

ESG Economic Validation

Analyzing the Economic Benefits of the Backblaze B2 Cloud Storage Platform

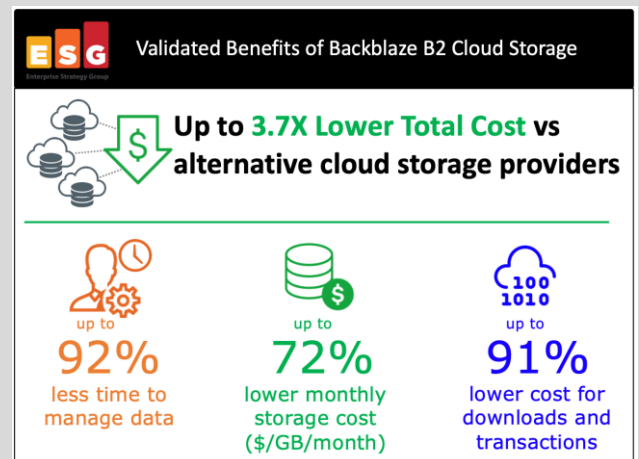
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Executive Summary

Unstructured data is vital to the success of many businesses but continues to grow at a rapid pace, forcing organizations to struggle with the complexity and cost of storing, protecting, and managing the data. To offload some of the management burden, businesses may turn to cloud storage providers, but even cloud storage can be hard to manage, expensive, and unpredictable.

If cloud storage is not simple to use and seamless to integrate, and requires constant decision making, the productivity of developers and the agility of media and entertainment (M&E) companies are greatly limited and business suffers. Multiple tiers of cloud storage offerings may help to lower cost but introduce complexity around managing large, active, and archived data sets for IT administrators and IT MSPs.

ESG validated that Backblaze customers simplified cloud storage operations, succeeded in enabling new business opportunities that may not have been viable with other Cloud Service Providers (CSPs), and lowered costs significantly. ESG's models predicted that the Backblaze B2 Cloud Storage Platform offers an expected total cost of cloud storage that is 2.8X to 3.7X lower than alternative cloud storage providers, even when minimizing cost with tiers of lower-cost cold storage. The predicted savings include up to 72% lower cost of storage, 91% lower cost of downloads and transactions, 89% lower cost of migration, and up to 92% less time to manage data. Most importantly, Backblaze customers were thrilled with the level of service they were getting and considered Backblaze a vital partner in the current and future success of their operations.



Introduction

This ESG Economic Validation 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.

