

Unlock the Power of Your Media with Backblaze B2, Iconik, and Suite Studios



Backblaze

ICONIK
by Backlight



Suite

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Today's media workflows demand flexible, scalable, and cost-effective solutions that empower creative teams to focus on storytelling—not infrastructure. Together, Backblaze B2, Iconik, and Suite Studios' cloud-based creative production platform deliver a fully integrated ecosystem for managing, collaborating on, and producing media content—whether remote, hybrid, or in the studio.

Backblaze B2 provides the backbone for this modern media stack—serving as both the cost-effective archive and media repository behind Iconik and the underlying cloud storage layer for Suite Studios' creative collaboration environment.



Joint Solution Overview

Backblaze B2 + Iconik + Suite Studios: End-to-End Cloud-Native Media Workflows

Traditional, disconnected storage environments slow down creative workflows and increase overhead. This joint solution unifies media asset management, remote collaboration, and editorial production into one seamless system—giving teams the speed, visibility, and creative freedom they need across the entire content lifecycle.

Key features

Integrated MAM and Archive

Iconik manages assets stored in Backblaze B2 and indexes content across cloud and on-prem storage, enabling powerful AI-assisted search, review, and collaboration.

Suite Studios Creative Collaboration

Suite Studios transforms Backblaze B2 into a virtual, cloud-mounted drive that behaves like a high-performance NAS—without the limitations of on-prem hardware. Creative teams can access and edit high-resolution media directly from the cloud, with no downloads, no syncing, and no drive shipping required.

Storage-agnostic indexing

Iconik lets users search and access files stored in Backblaze B2, on-premises, or both—through a single interface.

Effortless remote editorial

Suite Studios offers editorial collaboration and review tools with tight Iconik integration, eliminating friction between content access and creative work.

Cost-effective cloud storage

Backblaze B2 powers both the Iconik MAM and Suite Studios environments, offering predictable, transparent pricing without egress or API call fees.

Instant file access

Retrieve or stream high-res media from Backblaze B2 with no retrieval delays—ideal for editorial and archive-heavy workflows.

Key benefits

Rapid Onboarding

Connect Iconik to Backblaze B2 in minutes. No gateways or middleware needed. Suite Studios users can immediately access content in B2 to begin editorial and post workflows.

Remote-First Creative Workflows

Iconik and Suite Studios eliminates the need for on-site infrastructure, enabling editorial teams to work directly from B2-stored content—streamlining versioning, review, and delivery.

Unified Media Visibility

With Iconik's hybrid indexing and AI-driven metadata tools, teams can search, tag, and review files regardless of where they live—in Backblaze B2 or on local storage.

Predictable, Transparent Costs

Backblaze B2 offers flat-rate pricing with no hidden fees—making it 80% more affordable than AWS and ideal for large-scale production and archive needs.

Secure, Always-On Access

Backblaze B2 provides enterprise-grade durability, encryption, and redundancy, while Iconik's granular permissions and access controls protect sensitive media assets.

Who Can Benefit From This Partnership?

Post-production teams

Streamline remote editing, versioning, and review with integrated storage and collaboration tools.

Corporate media teams

Centralize video assets for global teams with secure access, creative production tools, and smart metadata tagging.

Broadcasters and studios

Consolidate MAM, production, and archive workflows into one system without sacrificing speed or flexibility.

Faith & nonprofit media

Empower volunteer or lean creative teams to manage and produce media remotely with minimal IT overhead.

Sports & live events

Manage fast-turnaround content in real time while preserving a searchable, long-term archive.

Content creators

Independent creators and small teams seeking cost-effective, integrated media management plus professional editing support.



Why Choose Backblaze + Iconik + Suite Studios?

One workflow, one storage layer

Backblaze B2 underpins both Iconik and Suite Studios—simplifying operations, reducing cost, and eliminating unnecessary transfers between systems.

AI-driven media intelligence

Iconik’s automated tagging, transcription, and recognition services reduce manual tasks, making media easier to find and monetize.

Open integrations, no lock-in

Backblaze B2 and Iconik offer robust APIs and integration flexibility, enabling teams to build cloud workflows that evolve with their needs.

Editorial-grade remote production

Suite Studios provides the creative platform and services for teams to collaborate on media projects from anywhere—directly leveraging content in Backblaze B2.



How to Get Started

Free trial

Experience the joint solution with a [free trial](#). And check out [our documentation](#) to get up and running.

Contact our Sales team

[Learn more](#) about how this solution can benefit your organization.



About the Partners



iconik is a cloud-based media management platform that helps teams organize, access, and collaborate on media assets—wherever they're stored. By unifying media across cloud and on-prem storage, iconik removes workflow bottlenecks, enabling seamless content creation and distribution.



Suite Studios is a cloud-based collaborative editorial platform designed for modern post-production. It offers shared editorial environments, remote-ready toolsets, and integration with leading storage and MAM platforms—so creative teams can move faster, from ingest to delivery.



Backblaze is the cloud storage innovator delivering a modern alternative to traditional cloud providers. We offer high-performance, secure cloud object storage that customers use to develop applications, manage media, secure backups, build AI workflows, protect from ransomware, and more. Backblaze helps businesses break free from the walled gardens that traditional providers lock customers into, enabling them to use their data in open cloud workflows with the providers they prefer at a fraction of the cost. Headquartered in San Mateo, CA, Backblaze (NASDAQ: BLZE) was founded in 2007 and serves over 500,000 customers in 175 countries around the world.