

CASE STUDY

Nonprofit Video Team Gains Speed and Support With Cloud Upgrade

Wasabi helped the Lincoln Institute's media team simplify archiving with faster uploads, responsive support, and seamless access to past video projects.

Overview

The Cambridge, Massachusetts-based Lincoln Institute of Land Policy is a nonprofit organization focused on improving quality of life through effective land policies. One way it educates the public is through videos that highlight its research and goals. After using Backblaze for cloud storage, the media team began exploring other options to better support their growing needs. They ultimately chose Wasabi for its combination of performance, reliability, and responsive support.

Challenges

The institute stores its most recent video footage on a local drive, and as the footage ages, that data is offloaded to the cloud for archiving. Uploads were incredibly slow and often delivered error messages, which were time-consuming and difficult to resolve with the institute's former cloud provider, Backblaze.

- **Slow data uploads** — 1–3 TB projects took weeks to upload and many wouldn't complete due to errors.
- **Unresponsive customer support** — Email-only tech assistance made it impossible to speak to anyone personally.
- **Expensive initial upload** — After giving up on direct upload, the team had to use a very costly physical device from the provider.

USE CASE:

- Active Archiving

INDUSTRY:

- Media & Entertainment

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I chose Wasabi because I couldn't get my questions answered with Backblaze. With Wasabi, I was able to actually talk to several customer service people to walk me through what I needed to figure out.

— Dakin Henderson, Associate Director of Video, Lincoln Institute of Land Policy

Solutions

In addition to choosing Wasabi Hot Cloud Storage, the media team used Wasabi Cloud Sync Manager to migrate its archived data from Backblaze to Wasabi. The team was happy to work with technicians who delivered a much higher level of support than they'd received before.

- **Lower latency** — We offer a wide range of storage regions, so the team was able to choose the nearest one to support faster uploads.
- **Seamless transfer tools** — Wasabi Cloud Sync Manager made the team's initial migration quick and easy.
- **Superior customer service** — Our technicians provided live, personal technical support whenever the team needed it.
- **No egress fees** — The team occasionally accesses archived data to use in other projects—which costs them nothing with Wasabi.

Conclusion

Wasabi has delivered greater upload performance to the institute's media team. Whenever an issue arose, Wasabi support technicians met live with the team to resolve it quickly and completely. Wasabi helped the team—and the institute—achieve their video production goals more efficiently.

- **Faster, more reliable uploads** — Wasabi provides performance that enables the team to upload data twice as fast as before.
- **Improved customer service** — Tech support is now fast and responsive, reducing downtime and frustration.
- **Significant time savings** — With more efficient uploads and responsive support, the team is able to work more productively.
- **Cost savings** — When the team needs to access archived data for new projects, Wasabi's no-egress fee policy helps keep costs down.



Our initial data transfer to Wasabi was so easy that I forgot it happened. It was a smooth transition with Wasabi Cloud Sync Manager and it meant that I didn't have to re-upload everything.

— Dakin Henderson, Associate Director of Video, Lincoln Institute of Land Policy



Uploads with Wasabi are faster and more reliable—the speed and the fact that it isn't giving me errors and aborting uploads makes my job much easier.

— Dakin Henderson, Associate Director of Video, Lincoln Institute of Land Policy