

CASE STUDY

UK MSP Aspire Technology Solutions Streamlines Backup Offering and Gains Agility

Aspire Technology Solutions scales with demand, simplifies Veeam backup storage, and eliminates hardware costs and surprise fees across its growing MSP business.

Overview

Aspire Technology Solutions is one of the UK's leading providers of managed IT, cyber security, and modern workplace solutions. The firm provides end to end services spanning security, cloud, managed services, connectivity and unified communications, including hosting, backups, and disaster recovery, underpinned by a 24/7 security operations center. After comparing several providers, Aspire selected Wasabi for its predictable pricing, automation capabilities, and rapid provisioning that keeps pace with customer growth.

Challenges

Aspire's on-prem block storage required ongoing maintenance, and consumed data center resources. As a platinum Veeam partner, the team needed a better way to support direct-to-object storage, but re-platforming locally would have been costly and complex.

- **Resource intensive** – Managing on-prem infrastructure demanded time and capacity.
- **Storage evolution**– Aspire wanted to move Veeam backups directly to object storage.
- **Expensive re-platforming** – Refreshing on-prem capacity would require new hardware and licensing.
- **Scaling constraints**– Hardware lead times limited the speed and flexibility for fast-growing customer demands.



USE CASE:

- Backup & recovery

INDUSTRY:

- MSP

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The beauty of Wasabi is how quickly it scales. I don't need to quote hardware, then navigate long lead times, which means our customers get what they need faster. It's efficient, predictable, and lets us react quickly to demand.

— **Mark Boothman**, Cloud Product Lead,
Aspire Technology Solutions

Solutions

Aspire structured an evaluation of cloud vendors based on cost, ease of use, and technical fit for their Veeam-first environment. Wasabi Hot Cloud Storage stood out not only for its fixed pricing and native Veeam integration, but also for the company ethos and quality of support. Using Wasabi Account Control Manager and S3-compatible APIs, Aspire set up 150 accounts and now provisions new customer storage in minutes.

- **Simple setup and scripting** – Native Veeam integration and API access automate onboarding.
- **Centralized management** – Wasabi Account Control Manager provides a single pane of glass visibility across tenants.
- **Built-in immutability** – Aspire delivers in-demand ransomware protection, object lock, without complex re-platforming.
- **Predictable, profitable pricing** – The Wasabi Reserved Capacity Storage pricing model allows Aspire to offer cloud backup with known costs and healthy margins.

Conclusion

With Wasabi APIs, Aspire was able to speed up repetitive daily tasks. The fast, easy scalability also allowed IT to get new customers up and running in just hours. Happy with the service and features, the working relationship with the Wasabi team, and the way cloud object storage is powering business growth, Aspire plans to double or even triple usage over the next 18 months.

- **Faster onboarding** – Automated scripts reduced recurring setup tasks from 15 minutes to just 2.
- **Lower overhead** – IT no longer manages storage hardware, cooling, or physical maintenance issues.
- **Better margins** – Predictable pricing helps Aspire protect profitability.



Throughout our cloud search, we scored everything, and Wasabi came out on top for deliverability and ease of use.

— Mark Boothman, Cloud Product Lead,
Aspire Technology Solutions



Wasabi is easy to use. Its native Veeam integration means we're not retraining people, it's intuitive and just works.

— Mark Boothman, Cloud Product Lead,
Aspire Technology Solutions