

CASE STUDY

ProCloud Sees 5x Lower TCO Switching from Azure

Wasabi's predictable, no-fee pricing helps this European MSP drastically cut storage costs for its backup and cyber-resilience service.

Overview

Founded in Ireland, ProCloud is a managed services provider that leverages Microsoft and HPE solutions to help enterprises modernize their data centers and private clouds. The firm initially used Azure to store customer backups, but over time it became prohibitively expensive—thanks to the small fees that accrued from virtually every action. ProCloud found an ideal replacement in Wasabi.

4x–5x

less expensive than
Azure

95%

of client data now on
Wasabi

50%+

of Azure's total bill
was for read and
write operations

Challenges

With fees charged for moving, writing, or reading data in backups on Microsoft Azure, ProCloud's storage bills were simply too high. It wasn't unusual to have multiple millions of reads and writes every day, and the fees would often add up to half the monthly storage bill.

- **Storage costs were too high** – The accrual of fees could equal or even surpass standard storage costs.
- **Lack of predictability** – Because fees were so significant, it was impossible to predict storage costs month to month.
- **Limited flexibility** – High, unpredictable storage costs could restrict actions, such as how often backups were tested.

ProCloud.

USE CASE:

- Managed Service Provider

INDUSTRY:

- Backup & recovery
- Video surveillance storage
- Cloud NAS

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We've done the math. Wasabi is 4 to 5x cheaper than Microsoft Azure, all things considered. It was a no-brainer to move 95% of our customers' data to Wasabi.

– Brian Supple, Technical Director –
ProCloud

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Microsoft charges for everything—writing, reading, copying, moving data. Even restores increase the monthly bill. With Wasabi, it's all included in a fixed cost.

– Brian Supple, Technical Director –
ProCloud

Solutions

Wasabi's fixed, no-fee pricing was an obvious advantage, and ProCloud purchased a petabyte of Reserved Capacity Storage (RCS) and Wasabi Account Control Manager (WACM). It also used Wasabi Cloud NAS for a secondary use case, in which customers with large volumes of video and drone footage could store files securely in the cloud but retain easy access to their data.

- **No egress fees** – No more worry about data moves, reads, and writes because it's all available at no charge.
- **Predictable pricing** – Budgeting for storage is easy now, with Wasabi's simple transparent RCS pricing.
- **No complex tiering structure** – Wasabi offers a single tier of premium storage.
- **Easy management** – Creating and managing individual buckets for each customer is simple with WACM.



With Microsoft, we had no control over the costs. We had no idea what the bill was going to be this month. You can try and work it out, but it's impossible when you're talking about millions of writes every day. With Wasabi, that's no problem because it's a fixed cost."

— **Brian Supple**, Technical Director – ProCloud

Results

With Wasabi's predictable low pricing and lack of fees, ProCloud's storage costs are 4–5 times less expensive than with Azure. The firm has now moved 95% of its customers' data to Wasabi. The performance is equal to the previous solution and IT can manage and control costs with a single storage tier that covers all customer needs.

- **Big storage savings** – The firm spends much less on storage without compromising service.
- **Improved cost control** – Fixed pricing enables ProCloud to accurately predict its storage budget.
- **Freedom to access data without worry** – Wasabi enables customers to do what they need with their data, anytime.