

THE GREAT STORAGE MIGRATION BEGINS

David Friend

Sept. 17, 2018

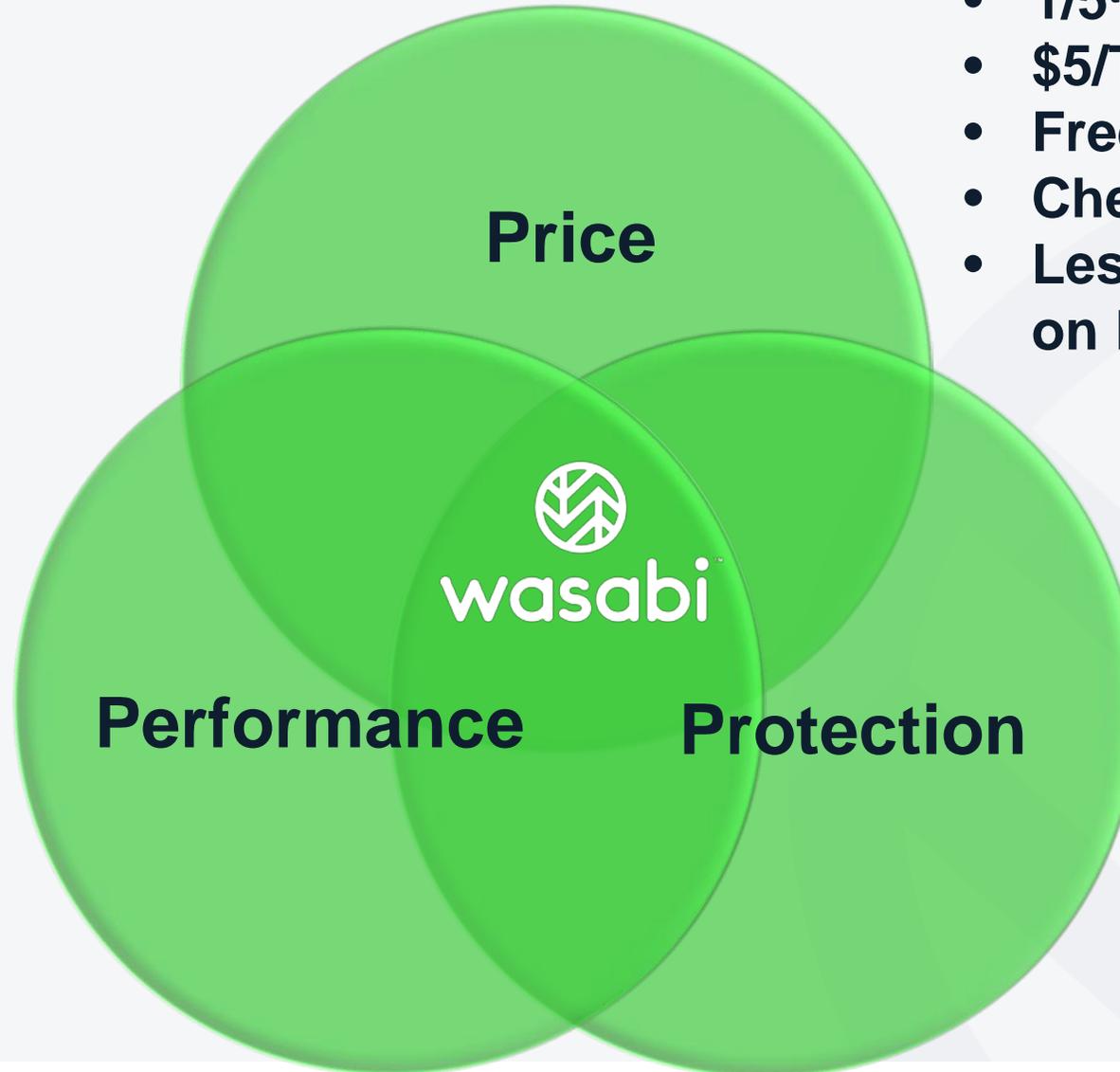


AN UPDATE ON WASABI & CLOUD STORAGE 2.0

- Mission: Inexpensive & Insanely Fast Cloud Storage
- Headquarters: Boston, MA
- Founders: David Friend (CEO) & Jeff Flowers (CTO)
 - David & Jeff founded Carbonite in 2005
- Problem We're Solving: Affordable, Fast & Safe Cloud Storage
- Product: Cloud Object Storage as a Service
 - Cloud Storage 1.0: Amazon Web Services (AWS) Simple Storage Service (S3), Microsoft Azure Blob Storage, and Google Cloud Storage Standard
 - Cloud Storage 2.0: Wasabi Hot Cloud Storage – hot storage at cold storage prices