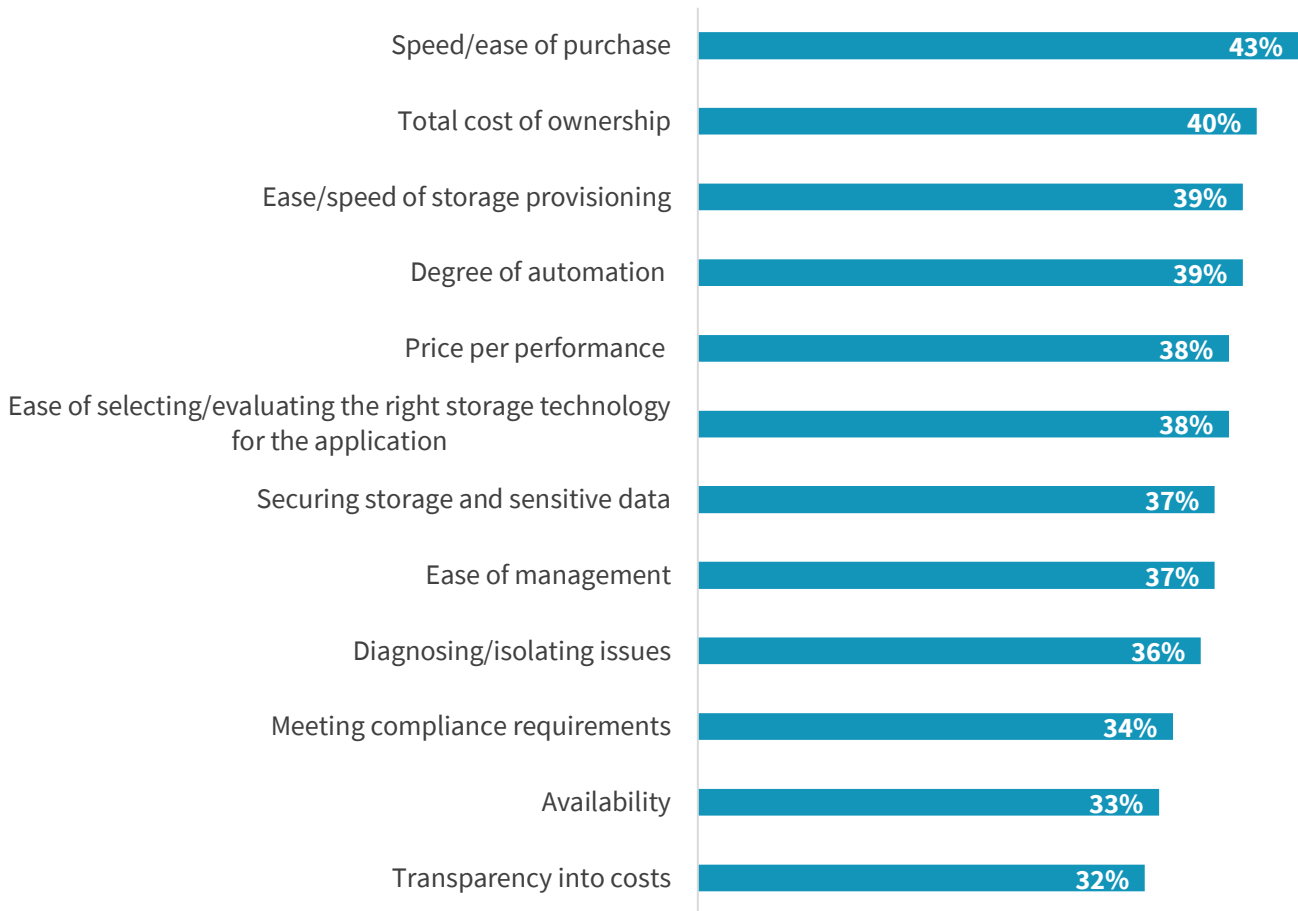
Challenges

Organizations with on-premises storage struggle with complexity and cost, which increase in step with growing amounts of data. Unstructured data, for example, is growing at 34% annually.¹ IT teams and developers that spend lots of time managing storage may 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 increasingly are moving storage from on-premises to the public cloud.

When ESG asked respondents to rate the top considerations in which they believe cloud storage infrastructure provides the optimal experience, the top responses included speed/ease of purchase and provisioning, total cost of ownership, degree of automation, price per performance, securing storage and sensitive data, and ease of management. The top responses are shown in Figure 1.²

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

Based on your organization’s current experience with, or expectations for, storing data on cloud infrastructure, for which of the following considerations do you believe cloud infrastructure provides the optimal experience? (Percent of respondents, N=331)



Source: Enterprise Strategy Group

¹ Source: ESG Master Survey Results, [2021 Data Infrastructure Trends](#), September 2021.

² Ibid.

Data-intensive use cases like media creation and distribution, active development, backup, and archive are excellent cloud candidates. In fact, ESG research found that more than nine out of ten organizations currently using public cloud infrastructure services leverage public cloud object storage, and—on average—these organizations store more than half of their unstructured data on public cloud file, object, or long-term archive storage.³ 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.⁴

However, some may 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 unstructured data would greatly benefit from a proven low-cost storage solution that is easy to use and secure, that scales well, and that integrates well with their current tools and business partners.

The Solution: Backblaze B2 Cloud Storage Platform

Backblaze B2 is an enterprise-grade, S3-compatible cloud storage platform that companies around the world use to store and serve data while improving their cloud OpEx compared to alternative cloud service providers.

Developers use Backblaze B2 to build applications easily and manage services. IT leaders use it to easily and reliably back up their organizations’ IT environments. Media-heavy teams use it to save time and headaches related to their existing workflows and media tools.

Figure 2. Backblaze B2 Cloud Storage Platform



Source: Enterprise Strategy Group

Some key benefits of the B2 Cloud Storage platform include:

- Ready-made, seamless integration with hundreds of familiar go-to software products and technologies, including NAS, SAN, VMs, backup software, media asset managers, and other tools.

³ Source: ESG Research Report, [Data Storage Trends in an Increasingly Hybrid Cloud World](#), March 2020.

⁴ Source: ESG Master Survey Results, [2021 Data Protection Cloud Strategies](#), May 2021.

- S3-compatible and native APIs, CLI, SDKs, and GUIs to enable users to move and manage data with minimal coding.
- Architected to build trust in data that is safe and resilient.
- Instant access to data—enables monetization of hard-to-access content without the need to accept delays or pay speed surcharges.
- Support for HIPAA compliance programs through the Business Associates Agreement (BAA).
- Provides S3-compatible storage at one-quarter the cost of other cloud providers with no hidden fees or minimums.

