

**OBJECT
FIRST**

White Paper

Backup Storage Built for Service Provider Flexibility

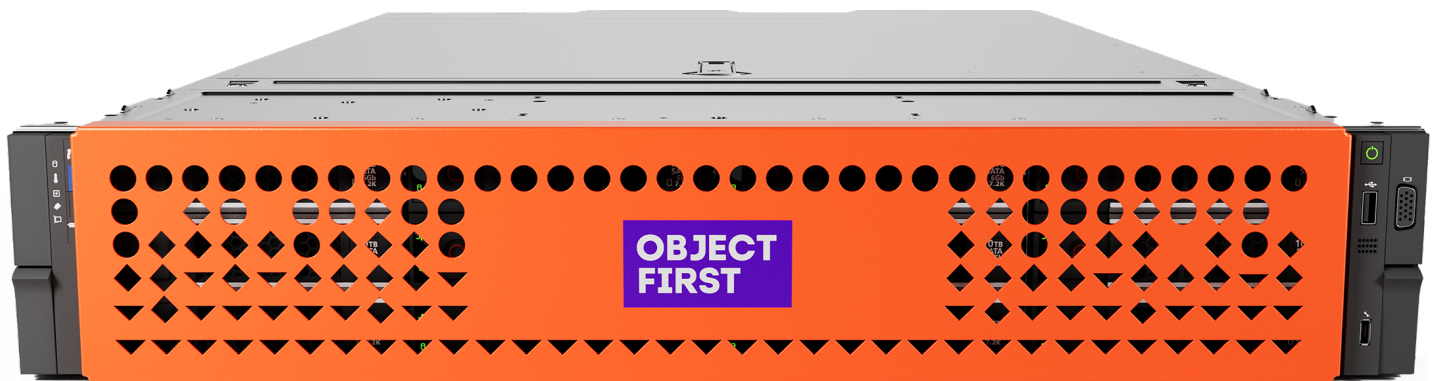
**Delivering Absolute Immutability at scale across
distributed customer environments**

Executive Summary

Service providers need backup storage that is simple to operate, resilient against ransomware, and flexible enough to support diverse customer environments. Traditional solutions often require manual hardening, rely on fragmented tools, and force providers into rigid pricing models that slow growth.

Object First backup storage Ootbi provides security for Veeam data with Absolute Immutability, ensuring that no one, not even the most privileged admin or attacker with access to backup storage, can modify or delete data. Service providers can simplify their management of multiple deployments with the cloud-based monitoring utility Fleet Manager. When purchasing appliances, providers can choose between consumption-based and CapEx models to align with their business model.

This paper outlines the challenges service providers face and explains how Object First delivers ransomware-proof backup storage while reducing operational overhead.



Market pressures and the challenges service providers face today

Service providers must support a growing mix of customer environments while meeting rising expectations for fast, reliable recovery. Cyber threats, staffing shortages, and complex IT infrastructure all increase operational strain.

[Recent survey data](#) highlights this challenge:

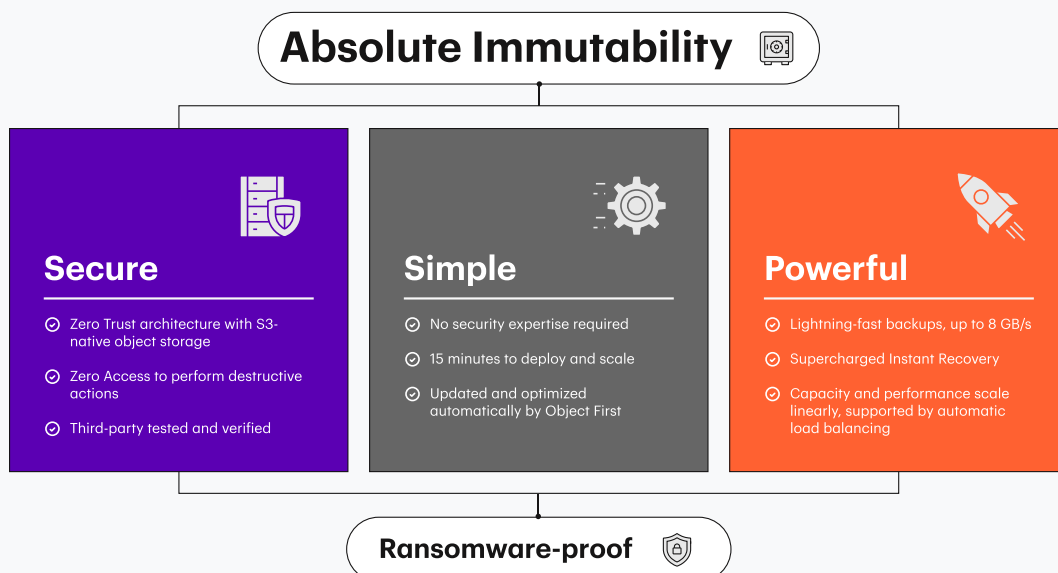
- 74% of IT teams say current tools add friction
- 67% want faster backup performance
- 89% report increased concern due to AI-driven attacks.

