



A still from a video tour of Enterhost's data center in Fort Worth

(WEB HOST INDUSTRY REVIEW) — Web hosting provider Enterhost ([www.enterhost.com](http://www.enterhost.com)) announced on Monday that it has replaced its cooling system in its Fort Worth, Texas data center in an effort to reduce the environmental impact of its 20,000 square foot facility.

According to the press release, the project is part of a phased, three-year plan to reduce the data centers environmental impact.

In an area saturated with data centers it is vital for service providers to set their facilities apart from the competition, whether through green measures like more efficient cooling or offering other features.

Enterhost says it is replacing its equipment with the new gForce by Data Aire, an air conditioning system that uses environmentally friendly, non-ozone depleting refrigerants and energy efficient fans and cooling coils.

The company says it expects to have energy savings of up to 40 percent with the new system.

“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,” Carissa Cotner, spokesperson for Enterhost said in a statement.

Enterhost says it has also reengineered its data center to offer virtualization and cloud computing solutions to reduce the number of physical servers.

According to the press release, the data center has 300 tons of total cooling capacity. Up to this point, Enterhost has replaced one-third of its capacity with Data Aire's gForce units.

Last month, [Verizon also made improvements](#) to the energy consumption of 24 US data centers by using an energy management system from Vigilent.