wasabi
hot cloud storage

sherweb

CASE STUDY

How Cloud Services Distributor Sherweb Delivers Predictable Storage Pricing to MSPs

Sherweb included Wasabi in its cloud marketplace platform to give MSPs automated provisioning, pay-as-you-go pricing, and built-in immutability.

Overview

Sherweb is a cloud services distributor for MSPs, aggregating various SaaS services within a single marketplace. When partners sought simpler, more affordable storage options, Sherweb integrated Wasabi storage and streamlined with fully automated account management tools. Canadian MSPs can provision storage instantly with predictable pricing and no surprise fees.

Up to 80% less
Than hyperscaler storage

Days to minutes
Onboarding time reduced

100's of MSPs
Now using Wasabi

> "
> *Hidden fees and surprise charges always frustrate customers. That's why Wasabi is such an easy fit for us.*
>
> **— Alex Jones,** Product Manager, Cloud & Managed Services - Sherweb

> "
> *Wasabi Account Control Manager cut onboarding from days to minutes. Partners hit subscribe, get their welcome email, and can immediately consume the service.*
>
> **— Alex Jones,** Product Manager, Cloud & Managed Services - Sherweb

Challenges

Sherweb's marketplace sought a single-tier storage solution that MSPs could easily resell. Traditional hyperscalers created friction with complex pricing and manual provisioning.

- **Unpredictable cloud costs** — Hyperscaler cloud storage often includes hidden fees or unnecessary add-ons for hot cloud storage or backups.

- **Resource-intensive management** — Manually tracking usage for many customer accounts is time-consuming and expensive.

- **Long onboarding times** — Complex provisioning and deployment processes add overhead and harm the customer experience.

Solutions

Sherweb integrated Wasabi into its marketplace using Wasabi Account Control Manager (WACM) to automate the entire storage lifecycle. MSPs can now subscribe, provision, and consume storage from Sherweb's Cloud Marketplace without manual intervention. The pay-as-you-go pricing model with data stored locally in the Ontario storage region solved both pricing and sovereignty concerns for Sherweb's partners.

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Wasabi's Toronto storage region lets us meet data sovereignty and compliance requirements directly for Canadian customers.

— Alex Jones, Product Manager, Cloud & Managed Services - Sherweb

Key features:

- **Hot cloud storage for backups:** S3-compatible storage that MSPs can pair with their backup provider for fast, accessible backup solutions rather than slow cold storage alternatives.

- **Ransomware protection:** Wasabi Object Lock provides immutability, helping MSPs offer data protection and business continuity services to their customers.

- **Zero-touch provisioning:** WACM creates sub-accounts instantly when partners subscribe, eliminating manual account creation and credential distribution.

- **Regulatory compliance:** Data sovereignty requirements for MSPs mandate a cloud storage provider with Canadian data centers.

- **Bulk storage purchase discounts:** Sherweb buys Wasabi storage over multi-year terms with Reserved Capacity Storage to further optimize costs and business operations.

Conclusion

By integrating Wasabi with full automation, Sherweb turned storage into a self-service offering that MSPs can adopt in minutes. The predictable pricing model eliminates billing surprises while automation frees the team from manual provisioning tasks.

Benefits realized:

- **Better margins and profitability:** With hundreds of customers, Sherweb is enhancing scalability and cloud economics with Wasabi storage offerings.

- **Cost savings:** Wasabi Hot Cloud Storage has fixed-rate pricing with no hidden fees that is up to 80% lower than hyperscalers.

- **Rapid provisioning:** With WACM, Sherweb can automatically provision and configure sub-accounts, granting customers access in minutes.

- **Simplified billing:** Usage data is automatically ingested into Sherweb's platform, providing easy visibility into sub-account usage.

- **Automated management:** Automated provisioning and reporting eliminate manual processes and increase efficiency for the Sherweb team.

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