These pressures create three core challenges:

- **Security limitations:** Legacy systems introduce bottlenecks and complexity that slow service delivery.
- **Environmental diversity:** Every customer environment is different, making consistent protection harder to maintain.
- **Business impact:** Inconsistent tools and frequent incidents strain margins.

Introducing Object First: Simply Resilient

Object First removes the complexity that slows down service providers. Ootbi delivers ransomware-proof backup storage for Veeam with no security expertise required, providing dependable, enterprise-grade backup storage for distributed customer environments.



Ootbi is an absolutely immutable backup storage appliance purpose-built for Veeam that can be clustered to support a full range of immutable backup storage requirements from 8TB up to 7PB and beyond. Its architecture enforces immutability from the moment data is written and optimizes Veeam Instant Recovery at scale through the Veeam Smart Object Storage (SOS) API.

- **Secure:** S3-native immutability, Zero Access architecture, and a dedicated storage appliance reduce misconfiguration and shrink the attack surface.
- **Simple:** 15-minute deployment, automatic updates, and effortless scaling with no Linux or security expertise required.
- **Powerful:** Backup speeds up to 8 GB/s, linear scaling, automatic load balancing, and supercharged Instant Recovery using the Veeam SOS API.

This foundation provides consistent, performant, and reliable backup storage that reduces day-to-day friction.

Use cases: solving for the unique needs of every service provider

Hosted Environments

When you are hosting all of the infrastructure for your customers the priority is reducing the time spent on upkeep. Fast deployment and Secure-by-Default storage help you scale confidently with your growing business and bring stability without constant maintenance.

Managed Services

If you are responsible for configuring and maintaining storage inside the customer's environment a secure turn-key approach is vital. Predictable deployments reduce configuration errors and ensure customers receive dependable, ransomware-proof protection even when their internal teams are stretched thin.