ESG Economic Validation

ESG'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 ESG's knowledge of industries, markets, and alternative technologies; core competencies in market and industry analysis; and technical/economic validation. ESG reviewed Backblaze customer case studies and pricing tools and conducted in-depth interviews with Backblaze customers to better understand and quantify how Backblaze has impacted their organizations, particularly in comparison with previously deployed and/or experienced solutions. ESG also conducted a technical validation through a demonstration of the Backblaze B2 Cloud Storage Platform.

Backblaze B2 Cloud Storage Platform Validated Benefits

ESG'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, content delivery networks (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 pay-as-you-go pricing. 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, low-cost pricing 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 ESG validated with a hands-on product demonstration.

- **Faster deployment** – ESG confirmed that, on the Backblaze website, only two clicks were needed 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. Storage could also be migrated easily without any training. A Backblaze customer commented, “We were up and running and had everything up and protected in a day or two.”
- **Reduce time to manage storage** – ESG 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 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 drag and drop without the worry of generational hardware.

“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.”

- **Simplified integration** – S3-compatible APIs simplified and accelerated uploading and downloading to and from the cloud. ESG 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. ESG 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 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.

- **Proven track record** – Backblaze is an established storage specialist, and ESG found that the company was highly trusted—notably by large companies with more than one exabyte under management. Customers 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 "support has been really great...."

- **Faster availability of storage** – Compared with on-premises solutions, any cloud storage option makes storage available to applications faster, but Backblaze customers also reported advantages over other CSPs. The combination of being able to purchase the platform online and fast migration allowed customers to begin using storage in minutes with no need to forecast storage capacity and no tiering. A 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** – Pay-as-you-go pricing enabled customers to scale easily compared to other CSPs whose cost might be prohibitively expensive, perhaps introducing delays for analysis, justification, and approval. True pay-as-you-go storage (with no minimum retention period) 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 allowed them to invest in scaling their gaming platform to better serve customers.
- **Secure and compliant** – ESG noted Backblaze's HIPAA compliancy and validated the B2 Cloud Storage bucket setup, which offered options for encryption and object lock for immutability (an effective compliance and anti-ransomware feature). 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." Data retention and data deletion policies simplified lifecycle management.
- **Built-in high availability and disaster recovery** — 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 \$0.005/GB plus \$0.01/GB for downloads, that egress was free through Backblaze's CDN and Compute partners, and that there were no hidden fees. 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** – ESG and Backblaze customers validated the overall cost savings that they had seen compared to other CSPs and on-premises storage solutions, including tape. According to one customer, B2 Cloud Storage made it cost-effective so that the company could afford to switch from CapEx and a low-level technology [tape] to an OpEx model. Another stated that Backblaze storage provided five times the savings compared to an alternative CSP. Combining Backblaze 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 deal 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 support and tools resulted in quick, successful migration, and that Backblaze covered egress and accelerated migration service fees when customers migrated more than 10 TB from other CSPs. Various methods 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 data transfer service 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.

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

Validated Benefits Across Common Use Cases

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

Developers



By leveraging the S3-compatible API, CLI, and hundreds of third-party integrations, developers spent less time managing storage, allowing them to develop, store, and distribute applications globally. Integrations with development tools, partnerships with CDN and compute providers, and elimination of egress fees allowed for 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 allowed 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 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, and VMs. Customers experienced simple setup and migrations with cost savings of up to 94% compared to other CSPs. Veeam integration, for example, was seamless, required no training, no middleware, and no tapes. Using Veeam's Forever Forward incremental backup method allowed 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.

ESG Analysis

ESG 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. ESG's interviews with customers who have recently made the transition, combined with our review of existing case studies, telemetry data, ESG 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, ESG 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/virtual tape backup systems) or on another cloud storage provider (requiring a cloud-to-cloud or "C2C" migration). While organizations may choose to bulk copy data over standard internet connections for very small data sets or if months of data transfers are acceptable, ESG 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

ESG'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

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 streamline operations and monetize assets in lines of business where it may otherwise not be economically viable.

