



Cloud Service Provider Offers Wholesale Cloud Storage for MSPs & Resellers, Targeting SMBs

Highlights

- CSP leverages public cloud storage to deliver hybrid on-site & cloud backup solution with zero CAPEX
- Offers “wholesale” cloud storage services to reseller and MSP partners using CTERA Portal
- Provides data protection solution that is both comprehensive and highly cost-efficient

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Nathaniel Gates
President, Cloud49

Company Background

Cloud49 is a cloud computing solutions provider offering scalable and secure web-based hardware and software solutions in a pay-as-you-go utility model. Established in 2010, with offices in Alaska, Seattle and Los Angeles, Cloud49 has brought together an extraordinary team of experienced IT professionals ready to assist companies tackling the challenges of running their IT environments more efficiently and cost effectively.

The Challenge

As a provider of cloud services, Cloud49 wanted to offer customers a cloud backup solution that is both cost-effective and un-intrusive. The direct-to-cloud approach had limited appeal, with customers looking for a more comprehensive solution. At the same time, Cloud49 realized that IT resellers and MSPs needed an easy path to become the de-facto cloud providers for their customers.

“We were looking for a hybrid approach that would provide all the backup functionality, such as file-level, bare-metal backups and versioning, but at the same time provide a layered approach with a local copy for speed of access and recovery, and a cloud copy for off-site disaster recovery capabilities,” says Nathaniel Gates, President of Cloud49.

The CTERA Solution

Cloud49 chose CTERA’s Cloud Attached Storage solution for its mix of on-premises appliances and easy-to-use cloud storage delivery platform, CTERA Portal. Cloud49 runs its own instance of CTERA Portal on reliable SAS 70 Level II certified public cloud infrastructure, avoiding the need for investment in infrastructure and aligning its operating expenses with customer revenue.

CTERA Portal, with its multi-tier, multi-tenant architecture, gives Cloud49 the ability to serve customers directly but also provide “wholesale” cloud storage services to resellers and MSPs, empowering them to deliver their own branded service. With CTERA Portal’s compatibility with a variety of cloud services and platforms, Cloud49 avoids being locked into a specific public cloud service.

“CTERA appliances are the Swiss Army knife of SMB storage,” adds Nathaniel, “and combined with CTERA Portal’s management features they create an all-in-one solution that perfectly fits our tiered cloud business model.”