

ECONOMIC VALIDATION

Analyzing the Economic Benefits of the Backblaze B2 Cloud Storage Platform

Backblaze B2 Cloud Storage Provides Simplified Storage Operations and Enables New Business Opportunities While Reducing the Cost of Downloads and Transactions by up to 100% and Lowering the Expected Total Cost of Storage by 3.2x Versus Alternative Cloud Storage Providers

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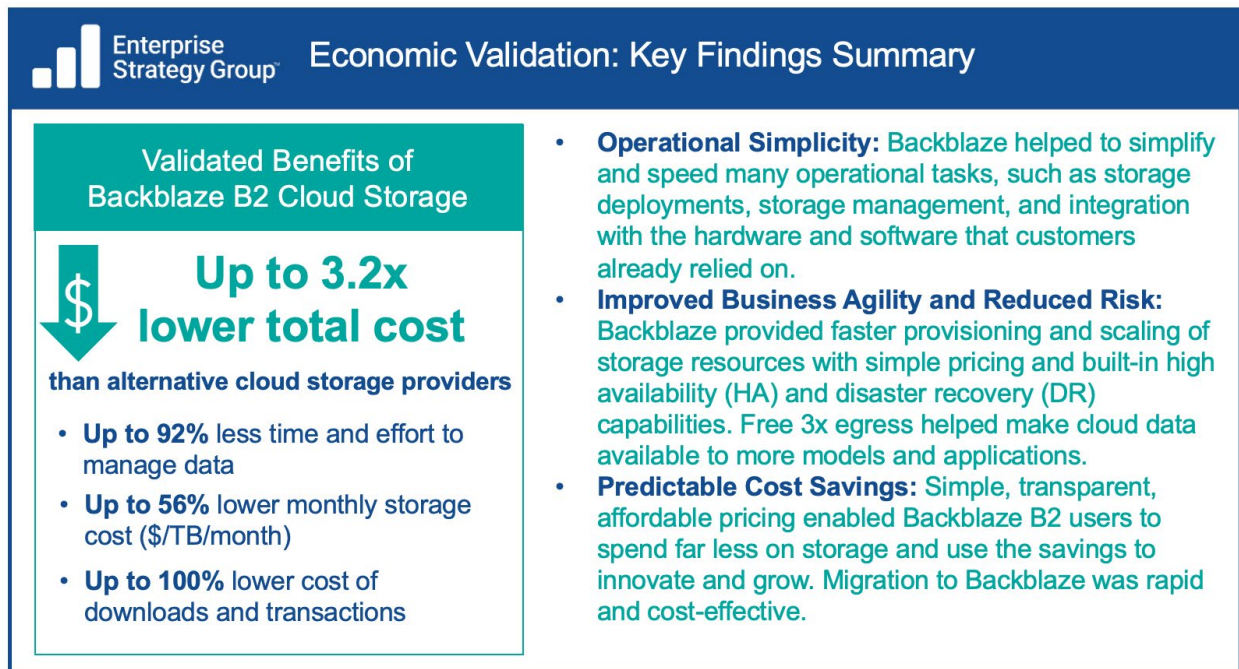
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Introduction

This Economic Validation by Enterprise Strategy Group focuses on the quantitative and qualitative benefits organizations can expect by using the Backblaze B2 Cloud Storage Platform: simplified operations, improved business agility, reduced risk, and lowered cost.



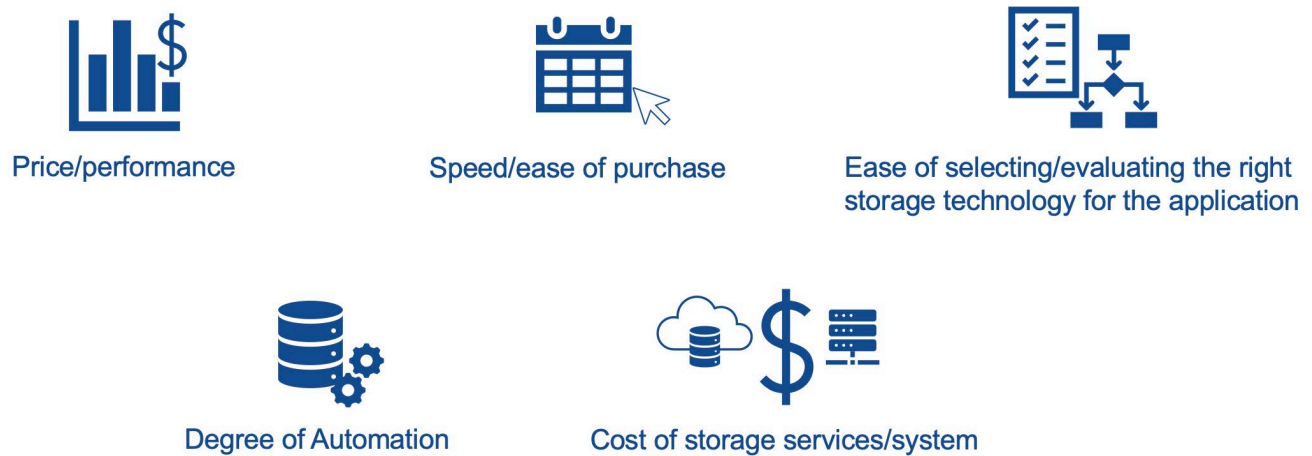
Challenges

Organizations with on-premises storage struggle with complexity and cost, which increases in step with growing amounts of data. Enterprise Strategy Group research revealed that organizations reported a wide distribution of primary storage capacity and growth. A mean average analysis of respondent ranges indicates that the average organization has a capacity of 3.8PB of primary data, with annual data growth of 30%, of which 45% of this data is unstructured.¹ IT teams and developers that spend significant time managing storage might find that this effort decreases their ability to focus on other tasks, which, in turn, detracts from the agility of the business. As a result, organizations are increasingly moving storage from on premises to the public cloud.