VALUE PROPOSITION

- **Insanely Fast**
- **6x faster than S3**
- **~15ms TTFB**



- **1/5th the price of AWS S3**
- **\$5/TB/mo flat**
- **Free unlimited egress**
- **Cheaper than LTO**
- **Less than maintenance on EMC, NetApp, etc.**

- **100% Encrypted**
- **11 nines**
- **Geo replication**
- **Immutable Buckets**

PRICE

Storage Costs For 1 PB of storage With 20% Data Egress Per Year



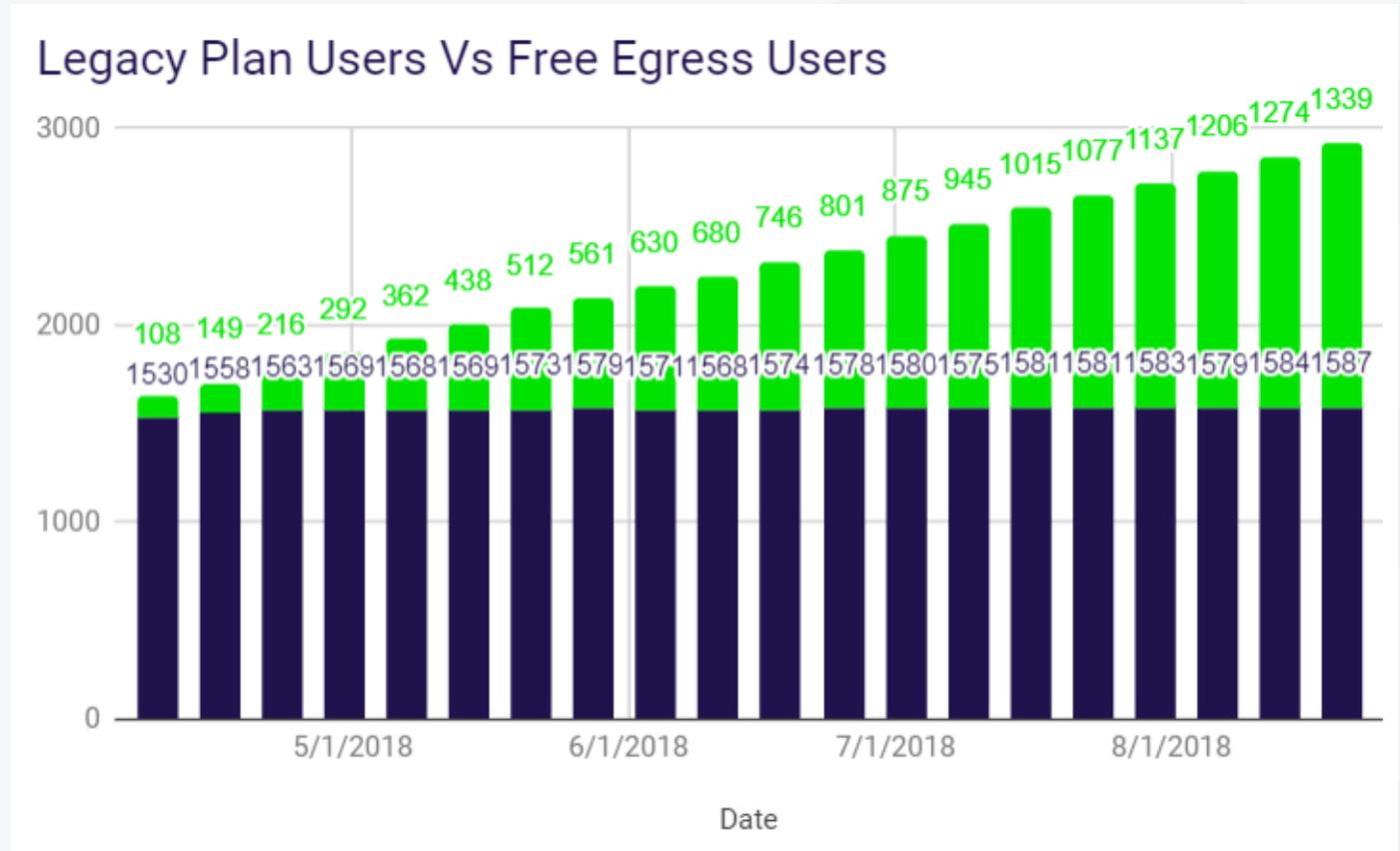
FREE EGRESS

Since launching industry's first free unlimited egress pricing in April, nearly every new customer has opted for free egress plan.

