

# S3 Storage

## PeaSoup S3 vs Azure Blob

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### How They Position

Azure Blob positions on global scale and brand recognition, typically optimised for multi-region public cloud consumption rather than regulated UK workloads.

### Where They Fall Short

1. Tied to Microsoft ecosystem
2. Data residency without true sovereignty
3. Complex lifecycle and cost management
4. Less transparent sustainability metrics

### Why PeaSoup Wins

1. UK sovereign storage – **UK-owned, UK-operated, UK-governed**
2. Designed specifically for Veeam with SOSAPI support
3. **Predictable flat pricing** – no API or egress surprises
4. **Lowest-carbon S3 storage in the UK** via immersion cooling
5. **Aligned to NCSC guidance** and regulated industries

### Displacement Trigger

Customer is asking about data sovereignty, cyber insurance immutability requirements, unexpected cloud bills, or ESG reporting pressure.