When Enterprise Strategy Group asked respondents to rate the top considerations in which they believe cloud storage infrastructure provides the optimal experience over on-premises infrastructure, the top responses included price/performance, ease of selecting/evaluating the right storage technology for the application, speed/ease of purchase, cost of storage services/system, and degree of automation (see Figure 1).²

¹ Source: Enterprise Strategy Group Research Report, [Navigating the Cloud and AI Revolution: The State of Enterprise Storage and HCI](#), March 2024.

² Ibid.

Figure 1. Top Considerations Where Cloud Storage Provides an Optimal Experience

Source: Enterprise Strategy Group, now part of Omdia

Data-intensive use cases like media creation and distribution, active development, backup and archive, and providing storage to power applications and AI models are excellent cloud candidates. There is a growing importance on generating and providing data for AI, with 83% of organizations reporting that between 21% and 75% of all of their data sources supply data for AI models on a daily or weekly basis.³ Wherever it resides, data must be easy and cost-effective for models and applications to access. The benefits of cloud storage are well known. Public cloud providers offer opportunities to create flexible hybrid and multi-cloud storage strategies, scale effortlessly, and monetize the value of data by making data more accessible and more affordable to distribute globally. Additionally, cloud data protection delivers important benefits: improved security, improved recoverability and reliability of backups, and reduced IT personnel costs.

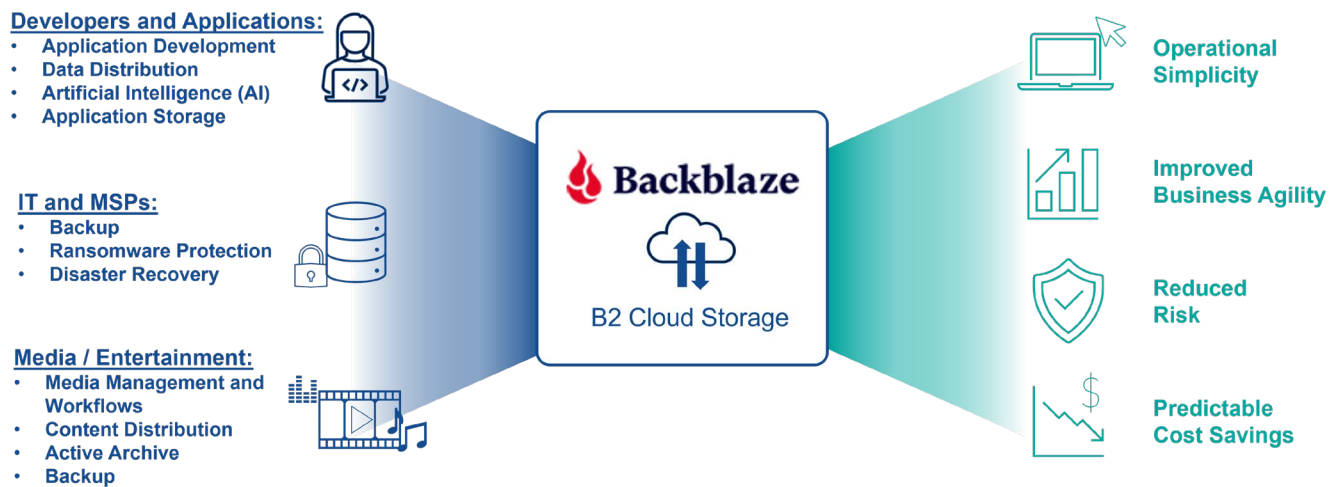
However, some might associate traditional cloud service provider (CSP) storage with data security or privacy concerns, cost barriers, and cost unpredictability. Organizations that are struggling to manage large sets of data would greatly benefit from a proven affordable storage solution that is easy to use and secure, scales well, makes data easily available to AI models without expensive egress fees, and integrates well with their current tools and business partners.

The Solution: Backblaze B2 Cloud Storage Platform

B2 Cloud Storage offers high-performance, secure cloud object storage for enterprises. It supports hosting content, developing and running applications, managing media, backing up and archiving data, and protecting against ransomware. The platform provides always-hot, S3-compatible storage, accessible by APIs, CLI, Web UI, and integrations with leading ISVs. Its tech stack-agnostic approach seamlessly integrates with an organization's existing workflows and preferred compute and content delivery networks (CDN) tools, making it ideal for multi-cloud, hybrid cloud, and other IaaS strategies.

³ Source: Enterprise Strategy Group Research Report, [Data Readiness for Impactful Generative AI](#), April 2025.

Figure 2. Backblaze B2 Cloud Storage Platform



Source: Enterprise Strategy Group, now part of Omdia

Some key benefits of the B2 Cloud Storage platform include:

- **Workflow friendly:** Integrates with an organization's preferred software and hardware to support its workloads without lock-in.
- **Readily available:** 99.9% uptime SLA with no nearline, offline, or tape delays, and no download limits.
- **Enterprise-grade:** Security-friendly, including 2FA, Server-side Encryption, Object Lock, and CORS; compliance and HIPAA friendly, including BAAs and SSAE-18/SOC 2 data centers.
- **Cost savings:** Hot storage at cold storage rates, with no costly hidden fees or minimum storage duration penalties and 3x free egress. Customers can choose the pricing model that best fits the financial practices of their business with a choice between pay-as-you-go pricing or capacity reservations billed through invoices.
- **Surprisingly simple:** Get started in minutes, save time ongoing, "set and forget" for many use cases.
- **Premium performance:** The Backblaze B2 Overdrive offering provides terabit-per-second performance and free egress to cost-effectively power throughput-intensive AI/ML, HPC, research, and analytics workloads.

