

TECH BRIEF

5 Ways Wasabi Helps MSPs Generate Revenue and Save Money on Cloud Storage



Overview

Managed Service Providers (MSPs) offers a range of IT services and solutions to businesses on a subscription or contractual basis. Their primary goal is proactively managing and maintaining their clients' IT infrastructure, ensuring its efficiency, security, and reliability.

As an MSP, you're always looking for ways to provide better services to your clients, generate more revenue for your business, and lower your costs of goods sold (COGS). Wasabi Technologies provides a wide range of cloud storage use cases and technology features to help you achieve these goals. This paper will provide insight into some of the specific advantages Wasabi offers that you can leverage to earn or save money by providing cloud-based storage services for your customers.

Add New Cloud Storage-Based Services to Your Offerings

Cloud storage can create additional revenue streams for MSPs as they help their clients understand the entire digital ecosystem needed in this data-driven age. Cloud storage-based services provide a repeatable revenue model with attractive gross profit margins.

Archive Storage Services

Archive storage, powered by Wasabi, is a simple and affordable way to store vast amounts of data, including unstructured data, for long-term use without incurring any additional complexity high cost of storage tiers common to other providers offer. With Wasabi, archive storage is significantly faster than traditional cold-access storage services. With Wasabi archive storage, all data is treated equally and made readily accessible no matter how you classify it—hot, cool, or cold.

Backup Services

Providing clients with offsite backups is a simple way to add value to your service offering. Every business can and should benefit from a regular backup practice should disaster strike, and your MSP can take on this responsibility with ease leveraging Wasabi. This involves setting up and managing backups for your clients, including configuring backup schedules, setting retention policies, and monitoring backup activity. Wasabi's low cost per-TB makes pricing backup capacity simple for your business, and Wasabi's S3 compatibility allows us to partner with just about any backup application you choose.

File Sharing Services

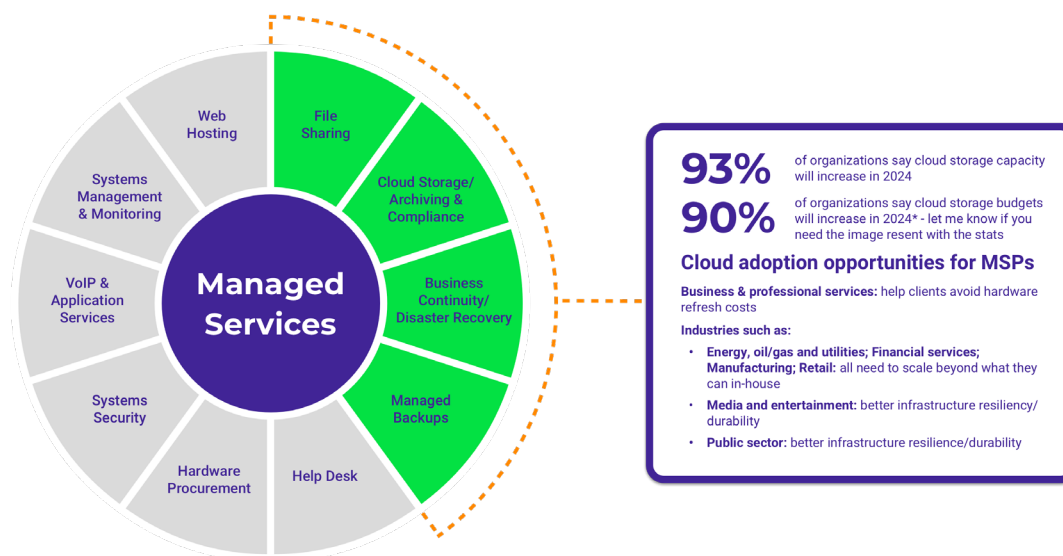
Enable clients to work remotely and share information through cloud-based file shares.

Cloud based file sharing makes it possible for clients to access and share files from virtually anywhere. Unfortunately, many MSP clients rely on consumer-grade file sync services such as Dropbox, Microsoft OneDrive, and Google Drive. These lack many necessary security and compliance features, and once MSP clients become aware of their shortcomings, they are open to adopting enterprise-grade alternatives.

Wasabi Cloud NAS is a unique alternative to file sharing tools such as these that allows for a "bottomless" storage capacity on-prem while tiering cold data to the cloud.

Five Ways MSPs Can Generate More Revenue and Lower Costs with Wasabi

Wasabi's affordable cloud storage and powerful management tools enable MSPs to be the strategic thought leader of their clients' data while putting extra money in their pockets. Here are five ways Wasabi is built for a fast-to-revenue strategy where MSPs can earn margins from the first dollar.



