

# Wasabi Cloud Storage for Video Surveillance

Store and Quickly Access Video Files in the Cloud at An Endlessly Affordable Price

Managing storage growth for video surveillance is a challenge that almost every organization faces. That's because the proliferation of high-resolution cameras and regulation increasing retention periods are driving the need for large storage capacities. This growth and retention is straining the infrastructure needed to support it, and burdening staff and budgets.

Challenge 1: On-prem storage runs out of capacity, forcing organizations to choose between deleting old video or purchasing additional storage

Challenge 2: There is a high cost of ownership for on-prem storage:

Hard costs: capital expense of hardware and software, infrastructure costs of networking, power, cooling, floor space

Soft costs: staffing, product acquisition and lead times, installation and maintenance, technology refreshes and data migrations

Video storage costs for a fully on-premises surveillance solution can consume the majority of the budget. Estimates for retail deployments indicate that on-premises storage is approximately 30% of the cost, with network video cameras at 25% while servers, networking, and Video Management Software (VMS) make up the remainder.

Using Wasabi Hot Cloud Storage for surveillance changes that. With Wasabi, organizations can keep the storage features that their Video Management Software needs on-premises and deliver the advantages of the cost efficient cloud while never running out of storage capacity.

## The Rise of The Hybrid Cloud Architecture for Surveillance

For years, surveillance has largely been deployed as a closed system. That's because most companies, technicians, and equipment vendors came from CCTV days where every system was closed. That's what they knew. IP video came along and turned the surveillance market upside down. It became convenient to use cloud-based solutions for

### KEY FEATURES

- Endlessly affordable pricing
- Instant accessibility
- Digital evidence preservation and protection
- Regulatory compliance
- Industry-leading performance

### BENEFITS

- Store more video for longer at a much lower cost
- Keep all your surveillance video safe
- Apply analytics to video pools to create Data Lakes
- Pay-as-you-grow scalability
- Inherent resiliency and data integrity

surveillance. However, many cloud subscription users learned the hard way that these plans turn out to be more expensive than necessary. It is important to look beyond the initial low cost of the camera hardware and consider the implications of a multi-year subscription plan. Similar to mobile phone plans, where the attention is paid to the device but over the years the service plan actually makes up a significant portion of the total cost, organizations need to be aware that cloud subscriptions are initially appealing but can turn into an inflexible and costly solution.

## **Cost Savings from Moving Video to The Cloud**

Organizations need to consider that the majority of collected video is never used, because only specific events will trigger a follow-up action. It is therefore important to determine when it makes sense to store video on expensive platforms.

In a hybrid cloud solution, organizations use a combination of both on-premises and cloud technology, mixing and matching as best suits their goals and requirements. This is a great fit for those that are still content with their current on-premises deployment but wish to curtail the purchase of replacement or additional on-premises infrastructure and send older video data to the cloud. Although the majority of the video may never be needed, corporate policy and legal regulations can require retention for a longer period of time.

Upon its creation, surveillance should be considered “active” and accessible for review if an incident is reported. If video hasn’t been accessed in the last 30 days, the probability of it being accessed drops dramatically. In typical deployments, 75 to 90 percent of this surveillance video consumes primary storage capacity on-premises. These video files can be off-loaded to lower-cost Wasabi hot cloud storage, freeing up capacity for additional recording growth. Every terabyte of data removed from existing primary storage generates real savings by delaying the substantial cost of adding additional storage devices. The costs include the hardware, but also the licensing and maintenance, network, energy, and datacenter costs.

## **Wasabi Hot Cloud Storage Delivers Breakthrough Economics and Instant Accessibility**

Wasabi, the industry’s lowest-priced cloud storage service, lets you maintain massive video collections in the cloud with endless affordability. Wasabi costs 80% less than “Hot Tiers” like AWS S3 and Azure Blob. Unlike so-called “Cloud Archive Tiers” offered by some hyperscalers, Wasabi keeps all video files instantly accessible. With “Archive Tiers”, it can take many hours to return video footage when requested. Organizations that need to access their video quickly and/or move the video in and out of cloud storage should steer clear of “Archive Tiers”.

## **Video Analytics and Data Lakes**

Another emerging trend enabled by low cost and instantly accessible cloud storage is the use of analytics on surveillance video. Until recently, most organizations used their video surveillance systems to view live video or review security incidents after the fact. Today, forward-thinking retail, casinos, enterprises, manufacturers, and city governments can build data lakes from pools of video feeding from different

sources. From this pool of videos, analytic applications can be used to reduce loss from theft and fraud, monitor and improve customer service, identify VIPs, detect anomalies, etc. Because Wasabi keeps all cloud storage “hot”, organizations are able to analyze large amounts of video quickly, on demand or continuously run background analytics to flag desired video clips.

## Ensuring Regulatory Compliance and Storing Surveillance Video Securely in the Cloud

Wasabi’s adherence to major industry compliance standards gives you the peace of mind to store your video in a secure and compliant manner. The service is built and managed according to security best practices and standards and is designed to comply with a range of industry and government regulations including HIPAA, HITECH, FINRA, MiFID, CJIS and FERPA.

Wasabi uses security best practices and technologies to ensure the physical security of its facilities and to maintain the privacy, security and integrity of electronic data and digital records.

With Wasabi, organizations can configure their storage bucket to be immutable for a user defined retention period (in increments of days, weeks, months or years). Video files written to that bucket cannot be deleted or altered in any way, by anyone, throughout its storage lifetime.

Immutability can help with compliance for state and local government regulations for securing and preserving electronic records, transaction data and activity logs. By adequately protecting and retaining video data organizations can avoid expensive regulatory fines and penalties, and costly legal actions and settlements.

### ABOUT WASABI

Wasabi provides simple, predictable and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an infinite amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. 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 has secured \$110 million in funding to date and is a privately held company based in Boston.

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