



S3 Storage

PeaSoup S3 vs Backblaze B2

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How They Position

Backblaze B2 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. Cost-led provider, limited enterprise controls
2. US jurisdiction
3. Weaker Veeam-scale optimisation
4. Not positioned for regulated industries

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.