

EarthLink Data Center

Pittsford, NY—Monroe County

Virtual server platform and high-efficiency cooling system enable data center to expand services while reducing expenses.

Background

Established in 1994, EarthLink, Inc. provides communications and information technology solutions to more than 150,000 businesses and one million consumers nationwide. EarthLink operates an extensive network spanning 29,421 route fiber miles and eight secure data centers allowing data and voice IP service coverage across more than 90 percent of the country.

Actively working to reduce its environmental footprint, EarthLink incorporates social and environmental responsibility into its business model through its Sustainable EarthLink initiative. One committed goal is to reduce the company's electricity usage.

EarthLink's data center in Pittsford, New York is an SSAE 16 Compliant Data Center. Demand for EarthLink's services continues to grow rapidly, which has led to the need for a more robust cooling solution to manage the expansion of its IT load. To grow its business in an energy-efficient manner, EarthLink teamed with the New York State Energy Research & Development Authority (NYSERDA) to install additional server capacity and a state-of-the-art cooling system that is both highly efficient and precise.

Recommendations

To keep up with the business' ongoing growth, EarthLink would have had to install 1,070 new servers to accommodate the demand. Instead, it chose to implement a virtual server platform, which allowed the company to purchase only 26 virtual server hosts that provide better redundancy while minimizing the physical footprint and reducing energy consumption.

EarthLink also upgraded its existing cooling system, replacing six inefficient computer room air conditioners (CRACs) with three high-efficiency, precision-cooled CRAC units with energy-efficient motors, compressors, outdoor condensers, and controllers.

“Our environmental footprint is of great concern to EarthLink and our partnership with NYSERDA has been critical in helping us manage our infrastructure efficiently. We’re looking to continue collaboration toward our environmental goals.”

*– Chris Jansen, Senior Manager,
Data Center Operations, EarthLink*

Incentives and Energy Savings

To help cover the capital costs required to implement an efficient cooling system and IT platform, EarthLink received financial incentives through NYSERDA's Industrial and Process Efficiency (IPE) Program. NYSERDA estimates that the new data center equipment will reduce energy usage by more than 6.5 million kWh each year over existing usage with peak demand savings of 724.7 kW. In addition to saving an estimated \$570,000 on its electricity bill each year, EarthLink received a \$785,037 incentive from NYSERDA.



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