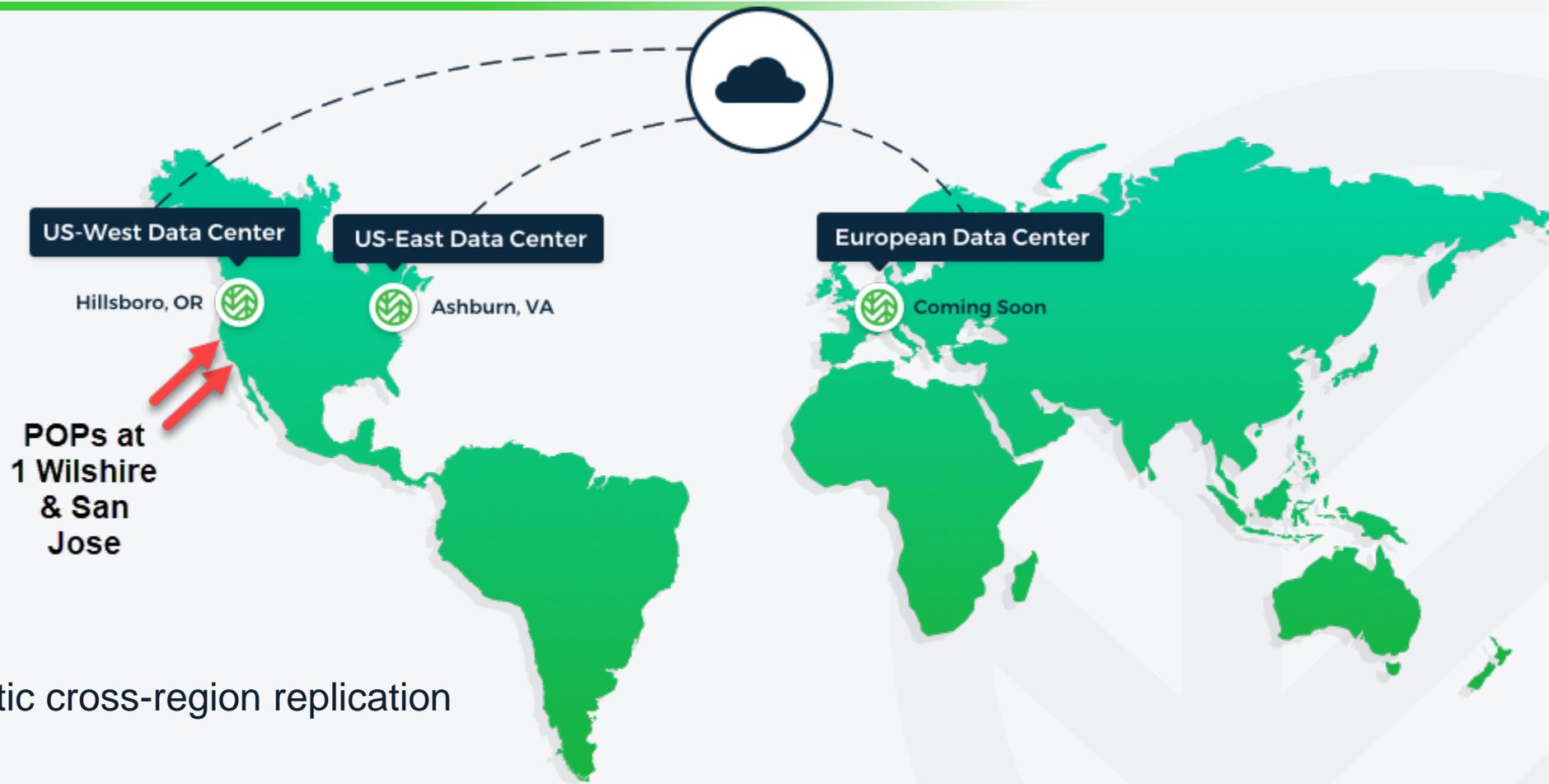
\$5/TB/Mo **with** free egress

vs.

\$4/TB/Mo **without** free egress.

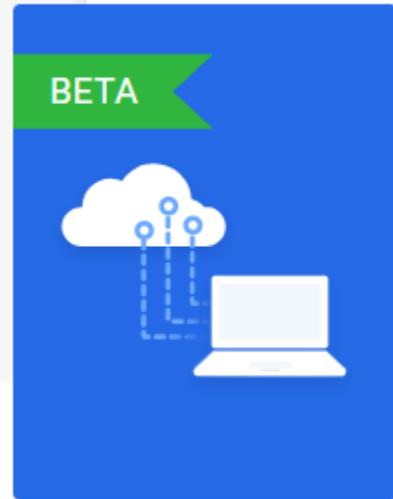


LAUNCHED WEST COAST DATA CENTER



- Automatic cross-region replication

LAUNCHED WASABI FOR MAC AND WINDOWS



Simplified Cloud Storage

For Mac & Windows Users

Perfect for users looking for the easiest way to utilize Wasabi's hot cloud storage

FREE DOWNLOAD / WIN 

[Get the details](#)

Free client software creates virtual drives on Windows & Mac machines. One drive normal, one drive immutable.