#1 Wasabi's Low Price

Wasabi's low price of \$6.99 TB/month is close to 80% less expensive than hyper scaler alternatives, which means that MSPs can pass through cost-savings to their customers, allowing them to store more data for less.

COGS are critical when MSPs deliver services in a competitive environment. By keeping COGS low and maintaining margin, MSPs can profitably attract new clients and maintain a trusting relationship with customers.

Low cost enables MSPs to provide more services within their clients' budgets, leading to greater customer satisfaction and retention.

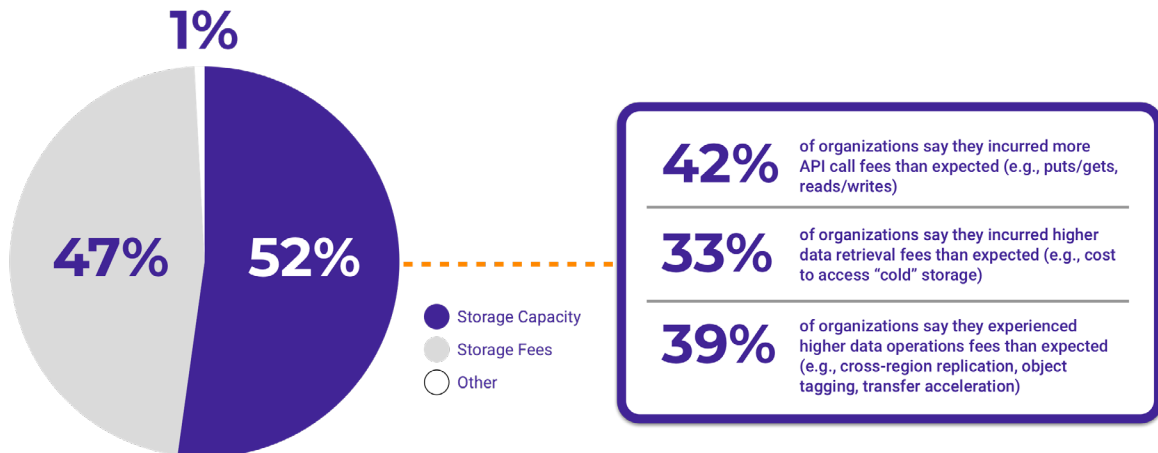
#2 Wasabi's Price Predictability

One of the greatest headaches MSPs face is the unpredictable costs associated with the cloud infrastructures they need to deliver their services. (pull from the cloud storage index).

Egress costs, API requests, operation charges, network transfer fees, and data retrieval are all unpredictable. They can easily burst an MSP's cloud budget, forcing the MSP to either eat the cost themselves or pass it on to their clients, creating tension between MSP and client. It's critical that MSPs look to cloud service providers who minimize unpredictable costs so that COGS is transparent, and margins remain healthy.

Because Wasabi doesn't have any hidden fees, cloud costs are predictable. There are no egress, API, or data retrieval fees. Wasabi users always know their costs and can accurately forecast their budget requirements.