Enterprise Strategy Group Economic Validation

Enterprise Strategy Group's Economic Validation process is a proven method for understanding, validating, quantifying, and modeling the economic value propositions of a product or solution. The process leverages our knowledge of industries, markets, and alternative technologies; core competencies in market and industry analysis; and technical/economic validation. Enterprise Strategy Group reviewed Backblaze customer case studies and pricing tools and conducted in-depth interviews with Backblaze customers to better understand and quantify how Backblaze has affected their organizations, particularly in comparison with previously deployed and/or experienced solutions. We also conducted a technical validation through a demonstration of the Backblaze B2 Cloud Storage Platform.

Backblaze B2 Cloud Storage Platform Validated Benefits

Enterprise Strategy Group's economic analysis revealed that the B2 Cloud Storage platform provided its customers with significant savings and benefits in the following categories:

- **Operational simplicity.** Customers were able to simplify and speed many operational tasks, such as storage deployments, storage management, and integration with the hardware and software that they already relied on for purposes of moving data to and from the cloud, including with backup providers, CDNs, and media workflow companies.
- **Improved business agility and reduced risk.** Storage buckets can be set up and integrated in minutes rather than hours, and customers scaled up easily and economically with flexible pricing options to pay as you go or use capacity-based storage billed by invoice. Customers expressed their trust in Backblaze; its track record; and its secure, compliant platform, with built-in high availability (HA) and disaster recovery (DR) capabilities.
- **Predictable cost savings.** Simple, transparent pricing at a fraction of the cost of alternative cloud providers enabled Backblaze B2 users to spend far less on storage and use the savings to innovate and grow. Migration to Backblaze was rapid and cost-effective.

Operational Simplicity

Backblaze customers reduced operational complexity in areas of deployment, storage management, and integrations. The B2 Cloud Storage platform proved easy to use, which Enterprise Strategy Group validated with a hands-on product demonstration. Customers reported that Backblaze provided the following savings:

- **Faster deployments.** Enterprise Strategy Group confirmed that for all customers (regardless of payment method), only a few clicks were needed on the Backblaze website to create an account and create a private or public bucket. After setting up an application key with permissions, restrictions, and an expiration date and entering credit card information (other forms of billing were also available), we were ready to go. This was easier than the experiences that customers had previously getting started with alternative cloud storage platforms. A Backblaze customer commented, “We were up and running and had everything up and protected in a day or two.”
- **Reduced time to manage storage.** Enterprise Strategy Group also validated the ease of managing storage. The simple interface contrasted sharply with other CSPs’ interfaces that have confusing navigation and multiple options to sort through. A Backblaze customer reported spending up to an hour a day trying to figure out tasks on another CSP’s platform, compared to five minutes on B2 Cloud Storage. Even non-storage experts could use the interface, point at a bucket, and start copying data—there was no middleware to deal with and no changing of tapes. Management options included API (including an S3-compatible API), web UI, or CLI. The backup process was simple, due in part to extensive integrations with backup software to protect servers, NAS, endpoints, and VMs. A customer reported that “the time we spend managing Backblaze is slim to none.” One customer said they did not have to hire an extra, dedicated person to manage backups and archives, while another commented on the ease of managing data without the worry of generational hardware.
- **Simplified integration.** S3-compatible APIs simplified and accelerated uploading and downloading to and from the cloud. We noted integrations with backup and sync management providers—Veeam, RClone, and others—as well as with media asset managers, CDNs, compute, and other services to support end-to-end workflows. Enterprise Strategy Group validated the simplicity of integration with Veeam. Steps included adding a backup repository (or more than one), choosing object storage, selecting the S3-compatible option, entering the service point and credentials (application key), clicking OK, and selecting the B2 Cloud Storage bucket. The visible Veeam workflow enabled users to leverage their existing knowledge and training instead of learning a new tool. A

“With Backblaze, there are no speed limits, no space limits, and no project limits—it just works.”

“Veeam’s cloud upload ability, combined with Backblaze as the backbone for our object storage, has proven to be a great foundation to keep sensitive data secure.”

customer said, “The integrations and all the software I used were there...everything connected and worked.” Another said, “The integrations were seamless...I just entered an API key and a couple bits of information, and I’m connected to my B2 buckets and ready to go.”

Improved Business Agility and Reduced Risk

When IT administrators, IT MSPs, developers, and media teams can do their work fast, efficiently, and securely, they—and their businesses—become more agile. Backblaze customers not only operated more nimbly but also reduced risk. Customers reported that Backblaze provided the following savings:

- **Proven track record.** Enterprise Strategy Group found that Backblaze was a highly trusted and well-established storage specialist with almost four exabytes under management. Their over half a million customers in over 175 countries were enthusiastic about Backblaze B2’s performance and their experience, citing success with Backblaze where others failed. A customer stated that they never worry about what’s stored on B2 Cloud Storage—or even think about it. Another customer noted that Backblaze’s responsive and knowledgeable support made a big difference to their success.
- **Improved storage agility.** Because Backblaze did not charge for storage transactions and provided 3x free egress, organizations were able to leverage their data in a more agile manner without being constrained by the potential high costs of storage operations. Customers were free to perform more frequent DR testing (which often involves downloading very large sets of data). Some Backblaze customers were able to perform DR tests multiple times per month rather than monthly or quarterly which helped to reduce risk to the organization without adding cost. One Backblaze customer said it was unnecessary to spend a lot of time navigating through other [non-storage] services and options and completed storage configuration about three times faster compared to the time required using the previous CSP.
- **Faster scaling and enhanced performance.** Backblaze enabled customers to scale easily compared to other CSPs whose cost might be prohibitively expensive, perhaps introducing delays for analysis, justification, and approval. Both simple and flexible pricing options (pay-as-you-go and reserved capacity) offer rapid expansion of storage with no minimum retention period or excessive fees for going over capacity. This eased infrastructure issues and presented new possibilities for customers in areas such as ingesting new programming for future distribution, making programs available for download, and enabling e-commerce. One online gaming provider was able to lower monthly storage and egress spending by 85% with Backblaze, and this enabled them to invest in scaling their gaming platform to better serve customers. Backblaze B2 Overdrive can help accelerate throughput-intensive AI/ML, HPC, research, and analytics workloads with network and storage speeds up to a terabit per second at a cost that is still lower than most alternative standard cloud storage offerings and significantly lower than alternative accelerated performance cloud storage and networking options. One customer reported, “B2 Cloud Storage was literally the only technical thing we used in training these models that didn’t crash the first time we tried it. We’re in an industry where everything fails, but Backblaze didn’t.”

