

CASE STUDY

MSP, ebb3, Cuts Storage Costs While Delivering Compliant Storage

With Wasabi UK MSP ebb3 delivers scalable, compliant storage for customers with strict data retention and recovery requirements, all at a predictable price.

Overview

UK-based ebb3 designs and manages high-performance virtual environments and AI infrastructure for secure accelerated computing platforms. Serving sectors such as engineering, manufacturing and construction, where highly graphical applications and large, complex data sets are the norm, the firm sought scalable, cost-effective backup and archival storage to support evolving compliance requirements.

Challenges

When ebb3 began its search for cloud-based storage for backups and long-term archiving, it needed a solution that integrated seamlessly with its existing Veeam backup system and aligned with its customers' data retention regulations and recovery objectives.

- **Cost-effective pricing** — Fees drive up cloud storage costs and it's hard to understand and predict cloud billing with hyperscaler options.
- **Veeam integration** — The storage needed to fit natively into a Veeam backup solution.
- **Customer compliance support** — Stringent data retention policies and other regulations drove up storage needs.
- **Multiple account management** — Managing storage across a wide array of customer accounts can be a complicated, time-consuming task for IT.



USE CASE:

- Backup and recovery
- Long-term archiving

INDUSTRY:

- Specialized managed services provider



Wasabi was an easy win, from technical to cost to ease of deployment and management. It fit our security requirements, and it's a good fit for our customer base."

— Paul Williams, Director of Service Delivery – ebb3

Solutions

After multiple partners recommended Wasabi, ebb3 ran a proof of concept for one of its largest customers and saw strong results. The firm also adopted Wasabi Account Control Manager to simplify management and gain flexibility in allocating licenses and points.

- **Cost-effective pricing with no hidden fees** – Wasabi provided massive, scalable storage capacity at a low, predictable price.
- **Seamless integration** – Wasabi cloud storage connected directly to Veeam with no additional configuration.
- **Scalable storage for compliance** – Wasabi scaled to meet customers' data retention and backup requirements as regulations evolve.
- **Simplified management** – Wasabi Account Control Manager automated many tasks to free up IT staff time.

Conclusion

Wasabi gave ebb3 the scalable, cost-effective cloud storage it needed to help customers reduce spend on long-term archiving and backups. The firm plans to incorporate Wasabi as a white-label component of its managed services.

- **Reduced costs** – ebb3 lowered its cloud storage costs and passes the savings on to customers.
- **Enhanced support for customer compliance** – With Wasabi, customers can retain data and backups cost-effectively.
- **More comprehensive managed services offerings** – Expanding services with off-premises, long-term storage in the cloud increases ebb3's value to customers.



When we analyzed our customers' retention, regulatory, and liability requirements, it quickly became a cost-per-terabyte conversation. Wasabi fit our strategy for archiving and compliance very well.

– Paul Williams, Director of Service Delivery – ebb3



We went with Wasabi instead of a hyperscaler because it worked seamlessly with the other products we're using in our stack.

– Paul Williams, Director of Service Delivery – ebb3