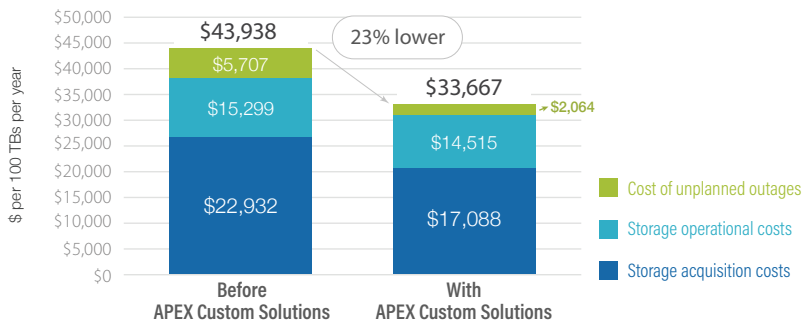


Business Value of APEX Custom Solutions

Study participants **gained significant flexibility and agility** through APEX Custom Solutions for storage and other IT resources. These Dell Technologies solutions **help organizations better match IT resources to business demand and lower their operational costs.**

Lowering the Cost of Operating Storage

Annual Effective Cost of Storage Operations



23% lower average storage cost of operations per year

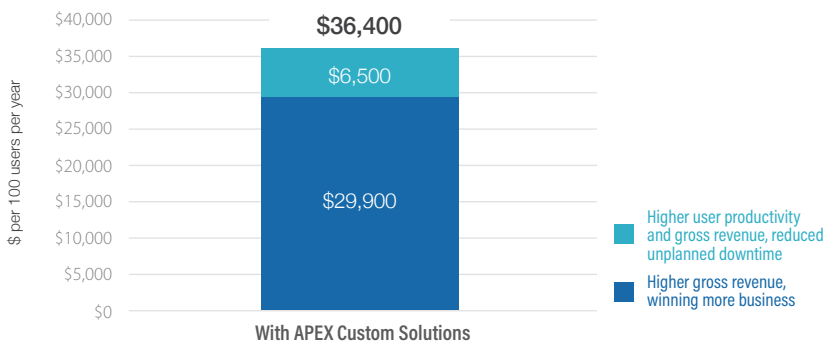
- **64%** lower cost of unplanned outages (due to a reduced loss of productivity and revenue)
- **5%** lower storage operational costs (staff time, co-location, power, facilities)
- **25%** lower storage acquisition costs

Customer Quote:



"The benefits of APEX Custom Solutions really comes down to having predictable costs. . . We've essentially just turned storage into a utility."

Revenue and Productivity Benefits



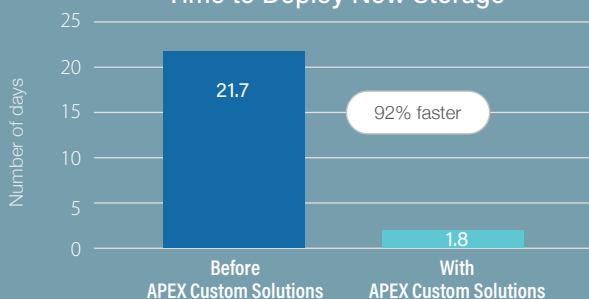
Customer Quote:



"With APEX Custom Solutions, we can now take on one-off projects that we would not have been able to do previously because we had always used up storage."

Business Agility Improvements

Time to Deploy New Storage



Customer Quote:



"With the storage burst capabilities that we have with APEX Custom Solutions, what used to be a 6-8 week long order is now an administrative configuration taking less than an hour."