CASE STUDY

AI Meeting Assistant, tl;dv, Powered by Production-Ready Cloud Storage

tl;dv swapped primary AWS storage for Wasabi with Glacier-level pricing, instant retrieval, and no egress or access fees. Wasabi gives this fast-growing AI company the performance it needs, at a price that makes sense.

USE CASE:

- Primary data storage

INDUSTRY:

- AI services / SaaS

> *At the same price point as AWS Glacier, the data in Wasabi can be retrieved almost instantly.*
>
> **— Allan Bettarel**, CTO – tl;dv

> *Strong security was one of the main reasons we chose Wasabi.*
>
> **— Allan Bettarel**, CTO – tl;dv

Overview

tl;dv is an AI meeting assistant that makes the signal hiding across a customer-facing team's calls visible: what's trending, what's blocking deals, what's driving retention. Under the hood, tl;dv vectorizes meeting data into a queryable knowledge layer, so managers can ask one question and get an answer drawn from hundreds of past calls, and coach the whole team from full evidence instead of the handful they had time to listen to. The company needed primary cloud storage that could keep pace in real-time with its product offering without unpredictable costs. Wasabi delivered both: production-level performance at archival pricing.

Challenges

tl;dv used AWS S3 to store customers' raw meeting data but storage and access costs were unsustainable, especially as access and API fees added up. The IT team at tl;dv considered moving older data to AWS's cold storage tier to ease cost pressure, but then that data was difficult to access when it was needed. Cold storage made data too slow to retrieve for a product that depends on instant access to data archives.

- **Cumbersome storage costs** – Data volumes were growing fast and tl;dv faced rising storage costs to store and maintain their data.
- **Cold storage wasn't an option** – tl;dv's pipelines need instant access to recordings the moment a meeting ends, and retrieval delays ruin the user experience.
- **Security and data residency had to meet the bar** – Storing sensitive enterprise meeting data meant Wasabi needed to satisfy GDPR requirements, SOC 2 sub-processor standards, and European data residency, non-negotiables for a German-headquartered company.

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Solution

The IT team at tl;dv liked Wasabi hot cloud storage immediately because it offered fast, accessible storage at cold storage prices. The company purchased Wasabi's Reserved Capacity Storage (RCS) and migrated all its raw meeting recordings and video files off AWS. IT also appreciated the robust security and privacy features, and the lack of hidden fees.

The team migrated all raw meeting recordings and video files from AWS to Wasabi. By leveraging Reserved Capacity Storage, tl;dv locked in a predictable annual cost, while Wasabi's European storage regions ensure the company meets stringent compliance requirements.

- **Instant retrieval at archival pricing** – Wasabi keeps costs low while every file remains immediately accessible.
- **No egress or API fees** – With petabytes of data being read and written continuously, eliminating per-access charges made costs genuinely predictable for the first time.
- **Enterprise-grade security built in** – Encryption at rest and in transit, MFA, granular user management, audit logging, ISO certifications, and European data residency gave tl;dv everything it needed to satisfy SOC 2 sub-processor requirements.
- **Seamless Cloudflare integration** – tl;dv serves content to end users through Cloudflare's CDN, creating a clean, high-performance architecture with no vendor friction.

Results

Wasabi not only helped tl;dv cut costs, but it also made the product better. With storage no longer a constraint, the team can focus on scaling the platform and expanding into new markets.

- **Performance that matches the product's promise** – Recordings are available to stream the moment a meeting ends, with no retrieval lag, a competitive edge that supports tl;dv users.
- **Storage costs locked in for the year** – Reserved Capacity Storage means no surprise bills, no egress overages, and no per-API-call accounting, just one predictable annual number.
- **Security that opens enterprise doors** – Wasabi's compliance credentials help tl;dv satisfy sub-processor requirements from enterprise customers, including in security-conscious markets where approval processes are rigorous.

> *Predictability is one of the biggest advantages of Wasabi. I know exactly what we will pay for the year. That's a game-changer.*
>
> — **Allan Bettarel**, CTO – tl;dv

> *The price-per-gigabyte of Wasabi is a similar price point as cold storage on AWS. We migrated everything from AWS, and have been extremely happy since then.*
>
> — **Allan Bettarel**, CTO – tl;dv

> *We have substantial amounts of data and if we were charged egress fees, that would be extremely expensive. Fortunately, Wasabi doesn't charge us to move our data.*
>
> — **Allan Bettarel**, CTO – tl;dv

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