

STRATO a Top Three Finalist in the Best European Green Initiative Category at Data Centre Europe Awards

Submitted by: Juice PR (London)

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STRATO, Europe's second largest provider of online storage and web services, is one of three finalists to be recognised at the Data Centre Europe Awards for its pioneering green IT strategy. Data Centre Europe, a data centre operator platform, ranked the Berlin-based firm in the top three in the category "Best European Green Initiative". Winners were selected by a panel of experts representing international IT firms. The awards were presented on the evening of 24 June at a ceremonial gala in Nice.

The awards in the category "Best European Green Initiative" are given for the implementation of innovative ideas that aim at increasing the energy efficiency of data centres and decreasing their environmental impact and should set an example for other competitors in the industry. Thanks to systematic measures in its data centres – highly tuned cooling, energy-efficient hardware, performance-enhanced software and resource management – STRATO has managed to lower the energy consumption per customer by 30 per cent in 18 months' time. STRATO draws its power from river power plants at the High-Rhine, saving 15,000 tons of CO2 annually.

"Our early moves at making our data centres carbon free make us pioneers of the European web hosting industry," said the company's CEO, Damian Schmidt. "Power is the most important expense factor in operating data centres. Today, a comprehensive green IT strategy should be a matter of course for any company."

STRATO not only drastically reduced its energy consumption as early as 2008, the firm began drawing all its power from renewable sources, enabling it to offer its customers 100% CO2 free hosting.
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About STRATO

STRATO is the second largest European provider of online storage and web services. These include online hard disks, all-in-one-hosting packages, dedicated and virtual servers and hosted business applications such as online shops.

STRATO has over 1.4 million customer contracts in six countries and hosts over 4 million domains in two TÜV-certified, eco-friendly data centres. STRATO is a subsidiary of Deutsche Telekom.

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