

[Web Hosting Blog](#) – **FORT WORTH, TX** – In a phased, three-year approach to reduce the environmental impact of its 20,000-square-foot data center, Enterhost is replacing its cooling system with the most energy-efficient, advanced data center air conditioning system available by Data Aire, Inc.

As the backbone of information technology, data centers contain the servers and storage systems needed to provide infrastructure technology solutions to businesses and other organizations. But the downside is this equipment consumes a great deal of power. The EPA estimates that national energy consumption by servers and data centers could reach more than 100 billion kWh this year, representing a \$7.4 billion annual electricity cost.

That is why Enterhost is replacing its equipment with the new gForce by Data Aire, which uses environmentally friendly, non-ozone depleting refrigerants and energy-efficient fans and cooling coils. The energy savings are expected to be up to 40 percent. The gForce line is compliant with the standards recommended by the Montreal Protocol on Substances that Deplete the Ozone Layer.

Additionally, Enterhost has reengineered its data center to offer advanced virtualization technologies and cloud computing solutions that can reduce the number of physical servers required without sacrificing storage capacity and other key requirements.

“Our energy-saving initiatives have allowed us to make improvements to our data center and NOC, resulting in conserving resources. We are committed to reducing our power consumption and passing these savings on to our clients,” said Carissa Cotner, Enterhost’s spokesperson.

Enterhost’s expansive data center in downtown Fort Worth contains 300 tons of total cooling capacity. To date Enterhost has replaced one-third of its capacity with Data Aire’s gForce units. The entire green upgrade will be completed over a three year period.

### **About Enterhost**

A Microsoft Gold Certified Partner, Enterhost is headquartered in downtown Fort Worth, Texas, where it operates a state-of-the-art 20,000-square-foot data center staffed with Microsoft certified engineers, technicians and administrators.

Enterhost offers customized cloud solutions including cloud and dedicated servers, cloud desktop and private cloud services, disaster recovery and colocation. The company was established in 2000 as one of the first Windows-only web hosting providers. Its partner company, Consuro, is a managed technology service provider based in the same facilities, but with additional locations in San Antonio and San Angelo, Texas.

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