Hybrid Environments

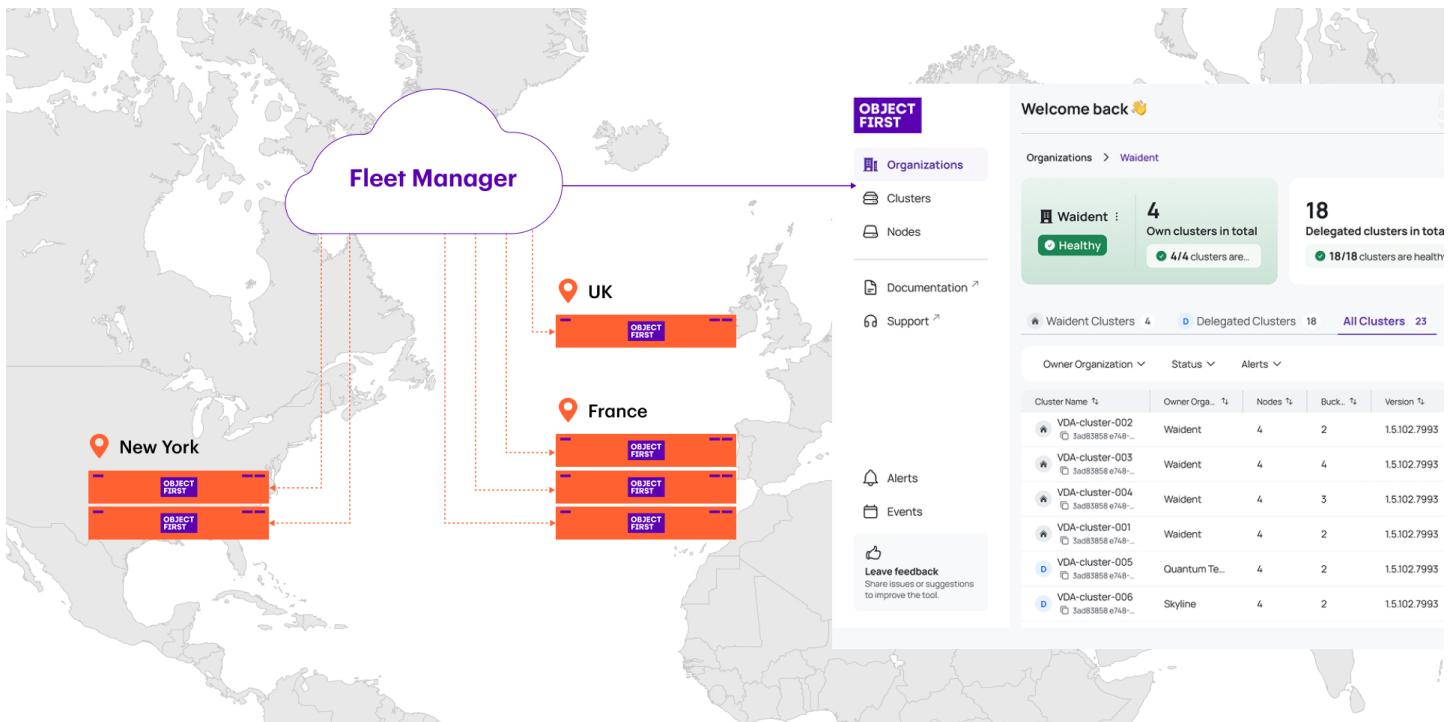
When data lives across multiple locations both hosted and managed that either you or your customers jointly manage, you need to ensure consistent security and visibility. Centralized monitoring and flexible scaling solutions help providers manage distributed data across multiple locations without juggling separate tools.

Fleet Manager: unified visibility and secure remote operations

[Fleet Manager](#) is a secure, cloud-based service that centralizes visibility and control across distributed Object First deployments.

- **Secure remote access** with outbound-only connectivity and Entra ID authentication; Ootbi appliances send telemetry data only, never backup data.
- **Centralized fleet view** for multi-cluster monitoring, utilization, hardware health, alerts, and capacity trends.
- **Cluster operations** with multi-tenant visibility, delegated access controls, and Honeypot alerts for early detection.

Fleet Manager reduces operational overhead and helps service providers maintain consistent, resilient operations across diverse customer environments.



Consumption-based subscription model for financial flexibility

Object First's optional [Consumption-based subscription model](#) lets your customers pay for backup storage capacity as they use it, eliminating the need for large upfront hardware purchases.

- **Flexible capacity options** that grow with customer demand
- **Predictable economics** that support healthy margins
- **Purpose-built for service providers**, not retrofitted from enterprise licensing

This model gives providers the financial agility to grow at their own pace.

Object First solutions are purpose-built for Veeam customers

Object First strengthens the service provider's ability to deliver secure, fast, and dependable recovery and operate efficiently at scale. Our alignment with the Veeam Data Platform delivers measurable outcomes:

- **Reduced operational overhead** through efficient, low-touch storage
- **Increased recurring revenue** with reliable, scalable service offerings
- **Higher customer satisfaction** through faster, more predictable recovery
- **Enhanced market differentiation** with a defensible "most secure" positioning
- **Greater capacity to focus on higher-value services** instead of routine administration

Ransomware is inevitable, but extended downtime doesn't have to be. Providers need backup storage that removes complexity, guarantees Absolute Immutability, and scales effortlessly across your customer base. Object First delivers a secure, simple, and powerful solution so that solution providers and their customers can become Simply Resilient.

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Simply Resilient for Veeam

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