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Green Business Hosting Initiatives for Your Business

By Ethan Luke

The growing concern for environmental and climate change in recent years has many industries and businesses searching for new “green” initiatives that not only minimize their carbon footprints, but save their bottom line from getting burned. Viable green initiatives are a new but necessary implementation that will help determine who will flourish or flop in the digital age.

Most industries are slow to adopt green initiatives because they are worried about compromising the quality of their services during such a transition, or they just don’t know where to begin. With most progressive companies conduct business online these days, a good place to start implementing green initiatives is with a web business hosting service. A company renowned for its quality service, Rothen Performance Hosting, is working and investing heavily on new green initiatives in its web hosting services. Their green initiatives consist of carbon offsetting, as well as improvements in technology and business processes.

Offsetting emissions through updating to ‘green-friendly’ technology and processes is can initially be expensive, but you will save in the long-term. Rothen has a long-term game plan to reduce the emissions on a per client basis across all operations through improved technology for more power efficient computer processes, like AMD’s Opteron High Efficiency (HE) line of CPUs.

Currently, the carbon emissions generated by delivering service to clients today are less than they cost a year ago. This adds up across an entire data system.

Offsetting emissions through partnering with green-friendly companies is another great step for any business. Rothen is partnered with Green Mountain Energy, provider of cleaner energy and carbon offsetting solutions, to purchase 25 metric tons of carbon credits to offset the emissions of its hosting operations. As a result of this partnership, Green Mountain Energy is able to invest in renewable sources of energy, including wind, solar and biomass facilities. Rothen’s funding also helps GME support reforestation projects with Pacific Forest Trust.

For every amp of power used to run a server in a data center, it takes another amp of power to run the climate control systems to cool it off. Rothen has been working to reduce the amount of power consumed in its cooling operations in several different ways. They have installed filler panels in all the cabinet slots that are not actually filled by servers. Rothen was also able to reduce the average air temperature of the data center floor by two degrees Fahrenheit without compromise by using a new and green rackmount system chassis that improved air flow. Other technologies were incorporated, like raised flooring and perforated tiles throughout the facility, to lower the overall consumption.

For any company to compete in the changing landscape of today's business climate, it is vital they transition into more environmentally-friendly operations. A business can begin with choosing a progressive and environmentally-aware company, like Rothen Performance Hosting. Rothen Performance Hosting is recognized by the United Nations Environment Programme (UNEP) as an environmentally friendly company for its work in carbon emission offsetting, increased efficiency in operations and technology, and their commitment to continual improvement. The UNEP now hosts their Conservation Commons website with Rothen. If you chose Rothen to host your web site, you can place a Green Hosting Seal on your web site to showcase that you are taking green initiatives to offset any emissions generated by the site.