

Leading Neocloud Platform

Cloud Innovator Launches Cost-Effective Storage Tier Powered by Backblaze, Unlocking New Revenue Streams



Zero

Complexity For
Customers

Situation

A global neocloud platform sought to expand its portfolio with a low-cost, durable storage tier to meet growing customer demand for affordable, scalable object storage. Their customers, highly sensitive to cloud spend, needed a solution that avoided high egress fees and complex infrastructure investments. Existing options from hyperscalers were cost-prohibitive and lacked the flexibility to integrate with the provider's IAM and multi-tenant requirements.

Native

Platform
Integration

Solution

The provider selected Powered By Backblaze to be the backbone of its new storage tier, leveraging seamless integration with their existing object storage platform running CEPH. Backblaze's transparent pricing, free egress, and robust reporting enabled the provider to maintain control over S3 endpoints, support multi-tenancy, and generate accurate billing data for their customers—all without building new infrastructure.

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New Revenue
Stream
Unlocked

Result

By integrating Backblaze, the provider rapidly launched a competitive storage tier, delivering significant cost savings to customers and opening new revenue opportunities. The solution enabled multi-tenant support, streamlined billing, and eliminated the need for costly infrastructure buildout, directly addressing customer demand for affordable, scalable cloud storage.

“We looked seriously at building storage ourselves, but the economics and overhead just didn't make sense. Partnering with Backblaze let us deliver a native experience, without investing years into infrastructure we didn't want to own.”

— Senior Product Manager of Cloud Storage, Neocloud Platform