“WASABI BALL” XFER APPLIANCE

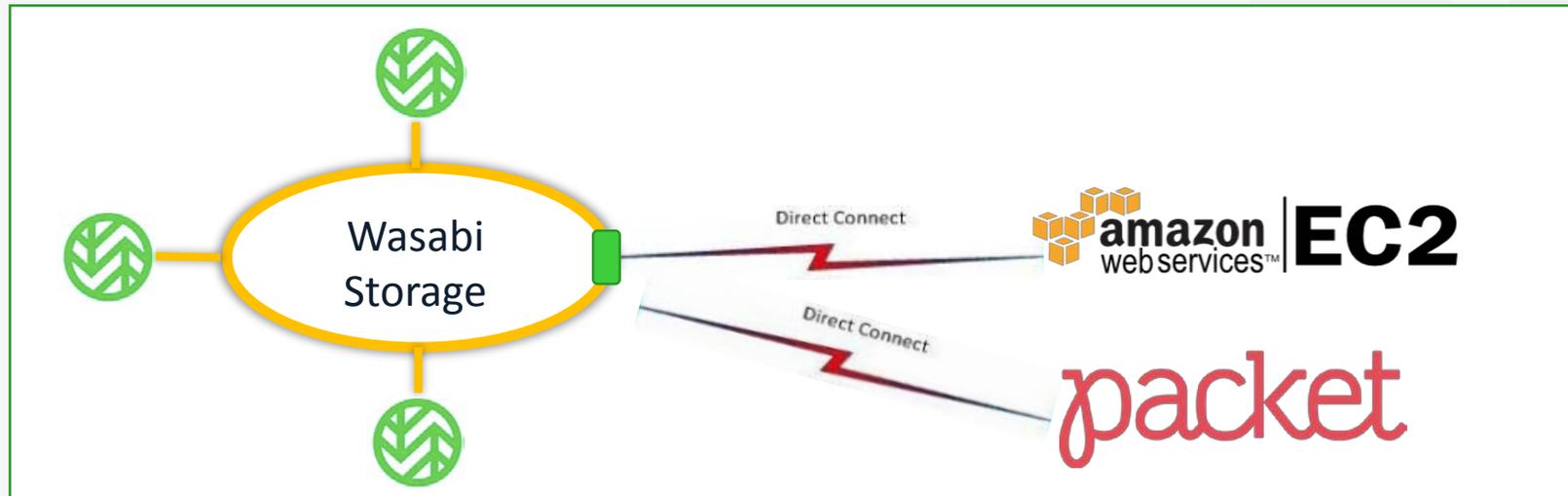


100TB

- Launched a fleet of 100TB high speed transfer appliance with proprietary Wasabi software.
- Light weight, easier to handle than AWS Snowball.
