

Video Management Software Provider White Labels Wasabi Storage to Leverage Secure, Cost-Effective Cloud Solution

“Wasabi’s storage solution gave us all the benefits of the tier-one providers without the complex cost structure. Integrating Wasabi’s robust cloud storage product with our branded software and services means our customers can rely on us for full end-to-end security support without blowing their budgets.”

-Director of Product,
Anonymous Video Management Software Provider

Overview

While organizations from schools and utilities to government agencies and enterprises rely on video in their security operations, how and when they use that data varies. A global security solutions provider that offers video management software needed a scalable, robust cloud storage product that could accommodate the fluctuating access and retention requirements of its enterprise customers. Critically, the cloud storage needed to integrate seamlessly with its own branding while streamlining ease of use for its customers. The company turned to Wasabi.

Challenge: Deliver Custom-Branded, Resilient Cloud Storage

“Video surveillance is essential to enterprise security operations,” said the Director of Product for the security solutions provider, which offers a product that lets customers record, view, and analyze CCTV video.

“We were using on-premises storage for all the video data,” the Director of Product said. *“We had redundancy built in, but that requires having multiple servers to keep the same data, and a few*

INDUSTRY

Resellers & MSPs

USE CASES

- Video Surveillance
- White labeling
- Security

CHALLENGE

Find reliable, affordable cloud storage solution for video surveillance data that doesn’t charge for extra API calls

SOLUTION



RESULTS

- Scalable storage
- No more annoying transaction fees
- Ability to archive and access more video data longer

different storage tiers for how long our customers needed to retain their data. It varies from days to years, depending on the organization, their market and even what country they're in."

Regardless of how long they kept the data, it needed to be stored in a way that it could be accessed at a moment's notice.

"Let's say a customer keeps video data for a month, but they only really look at 2-3% of that footage, or maybe they access the rest of it if there's an event requiring investigation," the Director of Product said. "They're still storing all that data somewhere and eating into costs, especially if it's stored in a physical location. What if they're keeping this data for a year but only looking at a fraction of it? If you look at the cost of storage on-premises versus the cloud, it makes perfect sense to leverage the cloud solution."

Solution: Robust Cloud Storage and Custom Account Management from Wasabi

"White-labeling our end-to-end solution reduces complexity for our customers and partners. Wasabi Account Control Manager made it easy to include cloud storage in our overall brand."

The security solutions provider integrated Wasabi's cloud-based object storage, allowing it to extend the capacity of its customers' on-prem storage while providing a single tier of fast, reliable, secure storage capabilities. Because Wasabi does not charge fees for egress or API calls, the security solutions provider has better insights into how much storage is being used and can better predict costs for its customers.

"As we record video via our software, we store that data short-term on-premises and offload the long-term video to the cloud to enjoy all the benefits of Wasabi's cloud storage. With its ability to scale, flexible pricing options, and built-in security and compliance features, Wasabi was an easy choice for us," the Director of Product said.

The solution also opens new opportunities for video management services, he added. *"Because Wasabi's cloud storage is compliant with specific industry regulations, we can better position or offer to existing and new markets."*

Account Control Manager and Custom Cloud Console

Branded account control services ensure the security solutions provider retains full control over the cloud service without being a bottleneck for its customers. Wasabi Account Control Manager allows the company to set up and activate its client accounts quickly, automate policy management and see billing all in one place. *"Accounts can be set up in minutes. Our customers can access their information without having to do any complex IT administration—it all looks seamless on their end. I was very pleased with that," the Director of Product said.*

Custom Cloud Console

Wasabi Custom Cloud Console, a key feature of Account Control Manager, takes access even further. *“We can run reports, offer deeper insights into how our clients consume storage, and give them a tool to better predict costs and payments,”* the Director of Product said. *“Best of all, those reports can be automated, saving me time and making analytics more efficient for our customers.”*

Results

The security solutions provider’s cloud offering is white-labeled through Wasabi Custom Cloud Console, which can easily be customized to match a company’s brand identity. Custom Cloud Console gives the security solutions provider a streamlined cloud offering that looks and acts as part of its overall product suite.

White-labeling the best services is important to the company’s operations. *“We’ve learned that providing an end-to-end solution reduces any confusion and complexity for our partners and end-user clients. Even though our main focus is to sell value-add software and services, we’re validating all these solutions under our offering—and it’s our name and reputation that are on the line,”* the Director of Product said. *“Wasabi’s cloud storage enhances what we sell to our customers and helps us demonstrate the value of our brand.”*

What’s Next: New Storage Technology Offers Potential Growth

The security solutions provider is just scratching the surface of its cloud storage capabilities. Implementing Wasabi has helped the company manage more than 400 terabytes of video data for its customers so far, and it’s seeing that number increase each month. *“The potential for growth is huge,”* the Director of Product said.

ABOUT WASABI

Wasabi provides simple, predictable and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an unlimited amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology’s fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is a privately held company based in Boston.

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