- **Secure and compliant.** Enterprise Strategy Group noted Backblaze's SOC 2 certification, physically secure data centers, and support for customer requirements for HIPAA compliancy. We validated the B2 Cloud Storage bucket setup, which offered options for encryption (with customer or Backblaze managed keys) and object lock based on the write once, ready many (WORM) model for immutability (an effective compliance and anti-ransomware feature and protection against accidental deletion). Backblaze also ensures added security with cloud replication, cross-origin resource sharing (CORS), and access management controls with API key control, SSO, and multifactor authentication. A customer noted, "With Backblaze, we're good to go. We don't ever worry about losing anything." Another customer said, "It is a platform that I don't have to think about, and we know our data is safe."
- **Built-in HA and DR.** Customer trust in Backblaze was built in part by the company's transparency about its architecture. The Reed-Solomon erasure coding increased storage reliability because it reconstructs files from data spread across 20 storage pods. Customers experienced zero downtime enabled by Backblaze's design for enterprise durability and always-available backups and restores. A customer observed, "We really don't have to think twice about deleting things to save local space now. That is literally something that used to terrify me. Now, there are no second thoughts."

"Immutability is huge for us—having a week of immutable stores lets us know that there are a few days that nobody could do anything to our data even if they could get to it."

Predictable Cost Savings

Whether migrating from on premises or alternative cloud storage offerings, customers praised the cost-effective, simple, and predictable price structure and absence of storage tiers, transaction costs, retention or capacity minimums, and high egress costs that obscured costs of other CSPs:

- **Simple, transparent pricing.** Customers confirmed the predictable monthly storage cost of \$6/TB, 3x free egress, free unlimited egress through Backblaze's CDN and Compute partners, added value through reserved capacity options, and no hidden fees. Backblaze B2 Reserve pricing bundles provided the same low cost with the additional value that includes Universal Data Migration (UDM) and premium customer support services. Customers said they did not have to predict sizes and paid only for what they stored. A customer commented, "It gives us great peace of mind and a better night's sleep knowing that [Backblaze] is there and has everything protected...it's done great things for us at minimal cost."
- **Validated cost savings.** Backblaze customers validated the overall cost savings that they had seen compared to other CSPs and on-premises storage solutions, including tape. One customer stated that Backblaze storage provided five times the savings compared to an alternative CSP. Combining Backblaze B2 Cloud Storage with savings provided by compute partners and free egress between all CDN and Compute partners helped to significantly lower the total cost of the solution compared to other CSPs.

"Compared to other CSPs, which have a lot of complexity around the billing, Backblaze is much easier to understand, and we don't have to worry about aging data between tiers or dealing with complicated fees."

- **Ability to monetize the value of data.** With substantially lower costs of storage and retrieval, customers were able to earn revenue from archived assets in ways they could not when paying prohibitive fees with other CSPs. The ability to work through partners such as CDNs and media asset managers streamlined operations and content distribution. A global media customer viewed Backblaze B2 as the foundation necessary to receive and distribute program content fast and reliably to provide a better experience for all subscribers. Capabilities that enabled this customer to save money and generate income included easy-to-upload program submissions, easier previews enabled by B2 Cloud Storage downloads, and instant subscriptions to download or stream programs.
- **Cost-effective migration.** Customers confirmed that Backblaze's Universal Data Migration (UDM) offering provided secure and rapid migration from all origins (including public cloud and on-premises servers, SAN, NAS, and tape). A Backblaze Solution Engineer provided the support and tools that resulted in quick, successful migration, and Backblaze covered egress and accelerated migration service fees with a qualified commitment to Backblaze. Various methods, such as direct connections, were used to migrate data. The Fireball Rapid Ingest service enabled customers to move large sets of on-premises data using a dual 10 GigE "load and transfer" device. One customer worked with Backblaze's UDM to migrate 700 TB (more than 120 million files) between clouds in only six days with no service disruption. Another used its 300 Mbps fiber internet connection to back up approximately 40 TB in one day. One customer reported, "Migration to Backblaze B2 only took a weekend... The whole process was basically turnkey, thanks to the Backblaze S3 Compatible API."

"We looked at other CSPs, but cost was really preventing us from doing what we wanted to accomplish."

Validated Benefits Across Common Use Cases

Enterprise Strategy Group found significant cost savings associated with three of the most common use cases that Backblaze supports.

Developers and Application Storage

By leveraging the S3-compatible API, CLI, and hundreds of third-party integrations, developers spent less time managing storage, enabling them to develop, store, and distribute applications globally. Applications can integrate Backblaze B2 Cloud Storage buckets to seamlessly store and protect application data and make it available for use in other applications and AI models. Integrations with development tools, partnerships with CDN and compute providers, and elimination of egress fees enabled an improved development experience and increased developer agility as they pushed up code, pulled down partial builds, and worked more productively, thanks to simple access, improved workflows, and finer restore granularity. These advantages, along with built-in security tools and integrated domain services, contributed to hundreds of thousands of dollars per customer in reported cost savings.

Media and Entertainment

Seamless integration with go-to media software and hardware and CDNs enabled teams to continue to use existing workflows to create, edit, manage, and distribute rich-media content globally in a few clicks with free egress and cost savings of up to 75% compared to other CSPs. Backblaze customers spent less time managing storage for projects and were able to provide access to more active content without the need to archive content to reduce costs. Using Backblaze, customers were able to spend more time on

Why This Matters

Compared to on-premises solutions, cloud storage can provide many benefits, including significant reduction in operational cost, improved data availability/accessibility, and improved business agility. But the cost associated with cloud storage can be unpredictable and prohibitive.

