



CUSTOMER STORY

Wasabi accelerates market position with Flexential colocation partnership

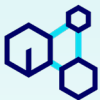


Partnership approach delivers adaptable infrastructure for rapid expansion.

Flexential solution portfolio



Colocation



Interconnection

Flexential partnership highlights

- Expanding its West Coast presence, Wasabi chose Flexential highly efficient, secure data centers for its strategic colocation needs
- Wasabi transforms potential capacity challenges into strategic advantages with the support of Flexential proactive, consultative approach
- Flexential tailored colocation solutions are built to seamlessly scale to keep pace with business growth

Quick fact about Wasabi

- Established in 2017
- Headquartered in Boston, Massachusetts

The history

Wasabi is on a mission to store the world's data by making cloud storage affordable, predictable, and secure. With Wasabi, visionary companies gain the freedom to use their data whenever they like without being hit with unpredictable fees or vendor lock-in.

Wasabi is disrupting the cloud storage market by offering a high-performance, cost-effective service that outpaces competitor offerings.

With multiple exabytes of storage deployed across data centers in North America, Europe, and Asia, Wasabi is recognized as one of the technology industry's fastest-growing companies.

Staying ahead of exponential growth is fundamental to Wasabi's mission to deliver seamless, reliable data storage solutions for customers. This requires a future-proof infrastructure model that can keep pace with Wasabi's global expansion.

Colocation offered Wasabi the critical advantage of accessing high-density data center facilities, advanced connectivity, and scalable power infrastructure without the complex and capital-intensive burden of building and maintaining its own dedicated data centers.



The technical capabilities Flexential offers are crucial, but what truly sets our partnership apart is the strong human relationship we've developed. It's not just about managing our data center; it's about having dedicated team members who are actively looking to enable and grow our business."

Vin Antarkar
Vice President, Operations, Wasabi

The challenge

Explosive growth called for a decisive partnership

As Wasabi grew, the decision to establish a data center on the West Coast was a strategic milestone. Finding the right colocation partner was critical to the strategy, requiring a provider who could not just offer space but truly understand Wasabi's high-growth infrastructure needs.

"We had a high standard for requirements around reliability, connectivity, protection from environmental factors, and cost-effectiveness," said Vin Antarkar, Vice President, Operations. "When we evaluated the options available, Flexential definitely stood out from the competition."

Wasabi's initial engagement with Flexential quickly transformed into a partnership built on trust, responsiveness, and strategic collaboration.

Details: Wasabi's colocation partner needed to transcend the role of a conventional service provider—they sought a collaborator who would champion their growth while upholding rigorous performance, reliability, and security standards.

The solution

Partnering for performance, planning for the future

By entrusting Flexential with a significant portion of data center operations, Wasabi can turn its focus to delivering on its leading-edge storage services.

Wasabi's colocation strategy relies on high-performance compute; emphasizing speed, resilience, and security.

Flexential colocation includes cutting-edge features to supercharge performance and efficiency, including liquid cooling support, versatile connectivity, and enhanced power resources. Beyond next-gen infrastructure, Flexential provides strategic support through space and power planning, offering Wasabi early insights into potential industry capacity constraints.

"Flexential has been incredibly proactive, anticipating our future needs and providing strategic forecasts that help us plan and prepare for our growth," said Antarkar. "For example, well before AI came to the forefront, our teams were discussing potential data center and power availability to stay ahead of the demand."

Key features: Colocation solutions include innovative features such as advanced power and cooling systems and high-performance connectivity.

As a strategic partner, Flexential delivers valuable insights that drive informed infrastructure decisions and predict market developments. With Flexential managing the day-to-day infrastructure needs, Wasabi can focus on its core business, cloud storage innovation.

Implementation: As Wasabi has grown, the partnership with Flexential has grown in tandem, expanding colocation capacity and locations.

Through forecasting and careful planning, Flexential has consistently delivered the expanded capacity that Wasabi needs to keep pace with its customers' data needs.

"The Flexential approach goes beyond traditional vendor relationships by delivering 24/7 availability and rapid problem-solving capabilities," said Antarkar. "Anytime we have a critical question, I know I can count on Flexential. Our team can reach out without hesitation, confident that someone will be there to help."

With a focus on high-touch service, Flexential has decades of experience leading complex client implementations. At the core of this approach is the project management team, which offers comprehensive support throughout the implementation process.



While the industry insights we receive are valuable, it's the trust and personal connection that form the foundation of our partnership with Flexential."

Vin Antarkar
Vice President, Operations

Flexential has maintained the same project management and implementation teams working with Wasabi since the initial implementation seven years ago. This continuity has built valuable expertise, resulting in faster, more efficient deployments.

The results

Infrastructure empowers business success

Performance: Next-gen colocation environment maximizes performance, reliability, and security.

Efficiency: Leveraging Flexential data center expertise, Wasabi can better anticipate future power and space needs to make forward-looking investments.

Customer experience: Flexential oversight of core infrastructure frees up Wasabi to focus on its core business—cutting-edge cloud technology.

Support
growth with
flexible
colocation

[Explore Colocation](#)



flexential.com | 888-552-3539