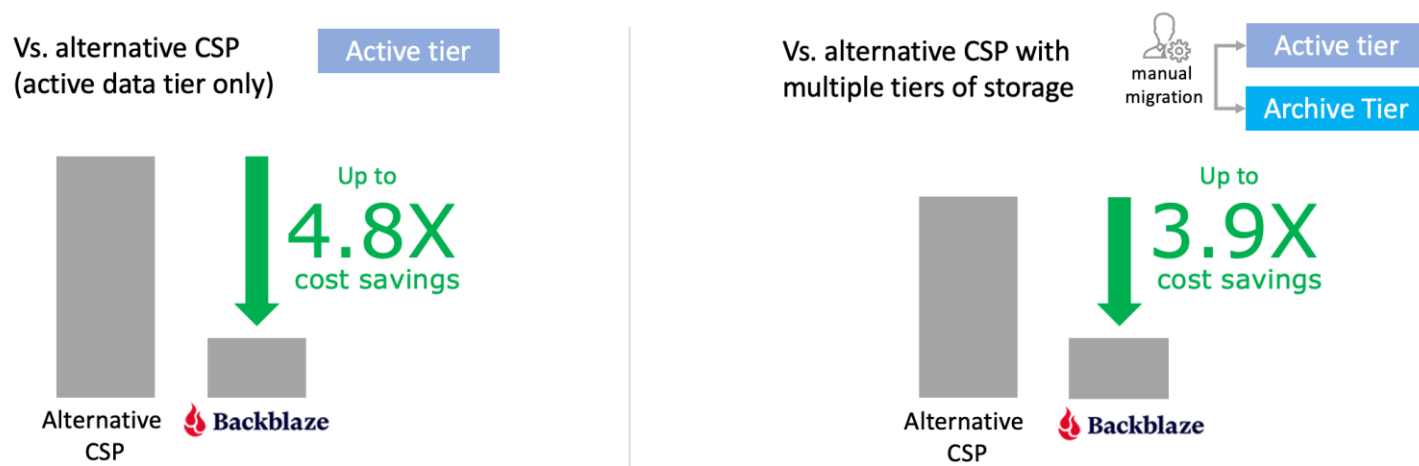
growth rate of 3%-4% and a cumulative annual growth rate of 50% compared to the initial 100TB (end-of-year capacity=150.4TB).

Backblaze B2 storage cost was assumed to be \$0.005/GB regardless of storage tier and number of transactions performed. For other CSPs, ESG assumed very conservatively that 50% of all data resided in the hot or active data tier (\$0.020 to \$0.023 per GB/month) and 50% of all data could be archived to a more cost-effective cold tier of storage (\$0.004 to \$0.015 per GB/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 web applications, many development efforts, media workflows, etc.

Backblaze B2 Cloud Storage has no cost per transaction (i.e., PUT/GETS) and a low cost of \$0.01/GB downloaded (egressed). Egress costs for alternative CSPs ranged from \$0.02 to \$0.11 per GB. While the cost of transactions did not play a major factor in ESG’s conservative assumptions, it did add several dollars per month (roughly \$4 to \$18/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.

ESG’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 **2.6X to 3.9X** 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 **4.8X**.

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



	Alternative CSP (active tier only)	Alternative CSP (multiple tiers)	Backblaze
Average \$/GB	Highest	Lower	Lowest
Cost of downloads & transactions	Higher	Higher	Lowest
Data retrieval time	Quick	Quick (active) Slow (archive)	Quick
Administrative cost	Lower	Highest	Lowest