By simplifying and greatly reducing the cost of cloud storage, Backblaze B2 Cloud Storage provides organizations the opportunity to securely streamline operations and monetize assets in lines of business where it might otherwise not be economically viable.

content creation, facilitated by simple scalability, fast migrations, and video-on-demand or streaming capabilities that contributed to operational savings.

Cloud Backup

Backup/archive integrations are available for servers, NAS, endpoints, VMs, containers, and SaaS applications (like Microsoft 365, Google Workspace, etc.). Customers experienced simple setup and migrations with cost savings of up to 94% compared to other CSPs. Veeam integration, for example, was seamless and required no training or middleware. Using Veeam's Forever Forward incremental backup method enabled customers to minimize their storage footprints and save money by uploading only new changes instead of full backups. Retrieval time from anywhere was fast, especially because there was no loading from tape or waiting for retrieval from cost-effective, long-term cloud storage tiers. Customers reported saving 150+ hours per year and up to 83% of the time required to manage data backups.

Enterprise Strategy Group's Analysis

Enterprise Strategy Group leveraged the information collected through vendor-provided material, public and industry knowledge of economics and technologies, and the results of our technical validation and customer interviews to create a TCO/ROI model that compares the cost of migrating to, managing, and providing cloud storage from four cloud storage providers for over a one-year period. Enterprise Strategy Group's interviews with customers who have recently made the transition, combined with our review of existing case studies, telemetry data, Enterprise Strategy Group research, and technical validation of Backblaze B2 Cloud Storage, helped to form the basis of the assumptions used in our modeled scenario.

Our modeled scenario assumed that an organization currently had 100TB of active archive storage capacity that they decided to move to cloud storage. To estimate the cost of migration, Enterprise Strategy Group considered the typical migration scenarios that we had validated with customers. The data that was being migrated could either exist on premises (on file or object storage devices or on tape libraries or virtual tape backup systems) or on another cloud storage provider (requiring a cloud-to-cloud or "C2C" migration). While organizations might choose to bulk copy data over standard internet connections for very small data sets or if months of data transfers are acceptable, Enterprise Strategy Group assumed that an organization with 100TB of data would choose to use an accelerated data transfer service to transfer their data.

Cost of Cloud Storage

Enterprise Strategy Group's modeled scenario assumed that the organization would start with the initial 100TB of storage and then would upload an average of 16TB of new data per month and expire or delete an average of 11.8TB per month, resulting in a monthly growth rate of 3%-4% and a cumulative annual growth rate of 50% compared to the initial 100TB (end-of-year capacity=150.4TB).

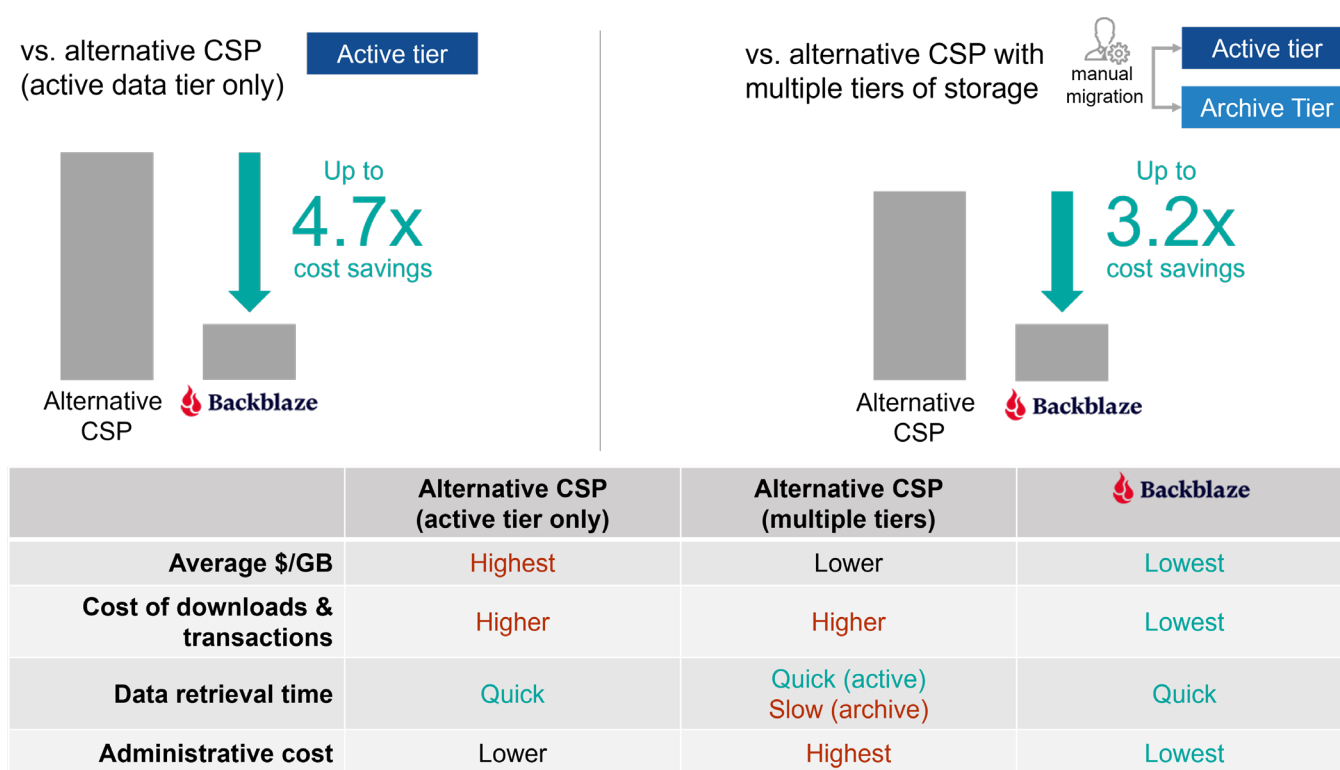
The Backblaze B2 storage cost was assumed to be \$6/TB regardless of storage tier and number of transactions performed. For other CSPs, we assumed very conservatively that 50% of all data resided in the hot or active data tier (\$17.5 to \$23 per TB/month) and 50% of all data could be archived to a more cost-effective cold tier of storage (\$4 to \$10 per TB/month). While this is reasonable for backups and archives, it should be noted that the deeper archive tiers could not provide the SLAs required for many active workloads such as AI, web applications, many development efforts, media workflows, etc.

