



CASE STUDY: CODERO



May 2010

Codero is building a better, greener web experience for its company and its customers.

Headquartered in Overland Park, Kansas, Codero knows small- to medium-sized businesses depend on hosting services and products to help manage growth for their organizations. Codero also knows its community of customers, designers, bloggers, and web enthusiasts are in search of sustainable options. Understanding these desires, Codero is committed to building dedicated server solutions and powering them with 100 percent certified renewable energy.

Background

Codero's decision to go green began when employees sought to extend the organization's culture to its customers. Employees realized there was an overlap in the environmental values they held with the values of those they serve. Both understood that data centers have a measurable environmental impact. According to the U.S. Department of Energy, U.S. data centers account for roughly 1.5% of all U.S. electricity consumption. Recognizing the high energy usage and carbon footprint of the industry, customers began searching for hosting companies utilizing clean, renewable energy.

"Data centers are not getting any smaller and the carbon footprint continues to grow. Now is the time to take action because our customers and employees understand the implications if we do not," said Peter Matulka, Codero Marketing Coordinator.

Challenge

Codero made the business decision to change to a green hosting provider by matching their energy use with renewable energy. They first considered on-site renewable energy generation, however the installation would not have generated the full amount of electricity it takes to power the data centers. Codero's research showed

that buying Green-e Energy Certified renewable energy would put their company among the leaders in renewable energy excellence. When Codero looked for utility green pricing programs, however, it discovered only one utility in its three separate locations offered a green pricing option certified by Green-e Energy.

Solution

After thoroughly evaluating all options to use renewable energy, Codero chose Green-e Energy Certified renewable energy certificates (RECs) and joined Green-e Marketplace. Codero's purchase of 12,500 MWh of certified RECs from EcoElectrons means every dedicated server supporting Codero's customers is matched with Green-e Certified energy. "The Green-e certification gives our customers confidence in our commitment to being eco-friendly and verifies the product ownership," said Ryan Elledge, COO of Codero. Today as a Green-e Marketplace participant Codero displays the Green-e logo, the national symbol for renewable energy excellence to identify the company as a leader in green solutions.

About Codero

Specializing in dedicated and managed hosting services for small- to medium-sized businesses, Codero offers advanced email, eCommerce, security and networking solutions. Codero has extended its mission to be a sustainable business to include recycling of power supplies, motherboards, RAM, and hard drives. Codero is also a partner of the EPA's Green Power Partnership program as a member of the Leadership Club. To learn more about Codero's environmental initiatives, visit www.codero.com/company/green-hosting.



Codero, Inc.	
Location:	Overland Park, KS
Renewable Energy Purchase:	12,500,000 kWh
Participant Since:	2009
Products:	Dedicated and Managed Hosting Service Provider

