

StorageMesh — competitive analysis

We are not entering an empty market. We occupy the gap between two crowded ones: software-defined object storage (sells a system) and cloud-cost optimisation (sells more cloud). Nobody in the middle pools hardware the customer already owns and proves the money saved.

Positioning (use this sentence)

Your organisation already owns terabytes it is not using. StorageMesh pools that idle capacity, blends it with the cheapest compliant cloud you already pay for, and gives backup software one ordinary S3 endpoint. Nothing leaves your boundary unless you choose it. The dashboard shows one number: what you stopped paying.

Market A — object stores

MinIO, Ceph, SeaweedFS, Garage. Excellent systems for infrastructure engineers. They sell capacity and operations. They do not sell a savings meter.

Market B — cost optimisation

Komprise, Nasuni, CTERA, Panzura. They sell savings to finance — by moving data *to more cloud*. They do not use idle disks the customer already paid for.

Who we run into

NAME	WHAT THEY ARE	OUR OPENING
MinIO	Default self-hosted S3. Fast, mature, huge mindshare.	Wants identical always-on nodes. No savings dashboard (it would fight their capacity licence). AGPL + feature-stripping has irritated mid-market buyers we can harvest. Never benchmark throughput against them — we would lose, and it is the wrong axis.
Ceph / Rook	Industrial distributed storage.	Needs a dedicated storage team. A school or a two-person IT shop will not run it.
Komprise	Analyse unstructured data, tier cold data, show savings. Closest narrative rival.	Priced and scoped for very large estates; long cycle; tiers <i>to more cloud</i> . We show a number the same week, on hardware they already own.
Nasuni / CTERA / Panzura	Cloud-backed global file system.	Expensive, cloud-increasing by design, heavy migration. We sit beside what exists.
Wasabi, B2, cheap S3	"Just move to cheap cloud — no new software." Most dangerous objection.	Never fight cheap cloud — absorb it. Their price becomes our cold-tier floor, with free on-prem hot copies underneath. We are cheaper than cheap-cloud-alone because the first copy costs nothing extra.
Microsoft 365 / Google Drive	"We already have storage included."	Not S3, not a backup target, not usable by Veeam. Per-user quota is a poor archive. OneDrive in StorageMesh is extra encrypted copies only — never the sync folder, never the last copy.
Veeam, Commvault, Acronis	Own the backup budget.	Not competitors. Position as the cheap S3 repository underneath them. "Keep Veeam. Point it at StorageMesh."
Do nothing	The real incumbent in every deal.	Beaten with free Discovery, not a feature list.

How we win the conversation

- **Own the metric, not the box.** MinIO sells a system. Komprise sells an analysis. We sell a number that goes down.
- **Win on messy hardware.** A Windows Server + ordinary PCs that sleep is the product, not a compromise.
- **Time-to-value.** Savings case in an afternoon, not a two-quarter enterprise cycle.
- **Absorb cheap cloud** instead of arguing with it.
- **Be Veeam's target**, never Veeam's rival.
- **Lead with Discovery.** Read-only, free, no files read. Stamps the baseline finance needs.
- **Licensing counter-position.** Source-available, not AGPL. One site licence, not a key per PC. Over-limit: reads still work; only new writes pause.

Where we would lose — say it first

RISK	WHAT WE DO
Unproven durability	v1 is backup, archive and extra copies — never claimed as the only copy of live primary data. Writes are not acknowledged until the redundancy floor is met.
Slow old disks	Hot data stays on faster nodes. Discovery sets the expectation in writing.
MinIO adds a savings tab	Possible, and it would fight their revenue model. Heterogeneous nodes and a managed-IT motion are harder for them to copy.

Prices are not in this document

List prices, channel discounts and gain-share terms are issued to appointed partners and to customers under quote. They are not published on alphawebin.com yet. Do not invent a number in a first meeting — send them to [the product page](#) and gm@alphawebin.com.

Product page: alphawebin.com/products/storagemesh · Brochure: [StorageMesh-Brochure.html](#)