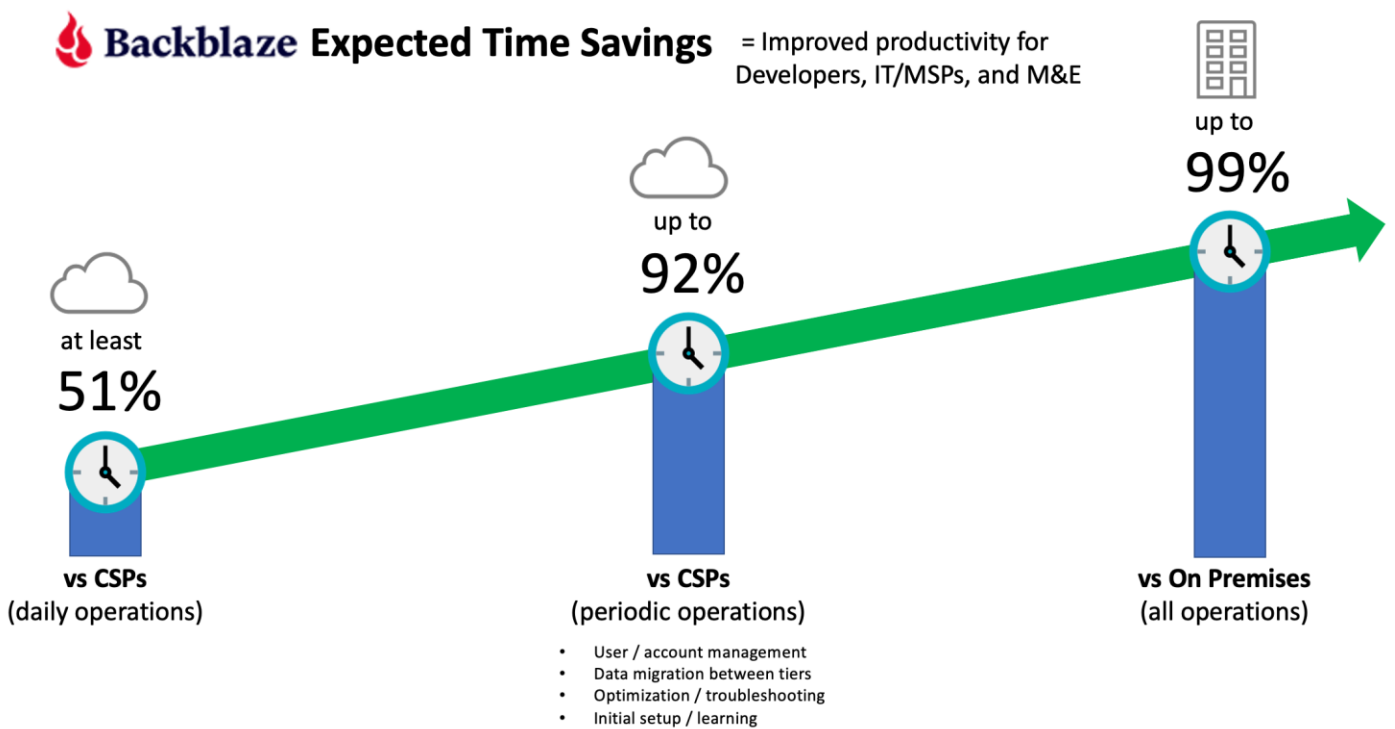
Source: Enterprise Strategy Group

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, ESG 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 spend 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. ESG’s conservative assumption of 5 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 B2 versus On-premises and Alternative CSPs



