

Probax and Wasabi Partner to Deliver High Margin Cloud Services for Managed Service Providers

Overview

Probax is an award-winning provider of data protection solutions and services exclusively for Managed Service Providers (MSPs). By combining unmatched partner enablement and support with continuous innovation and integration among industry-leading technology vendors including Veeam and Microsoft, Probax empowers businesses to protect their most valuable asset – their data. With offices in Australia, New Zealand, North America and Singapore, Probax is a Wasabi Channel Partner and a Platinum Veeam Cloud & Service Provider (VCSP) partner that continues to grow and expand globally.

With Probax's data protection platform, Hive, managing and protecting data from multiple sites and organizations has never been easier. Probax leverages Wasabi's affordable, high performance hot cloud storage to power its innovative and award-winning data protection solutions such as:

- Honeycomb Hot Storage (BaaS)
- Honeycomb Cold Storage (AaaS)
- Honeycomb Object Storage (OSaaS)
- Dropbox Backup & Archive (SaaS Protection)

Probax's comprehensive suite of data protection solutions are all managed through Hive, the channel's most sophisticated data protection platform for MSPs, boasting unmatched intelligence, automation, security, monitoring, and reporting capabilities. Hive enables Probax partners to gain an edge over their competition by helping them build and maintain an effective and proactive data protection strategy for their clients.

Business Challenges

The Managed Services market is extremely competitive since MSPs provide similar services. To ensure success, MSPs need to constantly find new ways to differentiate themselves from their competition. However, Managed Services are not a commodity. Every organization is unique and so too should the services which are being provided to that company. When it comes to backup and archive solutions, MSPs must find the right solution for each of their customer's needs. To successfully grow and scale their business, MSPs should look to partner with a cloud service provider who can provide technology differentiation as well as efficiency gains through automation and simplicity.

KEY FEATURES

- Ultra-low-cost cloud storage for any purpose (Hot/Cold/Object)
- Fast and reliable cloud backup and recovery for diverse operating systems, hypervisors and hardware platforms
- Advanced automation and intelligence enabling MSPs to deploy data protection solutions and services faster and easier

BENEFITS

- Low-cost storage solution for long term retention in the cloud
- Simplify setup and administration
- Accelerate backup and recovery cycles
- Reduce risk and exposure due to data loss
- Protect against equipment failures, disasters, human error, ransomware and malware

Solution: Probax and Wasabi Hot Cloud Storage

Probax was born from more and more MSPs needing their clients' data protection services to be made simple, efficient, scalable, and most importantly, reliable. Over the last decade, Probax has developed several innovative and award-winning solutions focused on solving the data protection challenges that have plagued MSPs. Probax and Wasabi have teamed up to deliver further value to the MSP channel. With Wasabi, Probax can now offer intelligent turnkey data protection solutions that deliver the performance, flexibility, reliability and price predictability that MSPs require to stay ahead of the competition. And with healthy MSP margins, Probax ensures that partners who utilize Wasabi powered solutions are well compensated building a symbiotic relationship where everyone wins.

Honeycomb Hot Storage (BaaS)

Honeycomb Hot Storage is the industry's most versatile and easy to use Backup as a Service cloud storage for reliable data protection. Honeycomb Hot Storage solution has built-in deduplication and compression and is purpose-built to handle the massive amount of daily incremental change generated by all of the end user sites protected by Probax.

Integration of Veeam Cloud Connect with Probax Hive simplifies traditional deployment and configuration of Veeam software by allowing data protection services to be delivered faster and easier.

For users with minimal knowledge and experience using Veeam, take the easy route and use Hive to automatically deploy, license and configure Veeam to protect physical, virtual and cloud-based workloads. Alternatively, the more experienced users of Veeam can install and configure Veeam themselves like they are used to – the choice is yours.

Probax Honeycomb Storage provides MSPs with:

- **Affordable Cloud Storage** - Pooled, low-cost cloud archival storage across an MSP's entire customer base (per region) with no fees for data operations or egress.
- **Performance & Reliability** - Segregated storage tubs on highly available active-active storage clusters. The extensive redundancy and resiliency measures across the solution ensures that client data is safe and readily available.
- **Scalability & Automation** - Massive scale-out capability with intelligent automation from Probax Hive that frees up engineering time and improves efficiencies of scale across the business.

Honeycomb Cold Storage (AaaS)

Honeycomb Cold Storage was purpose built to provide a simple and cost-effective data archival solution that delivers comprehensive automation capabilities when used with Veeam Backup & Replication. With a simple, predictable pricing model and incredibly low costs for data storage, businesses can leave behind the risks and inefficiencies of legacy tape hardware, and avoid the challenges and uncertainty of traditional public cloud vendors like Amazon Web Services and Microsoft Azure. Probax Honeycomb Cold Storage provides MSPs with:

- **Award-Winning Automation** - Honeycomb Cold Storage restore points are automatically created from Hot (BaaS) Storage according to a schedule you set, eliminating the need to transfer additional data to Probax. Quickly restore archived data back to Hot Storage in a single click.
- **Enhanced Security** - Honeycomb Cold Storage data is securely "air-gapped", meaning they are resilient against malicious or accidental deletions.
- **Simple Pricing Model** - Honeycomb Cold Storage provides ultra-low-cost pricing per TB, with no hidden fees for data operations or egress.

Honeycomb Object Storage (OSaaS)

Honeycomb Object Storage solution was designed for MSPs who need cost-effective, secure, and simplified long-term S3 compatible cloud storage. With industry-specific security and compliance, guaranteed availability, and all-inclusive pricing, MSPs long term data needs are easily met with Honeycomb Object Storage. Probox Honeycomb Object Storage provides MSPs with:

- **Affordable Cloud Storage** - Pooled, ultra-low cost per TB storage across an MSP's entire customer base (per region) with no fees for data operations or egress.
- **Performance & Reliability** - Powered by Wasabi, Honeycomb Object Storage offers significant performance advantages over public cloud storage services from Amazon Web Services, Google Cloud Platform and Microsoft Azure.
- **Scalability & Automation** - Massive scale-out capability with intelligent automation from Probox Hive that frees up engineering time and improves efficiencies of scale across the business.
- **Enhanced Security** - Immutable buckets and support for S3 object lock helps you fight back, ensuring your data's security and integrity.

Dropbox Backup & Archive (SaaS Protection)

Probox's integration for Dropbox adds backup, archival and independent rapid ransomware recovery capabilities to the popular cloud storage and collaboration solution for businesses.

Retain customer data as secure, air-gapped restore points according to a schedule and criteria you choose. Data is highly accessible and ready to be restored back to your client's Dropbox account. Dropbox Backup & Archive provides:

- **Cloud-to-Cloud Backup** - Data is automatically transferred from Dropbox to Probox, preventing the need to upload data from the client site.
- **Rapid Ransomware Recovery** - One click restoration allows your Dropbox users to recover from a ransomware attack in minutes
- **Unlimited Data Retention** - Extend data retention far beyond the native limits of Dropbox.
- **Secure Air-Gapped Storage** - Secure storage resilient against malicious or accidental deletions.
- **Simple Pricing Model** - Simple, per-user model to suit your budget and retention requirements.

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 unlimited amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. 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.

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