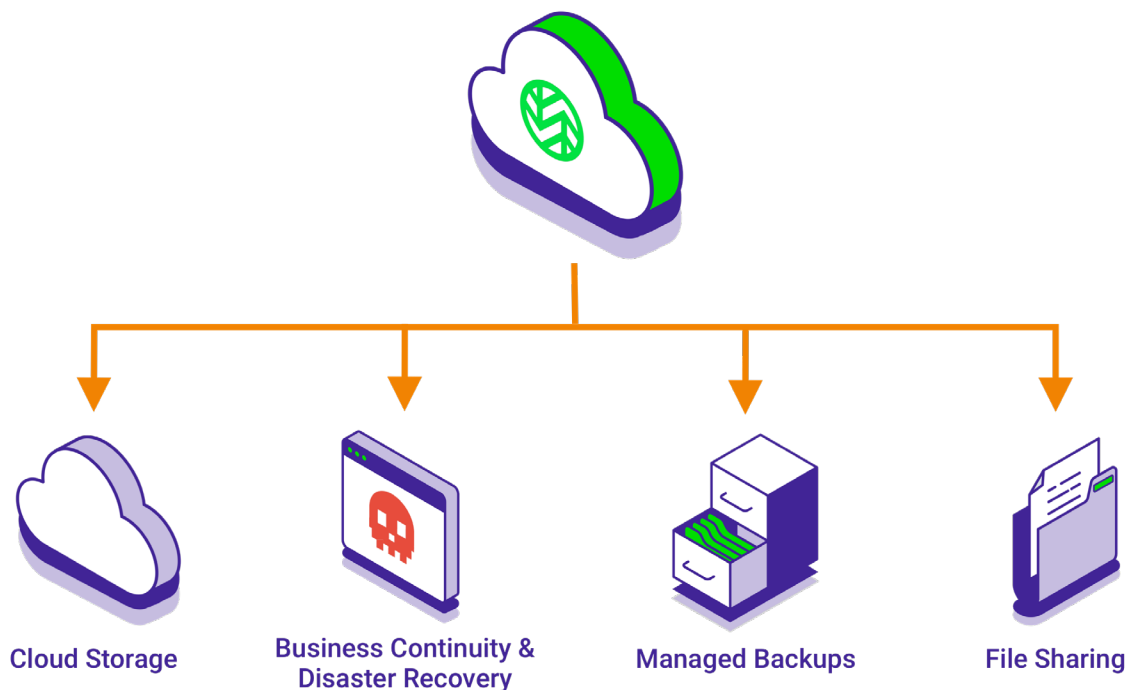
Cloud Storage Billing Breakdown



#3 Single Storage Platform for Multiple Use Cases

Wasabi's single-tier architecture is designed to make using cloud storage simple. MSPs can deliver a wide range of revenue-generating services from archiving to active file-sharing.

MSPs do not have to worry about costly training onboarding certification. Wasabi's partner portal is equipped with market-ready campaigns and sales playbooks so MSPs can leverage cloud storage's power on day one.



#4 Industry-leading cloud security and reliability

Organizations rely on MSPs to navigate the complexities of compliance and regulation by leveraging their expertise, implementing security measures, conducting audits, managing documentation, and ensuring ongoing adherence to legal requirements. Entrusting MSPs with maintaining compliance allows organizations to focus on their core business practices.

Compliance standards are essential to do business in the education, healthcare, and criminal justice sectors. Wasabi's adherence to many major industry compliance standards gives MSPs peace of mind when storing sensitive information for any of their clients, no matter what industry they're in. Wasabi is deployed in top-tier data centers. MSPs can grow within specific industries, ensuring clients' data is stored safely and securely.

Cloud object storage is a flat, simple model that streamlines the allocation of data while, making it more accessible. MSPs can help their clients tap into larger datasets that need to be retrieved quickly.

- **Scalable.** Simply add more capacity as your data grows, without worrying about performance or availability.
- **Secure.** Ensure business continuity while protecting against ransomware with a range of built-in security features such as encryption, access control, and immutable buckets.
- **Streamlined.** Simplify the burden of managing expensive, physical storage infrastructure and keep your focus on key business initiatives.
- **Flexible.** Leverage near-unlimited capacity to transfer and share massive media files and enhance productivity.

MSPs can ensure their clients' data is protected through Wasabi's Multi-User Authentication (MUA) feature. If any bad actors attempt to steal or delete accounts or data stored in Wasabi's cloud, it takes up to three approvals from authorized users before the MSPs can provision the security contacts themselves, and it only takes one contact to deny a deletion request to cancel the process.

Multi-User Authentication is a critical tool in the arsenal for MSPs to safeguard client data from potential threats and risks.

#5 Easy to Use Management tools

MSPs need a cloud storage solution that gives visibility and control over their entire ecosystem. Wasabi has built management tools specifically designed for MSPs, making it easy for partners to brand and manage broad, complex solutions.

Wasabi Account Control Manager is a high-touch, digital self-serve solution that streamlines billing and operational management for cloud storage to enable MSPs to scale solutions and is adaptable to integrate into any organizational business model.

- **Simple-to-use:** Online portal that allows MSPs to create sub-accounts under the main business account so end users at branch locations can get the storage they need with billing that's specific to their usage.
- **Easy-to-manage:** Allow clients to manage their own storage capacity by creating their own accounts under a larger account. MSPs can manage billing, eliminating human error."
- **Built-to-scale:** MSPs can grow within an account, helping specific business functions and adding additional sub-accounts and buckets as the account growth scales

To sum it up, Wasabi Hot Cloud Storage is a cost-effective bottomless storage solution that enables MSPs to tap into data-driven revenue streams built to scale. By harnessing the capabilities of Wasabi, MSPs take the lead in shaping strategic IT outcomes for their clients. Simple and straightforward to provision, MSPs can deploy storage capacity within minutes, without any upfront investment, to ensure rapid revenue generation.

About Wasabi

Wasabi provides simple and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an unlimited amount of data with no complex tiers or egress or API fees, delivering predictable costs that save money and industry leading security and performance businesses can count on. Trusted by customers worldwide, Wasabi has been recognized as one of technology's fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is a privately held company based in Boston. Wasabi is a Proud Partner of the Boston Red Sox, and the Official Cloud Storage Partner of Liverpool Football Club and the Boston Bruins.

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