D¢LL Technologies

A P E X

Deliver a unified multicloud experience
and unlock new revenue streams

DELL Technologies
PARTNER PROGRAM

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A P E X

Introducing the as-a-Service infrastructure, platforms and solutions that provide the simplified cloud experiences customers are looking for.

Dell APEX is an exciting new way to deliver simplified cloud experiences that enable easier digital transformation for your customers, while also unlocking new recurring revenue streams for your business.

Our portfolio of world-class, as-a-Service infrastructure[1] offerings is specifically designed to make life easier – for you and your customers. Dell APEX helps your customers take advantage of simplified cloud experiences wherever applications and data live – delivering the flexibility, ease and experience of cloud and as-a-Service models.

Now you can simplify IT management, accelerate business results and provide enhanced, value-added services that enable customer innovation.
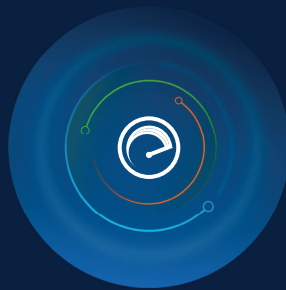
Simplified. Accelerated. Enhanced.

Deliver simplified, accelerated and enhanced IT services that combine your own value-added expertise with a world-class portfolio of solutions from the undisputed market leader in infrastructure[1] – to unlock the full potential of as-a-Service for your customers.

With Dell APEX, you can offer simplified cloud experiences with quick provisioning, moving swiftly to spec, deploy and dynamically scale solutions as customer needs change. This increased agility and instant scalability results in improved time-to-delivery for you and time-to-value for your customers.

You can help customers match IT spend with forecast use and business objectives, as well and enhance Dell APEX solutions with your own specialty services to deliver even better results.

Simplify   **Accelerate**   **Enhance**

Turn your customer's ideas into innovation with Dell APEX

Partners like you are key in delivering multicloud by design - Dell APEX ensures innovation accelerates with a unified multicloud experience while you focus on providing specialty services for your customers.
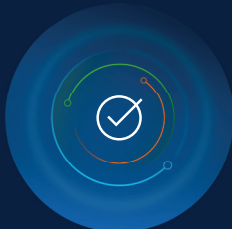
When we work together, we can achieve even greater success. Your business is essential to ours because we know you have the expertise and reach to help us accelerate sales and increase customer stickiness for a broad range of Dell Technologies infrastructure, software and solutions.

Clear business benefits for you *and* your customers

Deliver simplified, accelerated, enhanced solutions and promote your own value-added specialty services across Dell's broad portfolio.

Use Dell APEX to:

Simplify the way your customers consume technology
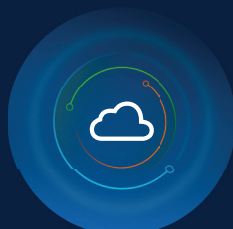
Unlock your own new recurring revenue streams

Enjoy lucrative incentives on eligible Dell APEX opportunities

Leverage flexible IT to scale solutions swiftly to meet market demand

Scale up your customers' environments when needed and reduce overprovisioning which may cut emissions and resource usage

Streamline your as-a-Service portfolio and deliver a simplified experience

Help customers match IT spend to forecast use for reliable business results

Differentiate your offer by focusing on higher-value services that boost profitability

Discover the Dell APEX advantage for your business

Explore the combined Dell APEX portfolio, from client devices, compute and powerful storage to data protection and cloud platforms, for the simplified cloud experiences your customers want:

Client Devices

Enable customers to grow and innovate by unlocking the capital required to simplify IT and modernize their PC lifecycle.

Compute & HCI

Simplify multicloud by giving your customers a secure, consistent experience everywhere, with the best-of-breed features and performance their workloads require.

Storage

Respond to your customers' changing business needs, remove complexity and reduce risk with scalable, enterprise-class block, file and protection storage.

Cyber & Data Protection

Help customers make smarter technology choices that will improve business results and ensure their infrastructure and data stays protected and secure.

Cloud Platforms

Deliver consistent multicloud operations by extending cloud operating models to on-premises and edge environments.

Management Tools

Provide your customers solutions for optimizing their multicloud environment, enhancing operational efficiency, and ensuring seamless performance across diverse infrastructures.

Dell APEX Subscriptions

Provide the ultimate choice and consistency for achieving differentiated outcomes with Dell APEX Subscriptions. Deliver exactly what your customers want, available as-a-Service and on their schedule.

Learn more about the portfolio

Take advantage of dedicated Partner Program benefits

Promote the Dell APEX portfolio to customers and enjoy the rewards of lucrative financial incentives and benefits for your own business.

Go to the Partner Program Guide to see what's available to you.

Visit the Partner Demand Generation Center to learn more and explore all available resources.