

Better Margins, Simpler Ops: Qloudea Chose Wasabi Over the Rest

Facing pressure to offer secure cloud backup without complicating operations, Qloudea turned to Wasabi. The result? Predictable pricing, centralized control, and a whole new revenue stream.

Overview

Since 2002, Spain's Qloudea has been a trusted international services provider and distributor of hardware and software IT solutions—specializing in data storage, security, and IP surveillance systems. With ransomware on the rise, they wanted to strengthen their on-prem backup offering with the built-in protection of cloud object storage. After evaluating several solutions, they landed on their first-ever cloud provider, Wasabi, for our competitive and predictable monthly costs, no hidden fees, and ease of use.

Challenges

Building upon their on-prem offerings, Qloudea realized the need to expand with a cloud offering, both to meet clients' increasing demand for hybrid solutions and offer cyber-resilient storage that enhances clients' capabilities to recover from cyber attacks.

- **Limited disaster recovery capabilities** — On-premises-only backups were vulnerable to disaster, so they needed to add an offsite cloud offering to ensure clients could meet 3-2-1 data protection standards.
- **Unpredictable cloud bills** — Most cloud providers charge usage fees for egress and API calls that add up quickly, making it challenging to estimate monthly costs and budget appropriately.
- **Cloud complexity** — Qloudea's cloud storage solution had to be easy to manage and provision for their clients.

USE CASE:

- Backup & recovery
- Wasabi Account Control Manager

INDUSTRY:

- MSP



\$6.99 per terabyte is something simple that everybody understands. And without hidden fees, it's easy to determine how much a cloud storage bill will be each month.

— Alejandro Serrano, CEO, Qloudea



With Wasabi on board, we now offer a 360-degree solution for the ultimate in data protection: on-prem storage, backup software, and cloud storage. We are confident client data is secure and quickly recoverable.

— Alejandro Serrano, CEO, Qloudea

Solution

Qloudea now delivers a complete on-prem and cloud storage solution with Wasabi, ensuring secure backup and protection for end customer data. Reserved Capacity Storage maximizes margins with competitive pricing, while Wasabi Account Control Manager streamlines operations and client management. These key features made Wasabi the perfect choice:

- **Immutable storage** — Qloudea enables cyber resilience for clients by ensuring data remains secure and recoverable in case of ransomware or disasters.
- **Reserved Capacity Storage** — By leveraging the discounted, term-based Reserved Capacity Storage pricing model, Qloudea secures competitive pricing for clients.
- **Single-pane-of-glass management tool** — Wasabi Account Control Manager simplifies operations by enabling easy client data uploads and centralized management.
- **White label flexibility** — Qloudea can seamlessly resell cloud storage to distributors with the Wasabi label or to end users as a white label.

Results

With Wasabi, Qloudea found the right balance of cost, control, and capability. The benefits extended beyond backup—empowering their team to deliver more, faster.

- **Increased demand for cloud storage** — By offering a reliable, cost-effective cloud solution with Wasabi, Qloudea drove significant demand for cloud storage services. This expansion allowed them to diversify their portfolio and meet the evolving needs of their clients.
- **Improved margins** — The predictable pricing structure combined with our discounted pricing model enabled Qloudea to improve its margins and secure better pricing as it scales its business with Wasabi.
- **Operational efficiency** — Our account management tools make Wasabi purpose-built for MSPs and significantly improved operational efficiency, saving Qloudea time and money managing accounts from a centralized interface.

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Wasabi's Reserved Capacity Storage helps us maximize margins by offering more storage for our money. The flexible pricing options based on purchase volume and commitment period ensure we always get the best price, allowing our margins to grow as our storage needs expand.

— Alejandro Serrano, CEO, Qloudea

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Wasabi Account Control Manager is extremely useful. We have one single screen where we can manage all of our clients. We can create new accounts, delete old ones, and easily manage most operations in seconds.

— Alejandro Serrano, CEO, Qloudea