick provisioning for the competitor solutions. Actual costs will vary depending on the thin provisioning factor used, region, data change/snapshot rates, capacity, type of storage and instances used, and other factors. Full report here: <https://www.delltechnologies.com/asset/en-us/solutions/apex/briefs-summaries/apex-storage-for-public-cloud-conceptual-total-cost-of-ownership-infographic.pdf>

Dell APEX hybrid cloud claims:

- ¹ Accelerate time to value with 88% reduction in deployment steps
- ² Stay current with 4-hour availability of updates
- ³ 90% reduction in OpenShift deployment time with APEX Cloud Platforms.

Disclosures:

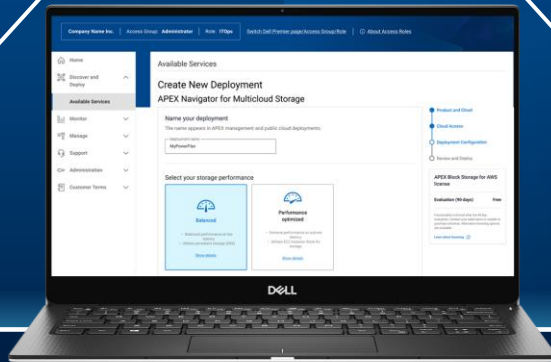
- ¹ Compared to manual deployment. Based on internal analysis. Results may vary. September 2023.
- ² Based on continuous joint CI/CD testing with Microsoft. Results may vary. September 2023.
- ³ Compared to a manual deployment of OpenShift. Based on internal analysis, August 2023.

Dell APEX as-a-Service claims:

- ¹ Up to 64% reduced time to deploy new capacity
- ¹ Up to 39% lower cost of operations over 3 years
- ¹ Up to 53% less staff time for decommissioning

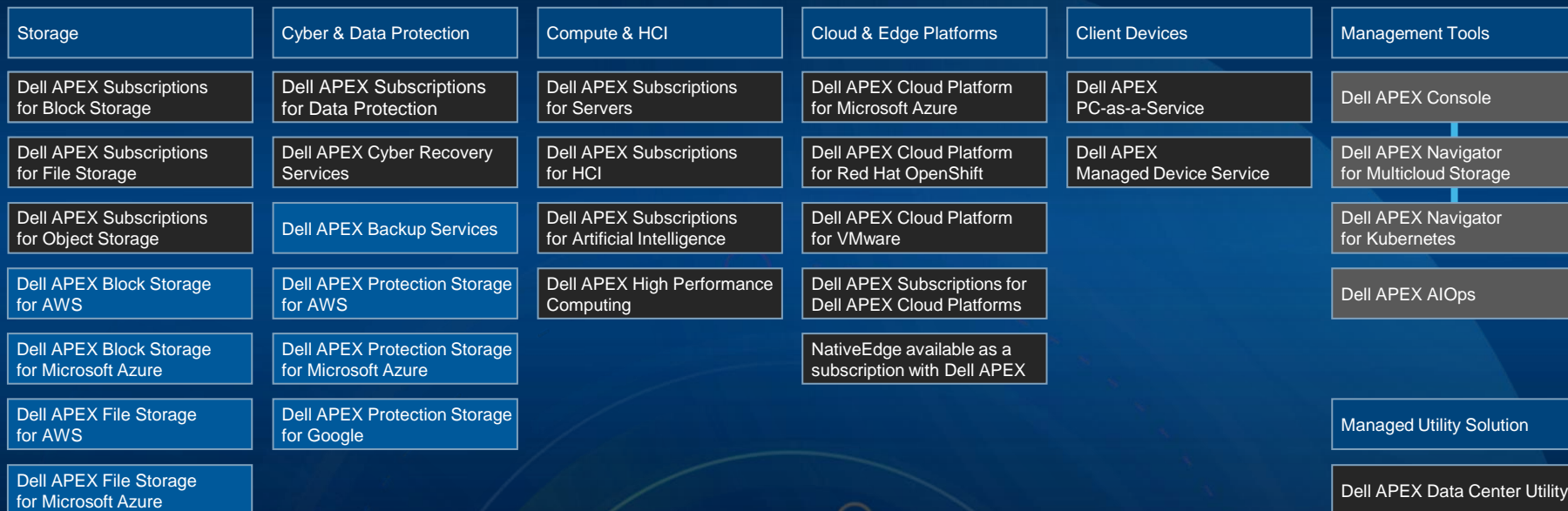
Disclosures (used with permission):

- ¹ Source: IDC White Paper, sponsored by Dell Technologies, "Business Value of APEX Pay-Per-Use Solutions" December 2023. Actual results may vary. Report here: <https://www.delltechnologies.com/asset/en-us/solutions/financing-and-payment-solutions/industry-market/idc-business-value-apex-pay-per-use.pdf>

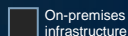


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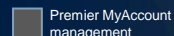
AI Optimized Infrastructure • AI Open Ecosystem • Expert AI Services • Dell Validated Designs for AI • World's Broadest AI Infrastructure Portfolio



On-premises infrastructure



Cloud-resident software



Premier MyAccount management