Source: Enterprise Strategy Group

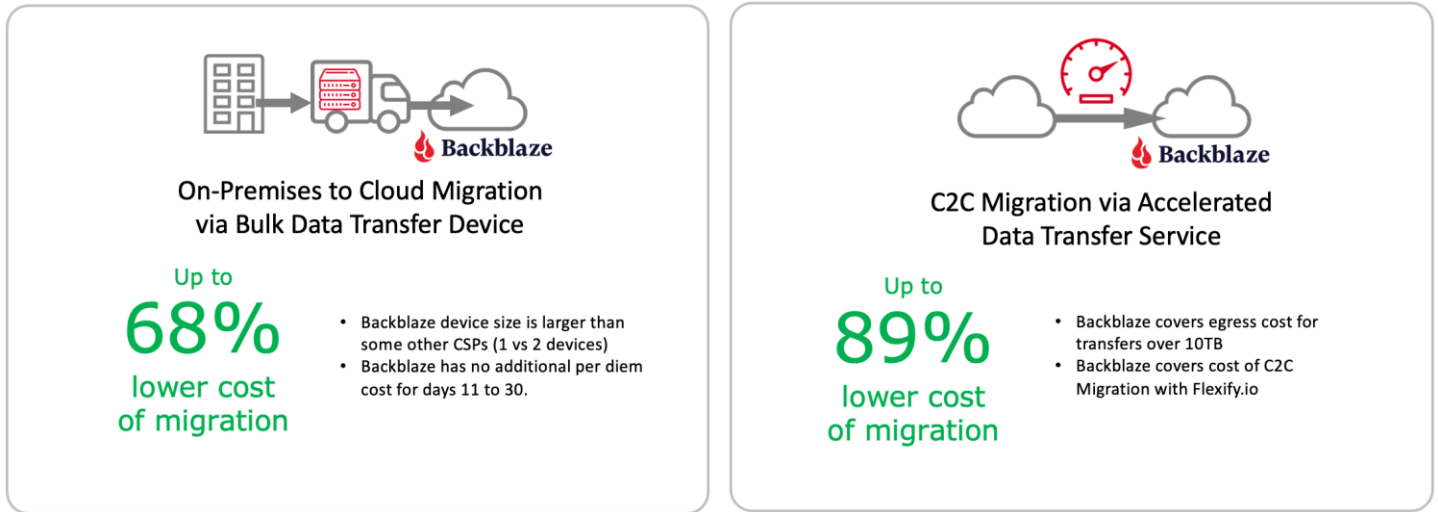
Cost of Migration

For the on-premises case, ESG modeled the expected cost to leverage a data transfer device service from each of four cloud service providers 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 1 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 days, Fireball provided savings of 3% to 36% compared to other CSPs that required a single device and up to 68% savings compared to one of the CSPs that required 2 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. ESG 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 \$0.04/GB of data transferred, including the egress costs for the cloud that you are moving from. ESG also compared the Backblaze result against native CSP-accelerated migration tools that charge a small fee per GB (ESG assumed an average of (\$0.0125/GB) 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 datasets 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, ESG’s models predicted that Backblaze could provide savings of 81% to 89%. The results of migration cost analysis are summarized in Figure 5 below.

Figure 5. ESG’s Predicted Savings when Using Backblaze for On-premises and C2C Migrations

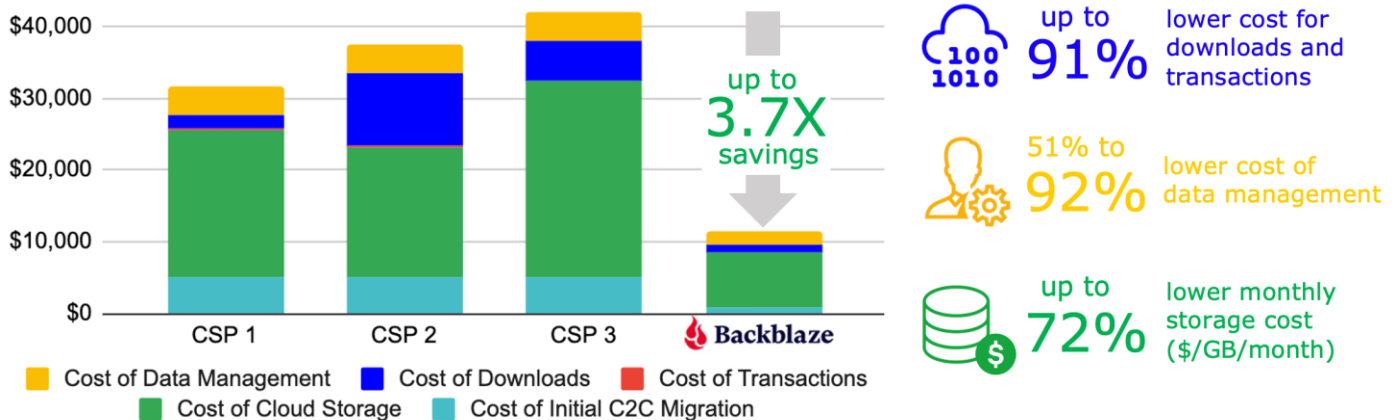


Source: Enterprise Strategy Group

Total Cost of Cloud Storage

ESG’s models predicted that Backblaze B2 Cloud Storage can lower the total expected cost of cloud storage by up to 3.7X 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 72% reduction in cloud storage cost, and 91% lower cost of downloads and transactions. A summary of the expected savings provided by B2 Cloud Storage is shown in Figure 6.

Figure 6. ESG’s 1-Year Modeled Total Cost of Cloud Storage Solution



Source: Enterprise Strategy Group

Enabling Business Outcomes

Lowering the total cost of cloud storage by 3.7X not only minimizes operational spend, but also can prove to be the difference between making a business, project, or feature economically viable; keeping large sets of data that may 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 ESG'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. ESG recommends that every organization perform its own assessment and analysis of publicly available cloud storage services based on your requirements to understand the savings that Backblaze B2 Cloud Storage can provide for your organization.

The Bigger Truth

Organizations have amassed large quantities of unstructured data on-premises and in the cloud. This data may be crucial to day-to-day operations, data protection, 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. 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 simple to use and customers don't have to contend with tiers, retention minimums, or fine print.

Through interviews with satisfied Backblaze customers, ESG 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. ESG's modeled scenario predicts that an organization with 100TB of storage can lower storage-related costs by 3.7X or more by migrating their cloud storage data to Backblaze B2 Cloud Storage.

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, consider unleashing the value of your data with safe, simple, and predictably cost-effective Backblaze B2 Cloud Storage.

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