

> Scalable solutions for greener consciences by UKFast



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Scalable solutions for greener consciences by UKFast

For many businesses, e-commerce and a strong online presence means they have the potential to grow incredibly quickly.

When a business increases in size and client base, so must its server hardware because the more information stored online, the more servers necessary to keep it there.

Additionally, when a website starts to receive a lot of traffic, many companies find that they need to upgrade their server solution from shared to dedicated hosting. This is because of the need for increased bandwidth, processing power and the desire to develop the solution to integrate with databases and other functional software.

The more customers that rely on a website to work all day, every day, the more mission critical it becomes. Similarly, as a business's content becomes more vibrant and variable, increased dedicated bandwidth proves itself necessary.

Providing dynamic content on your site is fantastic for customer experience. However, video, audio, contact detail forms and other interactive features mean larger files for download and as a result, more bandwidth to cater for each visitor.

Growing SMEs also require the ability to incorporate additional database servers and personalised software that a client on a shared server would be prohibited from installing. So as a business builds its online strategy it pays to make sure the hosting solution can scale upwards in the most efficient way possible.

Scaling from a shared server solution

Hosting on a shared server has traditionally provoked complications when scaling to larger hardware solutions.

An inability to configure every element of a shared server solution means that upgrading to 'dedicated' brings with it the introduction of new software and applications. This is not conducive at a time when web presence needs to be increased rather than hindered.

The introduction of Ecoservers has given growing businesses the ability to use cost effective solutions that can grow more easily.

Bridging the gap with Ecoservers

Ecoservers offer robust server solutions for SMEs that are set to grow without the expense of a dedicated server and with the added benefit of controlling energy usage in an environmentally friendly manner.

Many businesses do not fully utilise the power of their servers because the applications and software use only a percentage of what is available.

Ecoservers make SMEs more power efficient. They are essentially reduced size dedicated servers, offering smaller specifications and a fraction of the energy costs.

As a result, cooling costs are greatly decreased in data centres employing this technology. The amount of hardware operating combined with the change in surface area of the Ecoserver casing means that there is less heat created and this heat is more efficiently expelled avoiding the possibility of overheating.

Ecoserver benefits:

- 1) The Ecoserver range uses new dual core processor technology which combines two independent processors and caches into a single chip. By combining the processors the server is 40% more energy efficient without sacrificing the performance.
- 2) The Ecoserver casing has been radically re-designed. Ecoservers are much smaller than normal server cases allowing less surface area to store heat produced.
- 3) Ecoservers are more closely aligned with shared hosting in terms of cost but allow the configuration of a dedicated server.

Ecoserver's positive environmental impacts

Energy used by internet hosting facilities and data centres worldwide is estimated to be around 0.8% of total world electricity consumption. The public is becoming increasingly concerned about the contribution of these centres – which are the backbone of the Internet - to climate change.

As more and more companies invest in Ecoservers, society benefits significantly due to the decrease in energy needed to power hardware. It may seem obvious but less hardware equals less energy.

Additionally, because a lot of cooling technology is necessary in the running of data centres, less physical hardware means less cooling systems are needed to power the same amount of dedicated

Ecoservers than standard machines.

The decrease in energy here is potentially huge - meaning reductions in cost and a decrease in negative impacts on the environment through less excessive energy usage.

How can your company benefit from more ecologically friendly methods?

Companies who involve themselves in corporate social responsibility positively promote their brand image which is attractive to customers in the current social climate. Today, this especially includes greener options for businesses.

- **Reputation Management** – credibility is enhanced when a business gives something back to the community
- **Financial Performance** – going greener means lower running costs and financial savings (i.e. tax benefits)
- **Risk Management** – it is in line with EU directives and government regulations
- **Employee Satisfaction** – a caring culture is created in workplaces and this promotes a sense of belonging and loyalty amongst employees. It can also promote employment levels as reports suggest qualified graduate jobseekers are more likely to want to work for eco-friendly companies
- **Customer Loyalty** – consumers are more likely to buy from eco-friendly companies who are committed to reducing their impact on the environment*

Other ways to protect your Linux system

Eco-friendly businesses address the growing consumer concerns about environmental issues. Companies that fulfil the demand for greater transparency in the marketplace gain a greater competitive advantage and attract new customers.

Additionally, as society becomes more and more worried about global warming and the hole in the ozone layer, governments are starting to push directives forcing more stringent rules regarding the environment on public and private sector businesses.

Scalability of Ecoservers

With an Ecoserver it becomes easier to grow businesses than was previously possible with shared hosting.

A business can drag and drop server applications from their Ecoserver to a high spec dedicated server when the time arises for the company to grow.

Alternatively, load-balancing can be set up so all information becomes replicated to the dedicated server so the solution becomes larger and more robust.

If an organisation wishes, it is also perfectly possible to network Ecoservers with other hardware, creating a robust and reliable solution.

When should businesses upgrade to a higher spec dedicated solution?

When a business's online presence grows to a larger size it may need to increase its server solution to rely on more substantial dedicated hardware.

Ecoserver solutions are not suitable for sites which entertain large amounts of traffic for example e-commerce websites. Nor are they suitable for websites which contain vast amounts of data such as social networking of heavily subscribed community sites.

A UKFast dedicated server solution would more than likely be necessary in this situation to provide:

- 1) Greater processing power
- 2) Larger hard drive space
- 3) More RAM

A dual core dedicated server (or higher spec) is still the most reliable hardware for larger enterprises or businesses with a sizeable online presence.

Ecoservers, however, are particularly useful whilst building your business up to this point, without having to invest in excess hardware. It also allows the environmentally conscious to avoid energy wastage.

Conclusion

Ecoserver technology provides small businesses with the ability to rely on more environmentally friendly technology than is possible with a dedicated solution. This is because the larger solution may be too advanced for them at the early stages of their online development.

Ecoservers also offer increased scalability in order to grow an online business and show stability through robust, networked solutions.

In effect, with an Ecoserver, SMEs are able to grow their organisation in an efficient manner which reduces the opportunity for damage to the environment.

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