



Dell APEX Flex on Demand

A flexible, usage-based consumption solution for the data center available immediately in 30+ countries globally.

The APEX principles

APEX is available across Dell Technologies' industry-leading infrastructure portfolio, so partners can help their customers focus on outcomes and consume resources on their terms so customers can scale elastically and only pay for what they use.

What is APEX Flex on Demand?



Elastic capacity

The right capacity size to suit end-users' workloads, whether they grow or decrease over time.



Metered usage

Partners' customers' committed capacity and buffer capacity are measured and get billed on monthly basis with predictable rates.



Increased savings

End-users can decrease costs by committing to higher levels for longer terms.



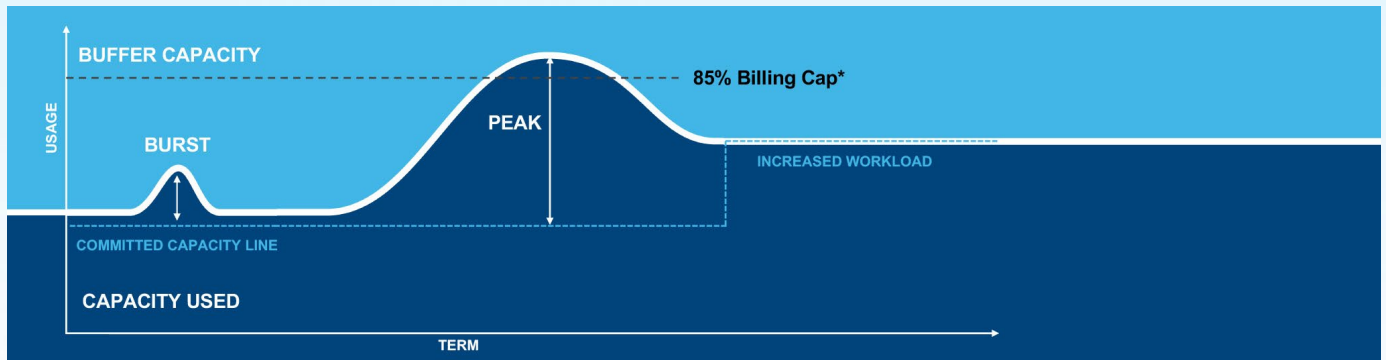
Value-added services

Be sure to get partners to include asset recovery, deployment and support services in one agreement.



85% Billing cap

Additional peace of mind by capping total monthly billing at 85% usage of total installed capacity – an offer unmatched by other infrastructure providers.



*85% billing cap applies for storage, Converged Infrastructure and Hyperconverged Infrastructure

How Flex on Demand works

APEX Flex on Demand provides customers with a flexible option for acquiring storage and compute capacity without a large capital outlay up front. The customer will pay for this capacity on a monthly basis. The invoice will reflect a customer-determined baseline commitment plus the customer's use of available buffer capacity, if any.

1

Choose the technology

Partners determine the hardware, software and services that meet their customers' needs.

2

Predict payments

Simplified pricing for custom configurations and the 85% billing cap helps end-users to budget and predict payments even when usage is variable.

3

Select deployed capacity

Partners establish the Committed Capacity their customer currently needs and the Buffer Capacity they will require in the future.

4

Meter Usage

Each payment made is comprised of a fixed Committed Capacity amount plus a variable Buffer Capacity amount. Buffer Capacity usage is measured at a component level on a regular basis using automated tools installed with equipments.

5

Earn lucrative incentives

Get an upfront payment with Referral or Resell options so encourage your partners to drive lower costs for their customer by selecting higher levels of committed capacity and longer usage periods, to increase incentives amount based on the Committed Capacity Values.

The APEX business benefits for partners

Take full advantage of the APEX Flex on Demand solution and promote partner's own specialty services alongside a world-class portfolio of leading infrastructure technology – all delivered as-a-Service. Your partners benefit when they:



Easily expand as-a-Service offers with the support of an industry leader.



Simplify IT management by leveraging automated lifecycle maintenance tasks.



Focus on delivering higher-value services.



Benefit from greater profitability potential and new recurring revenue streams.



Spend more time nurturing customers and exploring new market opportunities.



Help customers align and forecast usage with predictable monthly IT costs.



Demonstrate expertise in delivering against customer needs.



Enable faster transitions to cloud to improve time to value for customers.



Provide trusted, secure solutions that deliver reliable outcomes.



Save time and effort with frictionless commerce centralized management.

The APEX customer opportunity

Choice

Customers can choose their infrastructure platform, term length and capacity commitment.

Personalized

Fully customizable, flexible and designed to maximize cashflow of your partners' customers through an OpEx model.

Reduce risk with costs

Align investment with resource usage.

Flexibility

Help partners deliver elastic, scalable capacity so their customers can easily avoid overprovisioning.

Operational

Customers can quickly achieve full capacity in their data center of choice from day 1.

Control

Partners can empower their customers by combining on-premises control with off-premises economics.

Tailored

Give partners the ability to align customer usage charges to their business outcomes.

Two options for distributors to harness lucrative incentives when selling APEX Flex on Demand

1

Referral

- 2% of CCV Incentive is paid for distributors
- You must be identified by Solution Providers in the deal registration prior to pricing
- Metal-tier Solution Providers can enjoy up to 20% of CCV incentive for Storage, Data Protection, UDS, HCI, CI and up to 10% for Servers.
- Increase incentives by driving higher Committed Contract Values (CCV).
- Incentives apply to CCV of products and services included in the deal.

Up to **22%**

Of CCV incentive for storage with Referral and Resell

2

Resell

- All partners can resell through distribution and Tier 1 Titanium partners can resell directly to end-users.
- Distributors are eligible for up to 12% Server and up to 22% Storage FOD incentives based on CCV.
- Distributors determine the incentives program to Partners at their sole discretion.
- Only Dell recognized Distributors.

Contact your Dell Technologies or Dell Financial Services account manager today