Backblaze B2 Cloud Storage has no cost per transaction (i.e., PUT/GETS), free egress for 3x the capacity of the stored data set, and a low cost of \$10/TB downloaded (egressed) for any egress beyond 3x. Egress costs for alternative CSPs ranged from \$85 to \$110 per TB. While the cost of transactions did not play a major factor in Enterprise Strategy Group's conservative assumptions, it did roughly contribute \$12 to \$30 per month to each of the

alternative CSP's total cost. Very heavy transactional workloads in the millions of transactions per month could start to drive alternative CSP bills higher and make costs even less predictable.

Enterprise Strategy Group's dynamic models predicted that over the one-year period, Backblaze B2 provided a total cost of storage (monthly storage cost + cost of downloads + cost of transactions) that was **3.1x to 3.2x** lower than the alternative CSPs that we analyzed. It should be noted that if no data was moved to colder tiers of storage and workload demands on the data (transactions and downloads) increased, B2 Cloud Storage would provide savings of up to **4.7x**. Our model also predicted that, compared to standard storage offerings active tier, **Backblaze B2 Overdrive** could provide cost savings of **1.5x to 1.9x** while providing far greater terabit speed network and storage throughput.

Figure 3. Cloud Storage Comparison vs. Single and Multiple Storage Tiers for Alternative CSPs



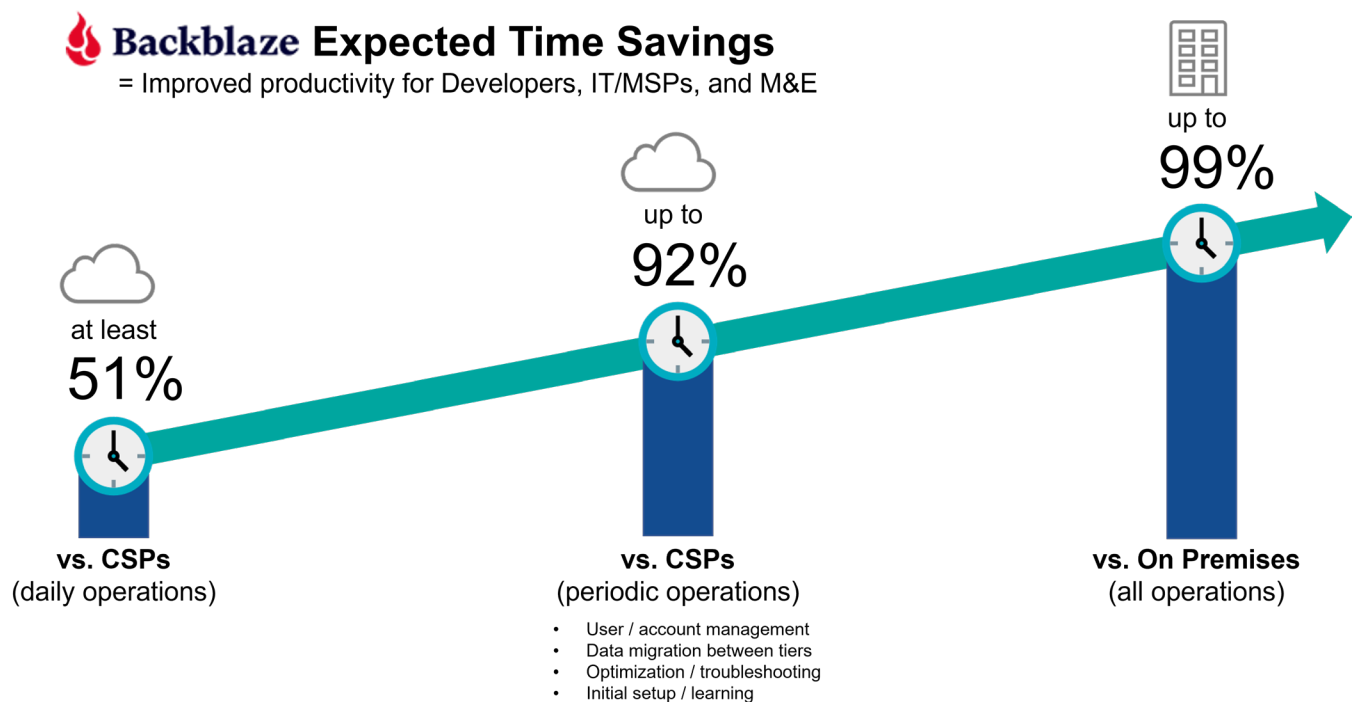
Source: Enterprise Strategy Group, now part of Omdia

Cost of Data Management

Every one of the cloud-based storage solutions that we compared would provide significant operational savings compared to the amount of time required to manage, monitor, maintain, and grow an on-premises storage array or tape library. In talking with customers, we estimated that the amount of time spent managing and monitoring data transfers on alternative CSPs was roughly 10 minutes per day, and periodically moving data between tiers of cloud storage equated to roughly 30 minutes of activity once per month. Some customers explained that the user interface for alternative CSPs could be confusing, and managing users and monitoring and optimizing spending required more time than necessary—up to an hour per day in some instances. The Backblaze customers that we spoke to all agreed that they spent very little time managing B2 Cloud Storage since the interface was simple and there were no tiers of storage to move between or complex billing to understand. Enterprise Strategy Group's conservative assumption of five minutes per day to manage data on B2 Cloud Storage resulted in an overall **51%** reduction in the expected cost of data management. For periodic operations like managing users, data tiers, and

analyzing billing, this time savings would be expected to be closer to **92%**. Perhaps even more important than the operational savings, this time savings gives valuable time back to developers, IT/MSP admins, and M&E professionals to focus on core business activities and production. The expected time savings provided by Backblaze B2 is shown in Figure 4.

