

CASE STUDY

Italian Managed Services Provider, IT Impresa, Differentiates Services with Immutable Cloud Backup

Flat-rate pricing, native Veeam integration, and immutable cloud backup help [IT Impresa](#) protect margins and strengthen customer trust.

Overview

IT Impresa is an Italian MSP supporting small and medium-sized businesses with secure, reliable, and continuously monitored IT infrastructure. As an MSP, the company simplifies IT management, oversees systems and security, and ensures operational continuity, helping businesses reduce risks and focus on growth. To eliminate unpredictable backup costs, the company adopted the Wasabi cloud for immutable, off-site backups integrated with Veeam.

Challenges

Before adopting Wasabi, IT Impresa faced rising and unpredictable cloud backup costs driven by egress fees, API charges, and complex pricing models. The company needed a solution that was secure, scalable, and financially predictable.

- **Unpredictable costs due to hidden fees** – Egress and API charges made backup more expensive than expected and harder to forecast.
- **Need for seamless integration** – The solution had to integrate natively with the existing Veeam environment.
- **Data localization flexibility** – Customers required options for storing data in specific regions.



USE CASE:

- Backup
- Disaster Recovery

INDUSTRY:

- Managed Service Provider



Wasabi has made costs predictable and stable, eliminating hidden fees like egress. This allows us to protect margins and scale backup services without surprises.

– Gianfranco Bonvini, CTO & Senior System Engineer - IT Impresa



We chose Wasabi because, after extensive testing, we found superior performance, greater reliability, and a highly competitive price.

– Gianfranco Bonvini, CTO & Senior System Engineer - IT Impresa

Solution

IT Impresa standardized its backup architecture around Veeam with the Wasabi cloud as the external storage layer. Native integration enabled automated daily backups and extended protection beyond the primary infrastructure. For enterprise customers, Wasabi Account Control Manager (WACM) provides tenant-level subaccounts while maintaining centralized oversight.

- **Veeam-native integration** – Off-site backups configured directly within existing workflows.
- **Immutable storage** – Wasabi Object Lock protects backup copies from modification or deletion.
- **Automated daily backups** – Continuous, monitored backup cycles.
- **WACM subaccounts** – Enterprise customers manage isolated storage environments independently.
- **API integration** – Custom dashboard via WACM centralizes storage consumption monitoring and billing visibility, making it easier to monitor and adapt to customer needs in a scalable and automated way.

Results

With Wasabi in place, IT Impresa now delivers predictable backup services without cost surprises, strengthening both customer trust and internal margin stability. The team has improved operational efficiency while offering immutable, compliant cloud backup that differentiates its services in a competitive MSP market.

- **Predictable cost structure** – Stable pricing eliminates hidden fees and protects margins.
- **Stronger ransomware resilience** – Immutable backups reduce risk exposure.
- **Improved billing accuracy** – API integration supports transparent, consumption-based reporting.
- **Greater customer confidence** – Clients benefit from secure, compliant off-site protection.
- **Competitive differentiation** – Immutable, Veeam-integrated cloud backup strengthens market position.

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Wasabi's immutability has had a very positive impact on our ransomware protection strategy. It ensures stored data cannot be modified or deleted, even in the event of an attack.

– Gianfranco Bonvini, CTO & Senior System Engineer - IT Impresa

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Customers benefit from secure, immutable backups and high performance. They can manage their own data while we monitor everything centrally.

– Gianfranco Bonvini, CTO & Senior System Engineer - IT Impresa