



Build a durable, recurring-revenue managed file, security and AI data business.

One platform, a portfolio of add-on services with world-class Panzura experts to help you.

Stand up differentiated, recurring service revenue on Panzura CloudFS — delivered as a managed service your customers don't outgrow. Stand up differentiated, recurring service revenue on Panzura CloudFS — delivered as a managed service your customers don't outgrow. You land with the core managed file service, then attach security, governance, and AI-readiness as each customer grows — and every addition becomes another recurring revenue line.

The Opportunity

Your customers' file estates have become a problem only you can solve.

Distributed file data has become too expensive, too fragmented, and too hard to govern — and AI has turned a slow-burning problem into an urgent one. Microsoft 365 Copilot is only useful when it can reach governed, accurate, permission-safe content. Few providers have a repeatable way to lead that work, which is precisely the opening. A Panzura-powered managed file service is the answer.

Expensive

Aging NAS, sprawling storage, and duplicated copies across every office and site.

Fragmented

Project data scattered across offices, job sites, locations, and clouds — no single source of truth.

Insecure

Ransomware and insider risk against high-value project data with no behavioral visibility.

Not AI-ready

Poorly governed, over-permissioned data that's unsafe to expose to Copilot.

40%

of organizations delayed their Copilot rollout by three months or more over data oversharing — the readiness gap your customers need a partner to close.

Source: Gartner survey of 132 IT leaders, June 2025

Why Partner with Panzura

A partner-led model. Your account, your relationship, your recurring revenue.

We help you build and grow the service, and we support your customer relationships rather than competing for them. The platform is the core; the business you build on it is entirely yours.

You own the customer	You own the revenue	We provide the platform
We never reach over your shoulder. The relationship stays yours.	Recurring, expanding, and booked to your business — not ours.	CloudFS plus a portfolio of attachable services, built to be sold.

CloudFS at the core. A service for every customer need.

You don't need all of it on day one. Land with the managed file service and attach capacity as the relationship deepens. Each service is its own revenue stream.



Panzura CloudFS	The managed file core. Global namespace, local-feeling performance, full-mesh resilience. Everything attaches to it.
Panzura Data Services	Search and audit. Governance, centralized visibility, Pulse real-time monitoring, and custom alerting
Panzura Symphony	Move and orchestrate. Migrate legacy NAS and keep data in the right tier over time.
Threat Control	Managed file defense and cyber-resiliency. Behavioral detection, immutable recovery.
Panzura Nexus	The AI data layer. Connects governed CloudFS data to Microsoft 365 Copilot with full permission fidelity — no data lake, no rebuilt permissions.

The Economics

Land with one service. Build a book of recurring revenue.

None of it is a required step. Land with the managed file service, then attach what fits — each its own margin line, each one harder to leave.

Service	Revenue Type	Why It Sticks
Managed File Service (CloudFS)	Recurring subscription	The platform every other service attaches to
Data Assessment (Symphony)	Advisory / project	Scopes the next service; opens or deepens the account
Migration & Orchestration (Symphony)	Project, then recurring	Owens the on-ramp into every other service
Governance, Search & Audit	Recurring add-on	Unlocks regulated accounts; hard to remove once relied on
Threat Detection	Recurring add-on	Customers rarely switch the partner running their security
AI Data Layer (Panzura Nexus)	Strategic / recurring	Own the AI layer, own the account
Disaster Recovery	Recurring add-on	Sells into the entire base; renews on trust

Proven Results

Global partners create real value for their customers.



Become a Panzura partner.

Build your managed file, security, and AI data practice on CloudFS.

Discover more

panzura.com/partners/msp