Figure 4. Expected Time Savings Provided by Backblaze vs. On-premises and Alternative CSPs



Source: Enterprise Strategy Group, now part of Omdia

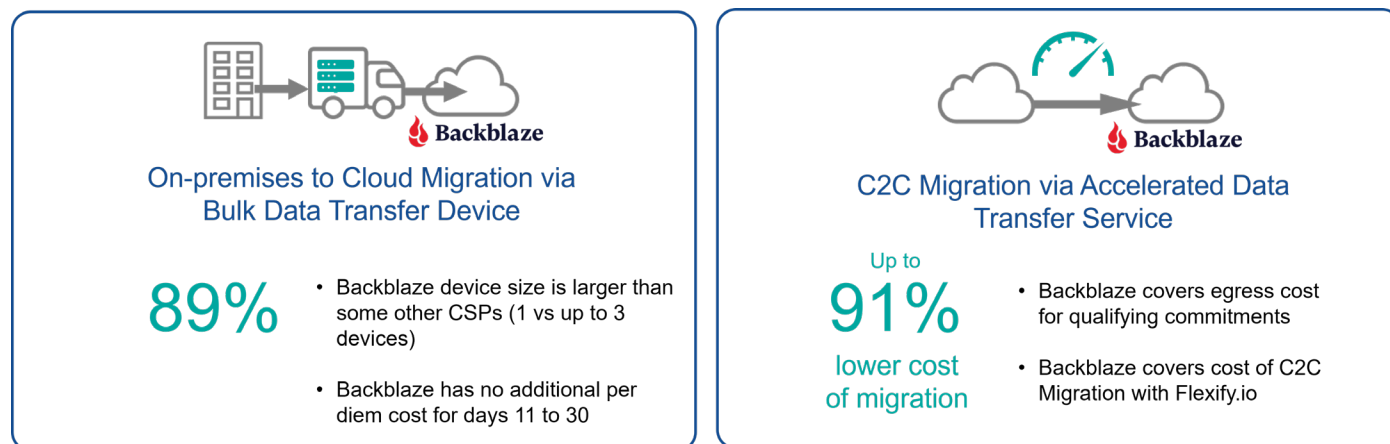
Cost of Migration

For the on-premises case, Enterprise Strategy Group modeled the expected cost to leverage Backblaze UDM or a data transfer device service from each of three CSPs over a one-month period. Data transfer device services, similar to Backblaze's Fireball, are offered by most CSPs. The CSP ships a large physical storage device to the customer to copy the data onto the device at very high speeds before shipping it back to the CSP, which then copies the data into its cloud. Our model considered the initial cost to rent the device over 30 days, the incurred shipping costs, maximum size of the device, and one hour per day of administrative time to transfer and verify the data. Because Backblaze's Fireball service included 30 days of service while others required a per diem cost past the initial 10 to 15 days, Fireball provided savings of 3% to 89% compared to other CSPs that required a single device or multiple devices based on limited capacity.

For organizations looking to migrate data from another public cloud, many organizations turn to an accelerated data transfer service that provides maximum throughput while minimizing errors and downtime. We modeled the expected cost to migrate from another cloud using the popular service Flexify.IO, which provides the accelerated data transfer service to and from most clouds for a cost of \$40/TB of data transferred, including the egress costs for the cloud that an organization is moving from. We also compared the Backblaze result against native CSP-accelerated migration tools that charge a small fee per GB (we assumed an average of \$12.5/TB) but do not cover egress fees for the cloud that is being moved away from. Because Backblaze covers the entire cost of the Flexify.IO service and any egress costs for data sets larger than 10TB, the only cost associated with Backblaze was the

minimal amount of time spent by the administrator to set up the service and validate the data. For accelerated data transfer services providing C2C migration, Enterprise Strategy Group's models predicted that Backblaze could provide savings of **81% to 91%**. The results of migration cost analysis are summarized in Figure 5 below.

