# Dell APEX vs. Pure Evergreen

<table>
<thead>
<tr>
<th>Dell APEX</th>
<th>Pure Evergreen</th>
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<tbody>
<tr>
<td><strong>as-a-Service across the Data Center</strong></td>
<td><strong>as-a-Service across a storage-only portfolio</strong></td>
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<td>Achieve the broadcast as-a-Service experience across the IT infrastructure.</td>
<td>Pure’s Evergreen offers are storage centric. It does not include server or data protection offerings.</td>
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<td><strong>No premium for on-demand capacity utilization</strong></td>
<td><strong>Higher fees for on-demand capacity utilization</strong></td>
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<td>No penalty rates for increased capacity usage. Simplified billing with single-rate transparency and no overage fees.</td>
<td>Customers pay more for on-demand capacity usage versus committed capacity, which can add complexity and chances to overpay.</td>
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<td><strong>Self-service ordering and lifecycle management</strong></td>
<td><strong>Requires a traditional sales motion</strong></td>
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<td>APEX provides a simple self-service experience for customers, giving you the control to select and order the outcomes or solutions you need.</td>
<td>Pure does not offer customers a self-service ordering experience with Evergreen.</td>
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<td><strong>APEX offers are built on an industry leading storage portfolio</strong></td>
<td><strong>Pure’s storage portfolio is not industry leading</strong></td>
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<tr>
<td>#1 in External Enterprise Storage Systems (Midrange, High-End).¹</td>
<td>Pure Storage is behind in share to Dell Technologies.</td>
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</table>


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