Probax and Wasabi Partner to Deliver High Margin Cloud Services for Managed Service Providers

The Probax mission is to help their channel partners master the art of backup and business continuity. With Probax's multi-tenant, multi-vendor platform, managing and protecting data from multiple sites and organizations has never been easier. Probax leverages Wasabi's affordable, high performance hot cloud storage to power its innovative cloud-based offerings such as:

- Backup-as-a-Service (BaaS)
- Honeycomb Virtual Tape Library - Archive-as-a-Service (AaaS)
- Dropbox Backup & Archive (SaaS protection)

Probax delivers partner offerings that give them an edge over their competition and dedicate themselves to attracting and converting prospects into long term customers.

The Probax platform is centered around a multi-tenant, multi-vendor portal that allows MSPs to activate, monitor and manage their clients' backup, business continuity and data archiving needs; all in a single-pane-of-glass view. Their intuitive dashboard lets MSPs stay on top of what they need to know and drill down into individual customers for detailed status reports, compliance and billing.

Business Challenges:

The Managed Services market is extremely competitive since MSPs provide similar services. To ensure success, MSPs need to constantly find new ways to differentiate themselves from their competition. However, Managed Services are not a commodity. Every organization is unique and so too should the services which are being provided to that company. When it comes to backup and archive solutions, MSPs must find the right solution for each of their customer's needs. To differentiate effectively, MSPs should look to partner with a cloud service provider who has a flexible service model.

Solution: Probax and Wasabi Hot Cloud Storage

Probax, a cloud backup service provider with a focus on solving the backup and archiving problems that plague MSPs, has been developing solutions for more than a decade. Probax and Wasabi have teamed up help MSPs overcome the challenges they face when selling essential data protection services to their customers.

The Probax Control dashboard features a single-pane-of-glass view of all their customers. Their 'vendor agnostic' approach, no dependency on 3rd party software enables the user to administer clients, keep track of the automated monitoring and recovery verification and deploy licenses. With Wasabi, Probax offers a flexible, pooled-storage pricing model giving MSPs the flexibility they need to ensure their proposed solution aligns to their customer's unique data protection requirements. And with healthy MSP margins, Probax ensures that partners who utilize our solution are well compensated building a symbiotic relationship where everyone wins.

KEY FEATURES

- Ultra-low-cost cloud storage for any purpose
- Seamless integration and operation
- Fast and reliable cloud backup and recovery for diverse operating systems, hypervisors and hardware platforms
- Multi-tenant, multi-vendor portal to manage your entire backup, business continuity and disaster recovery requirements

BENEFITS

- Low-cost storage solution for long term retention in the cloud
- Simplify setup and administration
- Accelerate backup and recovery cycles
- Reduce risk and exposure due to data loss
- Protect against equipment failures, disasters, human error, ransomware and malware

Backup-as-a-Service (BaaS)

Probax's Backup-as-a-Service (BaaS) solution is purpose built with advanced management, monitoring and reporting capabilities for use with Veeam, StorageCraft and other "best of breed" backup and availability vendors. Probax BaaS provides:

- Pooled, ultra low cost cloud storage across an MSP's entire customer base with no fees for data operations or retrieval.
- Segregated storage tubs on highly available active-active storage clusters. The extensive redundancy and resiliency measures across the solution ensures that data is safe and readily available.
- Massive scale-out capability with intelligent automation that frees up engineering time and improves efficiencies of scale across the business.

Honeycomb Virtual Tape Library (AaaS)

Honeycomb VTL makes archival and retrieval of data seamless and secure. With a simple, predictable pricing model and incredibly low costs for archival data storage, businesses can leave behind the risks and inefficiencies of legacy tape hardware and traditional public cloud vendors.

- Honeycomb provides ultra-low-cost pricing per GB, with no hidden fees for data operations or retrieval.
- Honeycomb virtual tapes are automatically created from BaaS storage according to a schedule you set, eliminating the need to transfer additional data to Probax. Quickly restore data to BaaS storage in a single click.
- Honeycomb data is securely "air-gapped", meaning they cannot be accidentally or maliciously deleted before the set expiry date.

Dropbox Backup & Archive (SaaS Protection)

Probax's integration for Dropbox adds backup, archival and independent ransomware recovery capabilities to the popular cloud storage and collaboration solution for businesses.

Retain customer data as secure, air-gapped restore points according to a schedule and criteria you choose. Data is highly accessible and ready to be restored back to your client's Dropbox account. Dropbox Backup & Archive provides:

- Cloud-to-Cloud Backup. Data is automatically transferred from Dropbox to Probax, preventing the need to upload data from the client site.
- Rapid Ransomware Recovery. One click restoration allows your Dropbox users to recover from a ransomware attack in minutes
- Unlimited Data Retention. Extend data retention far beyond the native limits of Dropbox.
- Secure Air-Gapped Storage. Secure storage resilient against malicious or accidental deletions.
- Simple Pricing Model. Simple, per-user model to suit your budget and retention requirements.

Cost effective and backup and archive solutions for MSPs

The Probax and Wasabi partnership is quickly proving to be a compelling offering for MSPs to manage and protect their customers' vital business data. Customers can quickly and reliably backup critical applications and data to a disruptively affordable and higher performing cloud storage service for ultimate protection and economics.

By leveraging the Probax platform, North American MSPs servicing the enterprise, small business, and public sector can now offer cost effective and leading backup and recovery solutions to their customers. Organizations of all sizes can now easily integrate with Wasabi's affordable and fast hot cloud storage solution to improve the bottom line. The new partnership offers substantial cost savings and enhanced performance so partners can gain additional margin while providing a cost effective, reliable and secure storage solution.

ABOUT WASABI

Wasabi is the hot cloud storage company delivering disruptive storage technology that is 1/5th the price of Amazon S3 and faster than the competition with no fees for egress or API requests. Unlike first generation cloud vendors, Wasabi focuses solely on providing the world's best cloud storage platform. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is on a mission to commoditize the storage industry. Wasabi is a privately held company based in Boston, MA.

Tel 1-844-WASABI-1
Email info@wasabi.com

www.wasabi.com