

APEX CLOUD ECONOMICS



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Table of Contents

Overview4

APEX Cloud Services snapshot5

How APEX Optimizes Data Center use and minimizes cost with flexible cloud infrastructure6

Resolution8

APEX: Designed for OpEx9

Conclusion10

Bibliography10

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Overview

Organizations whose core competency does not include running a data center would prefer not to spend a lot of time or money managing their data centers. Most often in scenarios like these, the answer would be Cloud.

This article discusses topics to avail the right short- and long-term cloud solutions to achieve better return on your cloud investment and how APEX Cloud Services is positioned to help you attain these goals.

APEX Cloud Services snapshot

APEX Cloud Services – a set of cloud infrastructure solutions – offers a consistent operating model and simplified management across private clouds, public clouds, and edge locations that reduce the barriers to cloud adoption and enable application and business requirements to determine where workloads reside. This vision for APEX Cloud Services is based on an understanding of cloud as an operating model, not a place, with an aim to become the trusted technology partner for organizations looking to reduce complexity of multiple cloud environments with a consistent infrastructure and operations layer.



APEX is focused on outcomes; not only technology outcomes, but also business outcomes. To drive this, we must help customers quantify the value and have a dollar figure associated with the business outcomes that APEX can realize for them.

How APEX Optimizes Data Center use and minimizes cost with flexible cloud infrastructure

A 2021 IDC Whitepaper, sponsored by Dell Technologies, indicates that APEX is all about simplicity, making it easier than ever to leverage Dell Technologies innovation, when and where you want it. There are four dimensions to measure and qualify the business value of APEX.

Realizing the Business Value of APEX

COST OPTIMIZATION

Optimize infrastructure costs via flexible consumption model, avoidance of overprovisioning and simplified pricing

UP TO **39%**

Lower 3-year cost of operations
7% lower cost of IT infrastructure team time
32% lower cost of infrastructure capacity

UP TO **34%**

Reduction on over-provisioning capacity

UP TO **39%**

Lower cost of capacity for equivalent workloads

PRODUCTIVITY

Reduce workload on infrastructure life cycle activities and shift focus to high-value work and innovation

UP TO **38%**

More efficient IT Infrastructure staff
43% less time on planning and patching tasks
53% less time on decommissioning and retiring hardware

UP TO **54%**

More efficient help desk teams
31% faster to resolve problems

UP TO **24%**

More efficient security teams

DIGITAL RESILIENCE

Improve Customer Experience and ensure business continuity by reducing planned/unplanned downtime

UP TO **64%**

Reduction of unplanned outages per year

UP TO **46%**

Reduction of mean time to recovery

UP TO **88%**

Reduction of lost productivity per user/year due to IT outages

BUSINESS GROWTH

Accelerate time-to-value to deploy and provide rapid access to IT resources, thus increasing development teams' productivity

UP TO **60%**

Faster to deploy new IT resources
64% less staff time to deploy new IT resources
33% faster to prepare IT for business extensions

UP TO **12%**

faster development lifecycle

UP TO **11%**

More productive development teams

Based on an interview with a Dell Technologies APEX customer, IDC's analysis shows that they are capturing significant value by:

Keeping workloads on premises in a cloud operating model by enabling a cloud operating model on premises businesses can leverage flexible pay-per-use with improved scalability and also move their data off premises while ensuring a cloud-like experience including confidence in compliance, security and data migration.

Establishing more efficient and effective IT operations by creating a streamlined IT environment with strong functionality and Dell Technologies support and managed services frees IT teams to focus on other activities.

Running more cost-effective IT environment that matches actual business requirements lowers over-provisioning.

Increasing agility and improving business results by being able to quickly introduce innovative technologies. Delivering IT resources as business/development requirements change has a direct impact on driving business results, i.e. higher revenue and better services.

Improving Financial KPI's & Metrics with APEX

Payback in less than 6 months according to Forrester.

Highlighted challenges organizations faced before deploying APEX.

- Potential loss of control over their environment with a move to public cloud
- Significant effort to rearchitect applications and workloads to run in a specific public cloud
- Additional management overhead and silos in managing multiple and separate environments

A study by Forrester observed these key results with APEX:

Avoided migration and rearchitecting costs. Organizations avoided the need to rearchitect their applications for the cloud by expanding their capacity via VMware with VMC on AWS public cloud resources. This results in a significant reduction in migration effort and elimination of rearchitecting effort that would otherwise be needed to move workloads off private cloud and onto a native public cloud environment.

Reduced/avoided infrastructure management effort. In addition to avoiding spinning up a separate public cloud management effort, companies were able to avoid efforts associated with maintaining consistent policies and security between multiple environments and any issues from potentially being missed and going unaddressed.

Reduce Data Center Footprint with APEX

Migrating to cloud can reduce carbon footprint by nearly 80%. This not only translates to real cost savings to IT consumption; it is also friendly to the environment.



Resolution

Dell Technologies is heading toward carbon-neutral status and endeavors to impact the environment positively by utilizing recycled materials and bio-degradable components every way possible. Cloud-based data centers typically use the latest processors with **utilizations of over 50%** to achieve maximum efficiency which translates to **energy saving of 70%** or over when compared to traditional on-prem data centers.

Cloud-based data centers can opt to invest in the most advanced and optimized tech as they have an estimate of their continuous usage. On the other hand, independent stand-alone on-prem data centers usually cater to just a specific group of people. The design philosophy of these data centers is based on how long it lasts and how optimized the costs are may lead to use of older, energy-consuming tech.

APEX: Designed for OpEx

APEX is a subscription-based offer that is Dell owned, Dell managed, and customer operated.

APEX OpEx model	Other CapEx models
On-demand service	Long lead-time may impact GTM strategies
Buy what you need, when you need	Chance of over-provisioning
Dell maintains everything for you	Invest in hiring and training engineers to maintain your Infrastructure
No lock-in's	Contract, and millions of components all over your data center holding you locked up.
Transparent TCO's	Read the fine print
The payment structure is already broken down to small fragments	Financing may include debts as it's an up-front payment model

Conclusion

Harnessing Cloud Economics

Considering the complexity of today's technology, capturing the economic advantages presented in this article is not a straightforward task. It may be necessary to fundamentally rethink the design philosophy of the entire infrastructure. Dell Technologies APEX can help ease transforming as an organization – successfully and cost-effectively.

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