

How You Benefit from Consumption Model



Keep backup storage on-premises for control, security, and performance, without being tied into a lengthy contract.



Speed up your backup infrastructure project cycle—lower financial hurdle to adopting Ootbi.



Object First takes care of hardware refreshes, backup planning and storage optimization. When the appliance reaches end of life, Object First replaces it—seamlessly.

The Best Storage for Veeam – Now available as CapEx or Consumption

Ransomware-proof and immutable out-of-the-box, Ootbi by Object First delivers secure, simple, and powerful on-premises backup storage for Veeam customers with no security expertise required.

Now, Ootbi is available in a choice of acquisition models.

- **CapEx:** Traditional upfront purchase. You own your on-premises Ootbi appliance(s).
- **Consumption:** Modern pay-per-use consumption model for on-premises backup storage. Object First retains ownership of the Ootbi appliance(s).

Under both the CapEx and Consumption models you get updates to software, OS, and firmware, plus technical support and on-site service. With CapEx, this is for a fixed term—generally up to 5 years. With Consumption, these benefits continue for as long as your subscription lasts.

Why Consumption-Based Subscription?

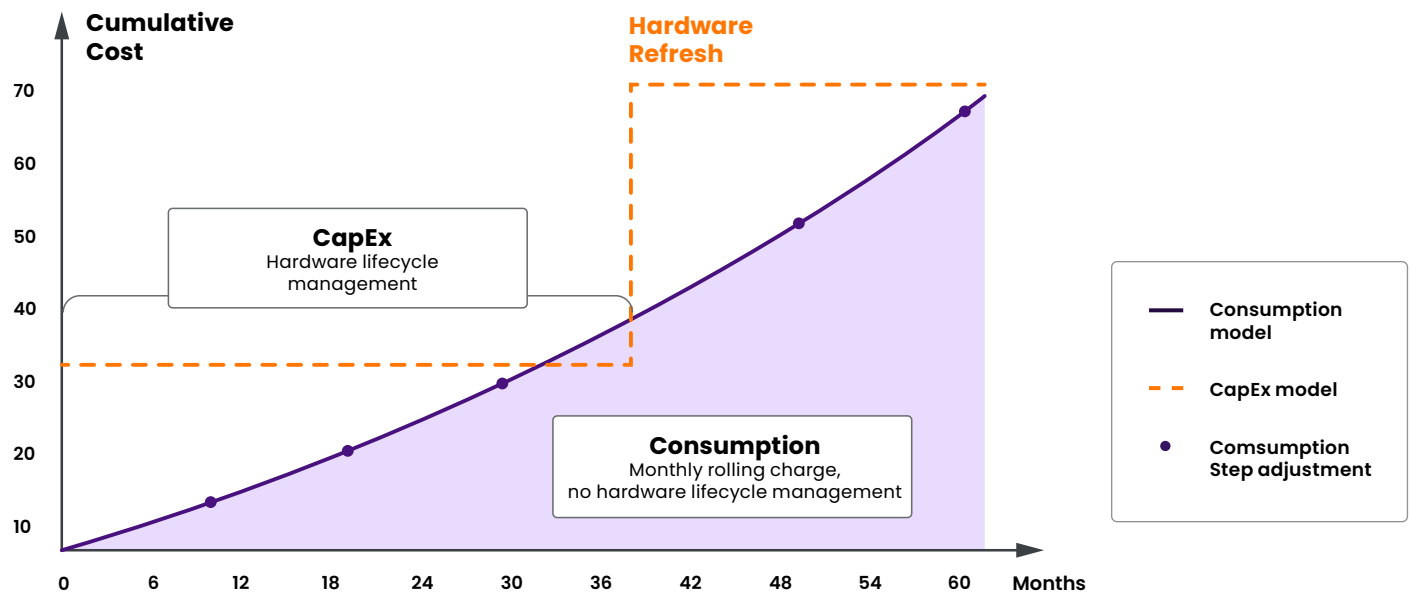
- **Pay for what you use, grow as you need*:** Backup capacity from 17 TB to 7 PB with no upfront payment, simple monthly billing and a 1-year subscription. Gain cost efficiency as you scale: the more you use, the less you pay per TB.
- **Hardware refreshes included:** All technology refreshes, service, support and software updates are included. You don't pay for appliances, you pay for what you use.
- **Make billing and management predictable:** Get backup improvements faster, with no upfront outlay. Reduce risk of over- or under-sizing using Object First Storage Calculator, free expert support, and experienced partner network.

* Storage usage is assumed to grow over time; reducing consumption is possible at agreement renewal.

CapEx or Consumption: Which is Right for You?

Consumption allows you to implement Ootbi without major upfront investment. Object First provides expert guidance on sizing to optimize both storage capacity and cost, and manages hardware refreshes.

CapEx may be appropriate in some cases for static or slow-growing volumes of data but requires difficult choices about hardware refreshes that can be costly—both when you reach storage capacity, and at appliance end-of-life.



Object First experts are ready to guide your decision using our proprietary Storage Calculator, optimised for object storage and immutability settings.

Simple to Adopt

Here's how the Consumption model works, in three easy steps:

- 1** In a free consultation, experts and specialists from Object First and its reseller and service provider network will work with you to carefully plan how much backup data you'll likely need over the coming years.
- 2** You will place your order with your reseller or service provider, and Object First will ship you an Ootbi appliance to install on-premises.
- 3** You'll be billed a fixed monthly amount by your reseller or service partner, for an agreed backup data capacity—which can be adjusted as your needs grow. If your usage goes above that capacity in any month, you'll be billed for it in the following month on a per-TB basis.

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