

CASE STUDY

Wasabi Supports Apteans Cloud Infrastructure and AI-Driven Platform at Enterprise Scale

What started as backup storage became the foundation for multiple AI workloads, and a multicloud strategy that keeps Apteans free from hyperscaler lock-in.

Overview

Apteans builds enterprise software for manufacturing companies in food and beverage, apparel, and discrete manufacturing—serving customers across North America, the UK, Europe, and beyond. As an avowedly AI-centric business, Apteans needed cloud storage that could scale affordably across an ambitious and growing set of use cases. Wasabi delivered: low per-terabyte pricing, no egress fees, and the independence from hyperscalers that gives Apteans the flexibility to go where its customers need it.

Challenges

As Apteans's data volumes grew, so did the company's storage costs. IT needed to find a storage solution that would lower costs without compromising the high standards of security and performance Apteans customers demanded.

- **Need for strong security, high performance** — With a priority of reducing cost, IT still required enterprise-class data protection and reliability.
- **Vendor lock-in limited flexibility** — With compute spread across Azure, AWS, IBM Cloud, and private data centers, IT needed storage that could serve any environment without being tethered to one provider.
- **Backup data had to be truly immutable** — When Apteans migrated its backup platform to Veeam, immutability was a requirement in meeting enterprise-grade data protection.
- **AI workloads needed massive, affordable storage** — Building an agentic sales-call intelligence system meant storing roughly 43,000 hours of recorded calls, and hyperscaler pricing made that storage the most expensive part of the build.

aptean

USE CASE:

- Backup & recovery
- Storage for agentic AI applications

INDUSTRY:

- Enterprise SaaS

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Across the business, wherever we have new ideas, we try to point them toward Wasabi as much as we can.

— Ravi Reddy, AVP Cloud Operations & Technology Transformation, Apteans

Solutions

Aptean started with Veeam backups on Wasabi and never looked back. Within two and a half years, their Wasabi footprint grew 300%, and the team kept finding new AI workloads to run on it, including an agentic sales-call intelligence system.

- **Wasabi Object Lock with Veeam** – Aptean is able to meet enterprise compliance requirements, without a dedicated appliance or added complexity and fees.
- **Sales-call intelligence storage** – Wasabi holds roughly 43,000 hours of recorded sales and marketing calls, feeding an AI pipeline that transcribes and catalogs each conversation so reps can quickly pull up call history and prospect context.
- **Long-term savings with Reserved Capacity Storage** – Wasabi delivered better per-terabyte economics as volume grew, giving Aptean's FinOps team a predictable annual cost and better economies of scale as their Wasabi footprint grows.
- **True cross-cloud mobility** – Sitting outside any single hyperscaler, Wasabi connects equally to all parts of the AI workloads, which allows IT to route workloads wherever they need to go without renegotiating a storage contract.

Conclusion

With storage costs no longer a constraint, the team is focused on what to build next, not what it can afford to build.

- **40% decrease in storage costs** – Even after the egress fees Aptean still pays to move data through Azure.
- **AI-driven sales intelligence went from ask to** – Now a fully deployed system, Aptean's sales organization now has searchable access to roughly 43,000 hours of past call recordings and transcripts.
- **One independent storage layer across multiple workloads** – The sales-call intelligence system and Veeam backups all run on Wasabi, with more use cases in evaluation.
- **Vendor-agnostic by design** – Wasabi's freedom from vendor lock-in allows Aptean to extend this flexibility to its own customers.

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We needed storage that was fast and affordable enough to make it possible. We chose Wasabi, and it's now an integral part of the solution.

— Ravi Reddy, AVP Cloud Operations & Technology Transformation, Aptean

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The storage volume drives future pricing and we get better economies of scale. It's a no-brainer with Wasabi.

— Ravi Reddy, AVP Cloud Operations & Technology Transformation, Aptean