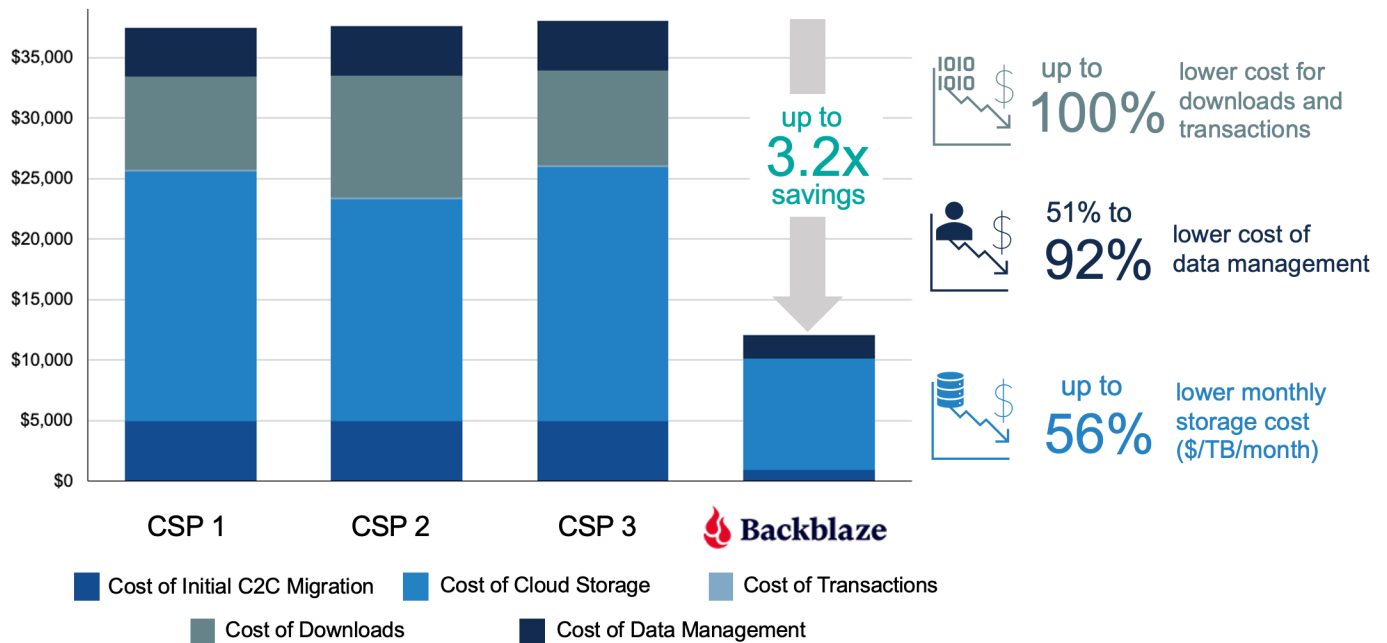
Figure 5. Predicted Savings When Using Backblaze for On-premises and C2C Migrations



Source: Enterprise Strategy Group, now part of Omdia

Total Cost of Cloud Storage

Enterprise Strategy Group's models predicted that Backblaze B2 Cloud Storage can lower the total expected cost of cloud storage by up to 3.2x compared to alternative CSPs. This includes an 81% lower cost to migrate data from an alternative cloud using an accelerated data transfer service, a conservative average of 51% lower cost of data management (this could be as high as 92% in some cases), a 56% reduction in cloud storage cost, and 100% lower cost of downloads and transactions. A summary of the expected savings provided by B2 Cloud Storage is shown in Figure 6.

Figure 6. Enterprise Strategy Group's 1-year Modeled Total Cost of Cloud Storage Solution

Source: Enterprise Strategy Group, now part of Omdia

Enabling Business Outcomes

Lowering the total cost of cloud storage by 3.2x not only minimizes operational spending and can also prove to be the difference between making a business, project, or feature economically viable; keeping large sets of data that might prove useful later; expanding operations; and providing the extra resources required to speed development. All of these have an undeniable impact on the bottom line of the business, leading directly to improved revenue, reduced risk to the organization, and improved insight.

Issues to Consider

While Enterprise Strategy Group's models are built in good faith and based on conservative, credible, and validated assumptions, no single modeled scenario could ever represent every potential environment. Enterprise Strategy Group recommends that every organization perform its own assessment and analysis of publicly available cloud storage services based on its requirements to understand the savings that Backblaze B2 Cloud Storage can provide for the organization.

Conclusion

Organizations have amassed large quantities of unstructured data on premises and in the cloud. This data might be crucial to day-to-day operations, data protection, applications, AI models, and security strategies or a source of potential monetization or untapped intelligence insight. The hours developers, IT personnel, and M&E professionals spend managing and maintaining on-premises and even cloud storage could be better spent getting other work done. What's more, the high and unpredictable costs of cloud storage can often limit opportunities to monetize data. Some organizations attempt to limit cost by storing their data on long-term archive storage media or lower cost archive tiers of cloud storage, but managing tapes and tiers of storage takes significant time and effort that could be allocated to other tasks.

Backblaze addresses these storage challenges with a compelling strategy honed over several years and built on rock-solid technology and services with predictable and significant time and cost savings compared to other CSPs. Backblaze offers the potential for additional savings and value with B2 Reserve pricing bundles, UDM, and accelerated performance for throughput-intensive workloads with B2 Overdrive. An ecosystem of partners makes it easy for customers to simplify their operations, improve business agility, and reduce risk, and hundreds of integrations make life easier for organizations and give time back to developers, IT admins, IT MSPs, and media and entertainment teams. As if having the lowest costs for storage and downloads was not enough, Backblaze has made the B2 Cloud Storage Platform easy to use, and customers don't have to contend with tiers, retention minimums, or fine print.

Through interviews with satisfied Backblaze customers, Enterprise Strategy Group validated the positive ways in which Backblaze B2 has simplified their daily operations, enabled new business opportunities, and provided them with significant time and cost savings. Our modeled scenario predicts that an organization with 100TB of storage can lower storage-related costs by 3.2x or more by migrating their cloud storage data to Backblaze B2 Cloud Storage.

"We don't just look for vendors, we look for partners...Backblaze worked with us to make sure we had processes in place, make sure we had the right technologies in place, and make sure we could achieve our goals, not just sell us a product, but really achieve a goal and be successful over many years."

The value of the B2 Cloud Storage Platform has been proven many times over. Customers consider Backblaze a great partner and feel like they matter to a company that supports them, shares a stake in the challenges they face, and sees them through to a solution. They're thrilled to share stories and talk about their success with B2 in areas where other providers and solutions have failed. One customer said B2 Cloud Storage "was the biggest quality of life improvement I could have hoped for." Multiple customers commented on the peace of mind that Backblaze provides. Instead of struggling to manage tiers of storage and wrestling with unpredictable pricing that can limit opportunities for data-driven innovation and growth, organizations should consider unleashing the value of their data with safe, simple, and predictably cost-effective Backblaze B2 Cloud Storage.

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
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Enterprise Strategy Group, now part of Omdia, provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

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