- Load 5-10 simultaneously.

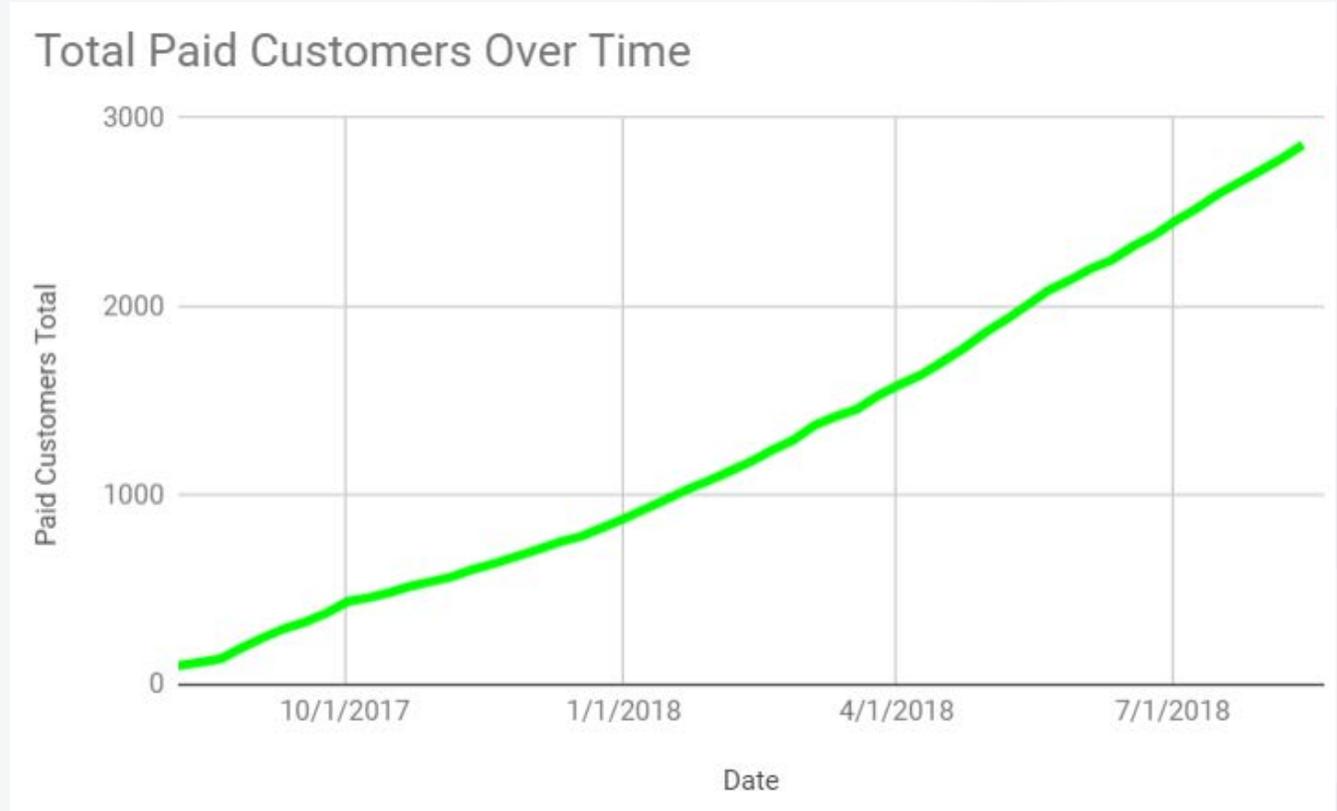
WASABI DIRECT-CONNECT

- Wasabi Direct Connect – bring your dedicated connection to us
- Run Apps in EC2, store data in Wasabi
- Partnered with Packet.net for bare metal compute



