

Global Cloud Computing Platform

Edge Cloud Platform Powered by Backblaze Wins Enterprise Customer With 68% Cost Savings



68%

Customer Cost Reduction

Situation

A leading global edge cloud platform needed a storage backend that could power their platform's storage-as-a-service offering for enterprise customers. Their customers were frustrated with hyperscaler economics: unpredictable egress costs, regional inflexibility, and storage pricing that didn't scale favorably. To differentiate in a competitive market, the platform provider needed storage infrastructure that could deliver performance at scale for 30+ petabyte workloads.

30PB+

Customer Workload Scale

Solution

They selected Powered By Backblaze as the foundational storage layer for their platform. This partnership enabled them to offer customers high-performance storage arrays backed by Backblaze's optimized architecture with S3-compatible API, multi-region availability, free cloud replication enabling multi-region caching, predictable economics, zero-cost egress, and white-glove support from Backblaze during customer proof-of-concept phases.

Zero

Egress Fees Paid

Result

The partnership with Backblaze enabled the platform to win a major enterprise customer with compelling results in the first 90 days: 68% reduction in storage costs for the end customer vs. their previous hyperscaler, \$100,000+ monthly savings on object storage alone, \$500,000+ total savings across storage and content delivery, 115 petabytes delivered validating production performance, and improved performance vs. legacy systems.

“When our customers tell us this solution is nothing less than transformative for their businesses, we know we made the right infrastructure choice.”

— Director of Product Management, Global Cloud Platform