



wasabi[®]
hot cloud storage

TECH BRIEF

Wasabi for Consumers & Small Businesses

Low-cost cloud file storage and data protection

Executive Overview

Wasabi is fundamentally transforming cloud storage with hot cloud storage—the corporate world’s most affordable cloud storage solution. While primarily used by businesses, many consumers use Wasabi hot cloud storage to store photos, videos and documents, or to back up their desktops.

This tech brief provides a short overview of Wasabi and explains some of the differences between Wasabi hot cloud storage and popular personal cloud storage products like Dropbox, Google Drive and Microsoft OneDrive, as well as personal backup products like Carbonite, Mozy and Backblaze. It will help you determine if Wasabi hot cloud storage is right for you.

Introducing Wasabi Hot Cloud Storage

Wasabi’s mission is to make cloud storage a simple, open-standard commodity and utility, just like electricity. Wasabi hot cloud storage is cost-effective, fast and reliable cloud storage—for any purpose.

Wasabi is significantly less expensive and significantly faster than other corporate cloud storage services like Amazon Simple Storage Service (S3), Google Cloud Platform and Microsoft Azure. In fact, Wasabi hot cloud storage is so inexpensive, many individuals and small businesses use it as well. You can use Wasabi to protect your data and to store files in the cloud—conveniently and reliably. Back up your PC or Mac, or save photos, videos or documents—quickly and securely.

With Wasabi, you can take full advantage of the same fast and dependable cloud storage service that large corporations rely on, and depending on your use, Wasabi could cost less than Dropbox or other consumer-focused storage services.

Wasabi Hot Cloud Storage is Affordable and Simple

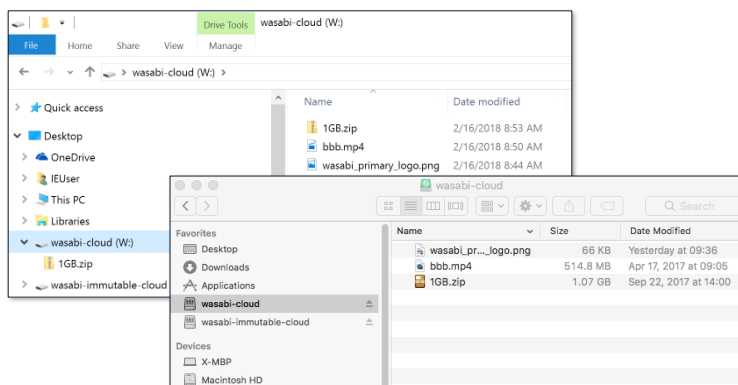
Wasabi hot cloud storage costs just \$.0069/GB/month (with a minimum 1 TB requirement). You can store one terabyte of data on Wasabi for \$6.99 per month, compared to \$9.99 per month for Dropbox and Google Drive, and \$6.99 per month for OneDrive. Better still, with Wasabi you only pay for the incremental storage you actually use.

With many of the consumer services, if you need 11 TB (for example), you are forced to purchase a 20 TB tier rather than the capacity you actually need.

Use the pricing calculator at wasabi.com/pricing to compare Wasabi with other options.

Wasabi Hot Cloud Storage Client for Mac & Windows

Wasabi is a little bit different than most consumer cloud storage services. We offer a Mac and Windows client that makes Wasabi hot cloud storage appear as an external drive on your desktop—your own personal storage cloud. With the Wasabi Hot Cloud Storage Client you can move files in and out of the cloud the same way you would with a local drive, with drag-and-drop simplicity and convenience.



Choose from a Wide Range of Storage Management and Backup Tools

Unlike some consumer products, the Wasabi Hot Cloud Storage Client is not intended for easily sharing files with friends and family, and it does not include automated backup and recovery functionality. Instead Wasabi works with a variety of third-party storage management, file sharing and desktop backup solutions.

Our partnership approach is consistent with other corporate cloud storage solutions like Amazon S3. Wasabi's Performance and Certification Team (PACT) has certified dozens of free and commercial tools. And we're constantly expanding our partner ecosystem.

You can use Wasabi with third-party applications to back up your home or small-business computer—quickly, securely and reliably. In some cases Wasabi is less expensive than personal cloud backup services like Carbonite, Mozy or Backblaze, which cost \$60 a year or more. Wasabi works with many PC and Mac backup tools including CloudBerry, qBackup and Arq.

For a complete list of Wasabi-compatible apps see www.wasabi.com/interop.

Summary

Many consumers and small businesses use Wasabi to store files and protect their data in the cloud. You should carefully consider the differences between Wasabi hot cloud storage and personal cloud storage and backup services to determine if Wasabi makes sense for you.

Wasabi is priced differently than consumer products. And unlike most consumer storage services that come with dedicated desktop and mobile clients, Wasabi is designed to be used with third-party file management and backup applications. The table below compares Wasabi with various consumer and corporate cloud storage services to help you make an informed decision.

FEATURE	WASABI HOT CLOUD STORAGE	CONSUMER CLOUD STORAGE SERVICES	CONSUMER CLOUD BACKUP SERVICES	CORPORATE CLOUD STORAGE SERVICES
Examples		Dropbox, Google Drive, Microsoft OneDrive, Amazon Cloud Drive	Carbonite, Mozy, Backblaze	Amazon S3, Google Cloud Platform, Microsoft Azure
Web-based user interface for accessing files	Yes	Yes	Varies	Yes
PC and Mac client for file management	Yes	Yes	Yes	Yes (via third-party file management apps)
Easy to share files with friends, family and coworkers	Somewhat (via configurable policies and third-party apps)	Yes	N/A	Somewhat (via configurable policies and third-party apps)
Automatic backup of designated files	Yes (via third-party storage apps)	N/A	Yes	Yes (via third-party file management apps)
Maximum capacity	No limit	Varies	Varies	No limit
Storage fee	Flat, usage based (1 TB minimum)	Fixed fee (generally)	Fixed fee (generally)	Complex tiered pricing
Retrieval charge	None	None	None	Up to \$.09 per GB
API access charges	No	No	No	Yes

Next Steps

- **CONTACT WASABI TODAY.** Learn more about our price, performance and protection benefits.
- **TRY WASABI FOR FREE.** Get up to 1 TB for 30 days.

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 tens of thousands of 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.



Note: All pricing information presented in this paper was retrieved from company websites and was accurate as of March 2018.

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Tel **1-844-WASABI-1**
Email **info@wasabi.com**