PAYING CUSTOMERS

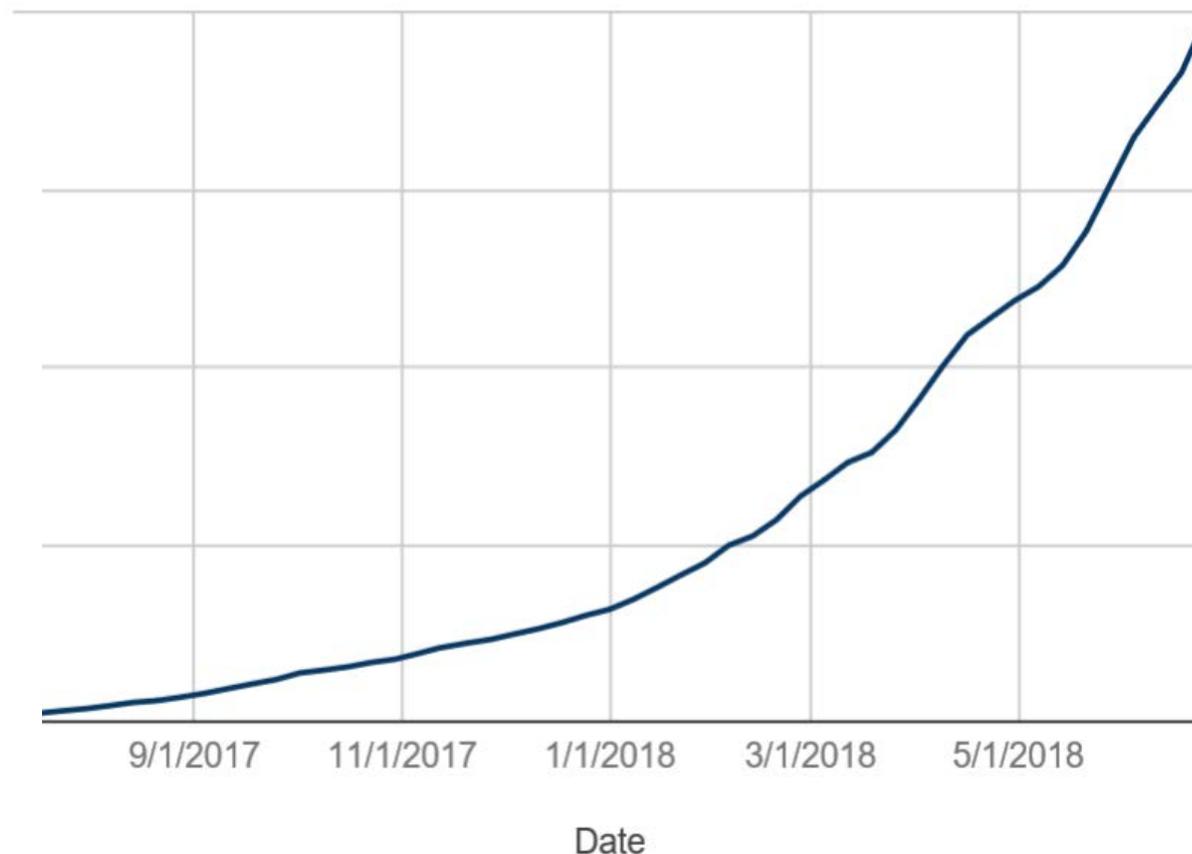
- >3,000 paying customers
- >3,000 more currently in trial
- Churn has been essentially zero



PAID STORAGE

- Added 54 petabytes of capacity.
- Soon be adding 1 petabyte per day
- Growth averaging 5-10% week over week.
- Exceeded all SLAs

Paid Storage Over Time



NATIONAL AD CAMPAIGNS

- Launched national media campaigns.
- NPR
- Sirius
- Podcasts
- Verticals

Wasabi Hot Storage.

**Fast, affordable
and we'll never
buy a supermarket.**

Wasabi is 1/5th the price and
6x faster than Amazon S3.



CASE STUDY: IQ MEDIA

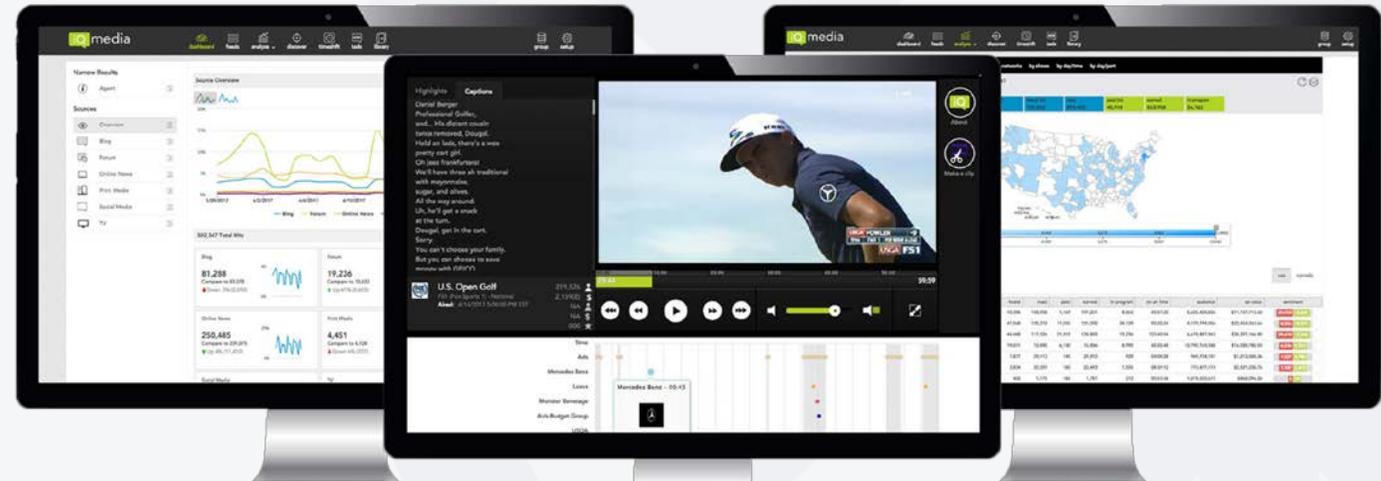
Media & Entertainment



- Media analytics; Real-time brand impact measurement
- Challenge: Store PBs of data cheaper than on-premises
- Results:
 - Moved from CAPEX to OPEX
 - Significant annual savings
 - Downsizing to a single data center
 - Freed up expensive personnel
 - Achieved multi-petabyte scalability
- Uploaded >5 PBs via Wasabi Ball
- Adding 10-15 TBs per day

“ We want out of the storage business, it’s not core to what we do. ”

Lakshmi Venkataswamy
Co-founder and CTO



CASE STUDY: 7 WONDERS CINEMA

Media & Entertainment



- Award-winning, full-service video strategy and production agency
- Use Cases: Backups, Archiving, DR, Video Storage
- Results:
 - Fast access active-archiving
 - Eliminated on-prem hardware
 - Highly elastic
 - Secure, HIPAA-compliant storage

“Wasabi is so fast, it’s like an active archive to our video projects.”

Stephen Skeel
Co-founder



3rd PARTY APPLICATION PARTNERS

Consumer Focused



Developer Focused



Enterprise Focused



COMPANY FACTS

- Same team that founded Carbonite
 - NASDAQ, enterprise value ~\$1.4B
- Just raised \$68M Series B round
- Awards
 - CRN 2018: 100 Coolest Cloud Computing Vendors
 - CRN 2018: Emerging Storage Vendor
 - Network World's 10 Hot Storage Startups to Watch
 - Frost and Sullivan's 2017 North American Hot Cloud Storage Technology Innovation Award



“Cloud storage is becoming a commodity like electricity or bandwidth. Most organizations should be out of the business of running their own storage hardware.”

Thank you.

David Friend

Follow Wasabi for everything HOT!
www.wasabi.com

