combell

Aim for the green

Outsource your servers

Kenneth Deviaene
ACCOUNT MANAGER

Green … the way to go

Customers expect more

Green … the way to go

- Sustainability is becoming a potential differentiator
- Most important elements of an ideal web shop:

Green … the way to go

- Capterra study results:
  - 50% finds sustainability important
  - 62% prepared to pay more
  - 57% check the sustainability of a product
- But 72% can’t name a sustainable web shop
- So grab this opportunity to stand out!

“Which webshop comes to mind when thinking about sustainability”

Green … the way to go

- Think green in every link of your supply chain
- Don’t forget about your IT infrastructure!
- Let’s check out on-premise vs outsourcing

On-premise servers

Take up a lot of space

Outsourcing

- Optimised combined resources
  - Virtualisation vs physical servers
  - Consolidation in ‘the cloud’
  - Less server capacity = less energy consumption

On-premise servers

Is your energy green?

Outsourcing

- Guaranteed green energy
  - Certificate of your data centre

ACT

Guarantees of Origin[1]

for the purchase of renewable energy production

ACT Commodities (« ACT ») certifies that:

Interxion Belgium NV (« Interxion ») is supplied with **green electricity** certified under the European Energy Certificate System from 1st January 2022 to 31st December 2022.

With these Guarantees of Origin, ACT guarantees purchase & redeem **100% of Interxion's usage**[2] **in the form of renewable energy** certificates, ensuring Interxion's **active commitment to the environment**.

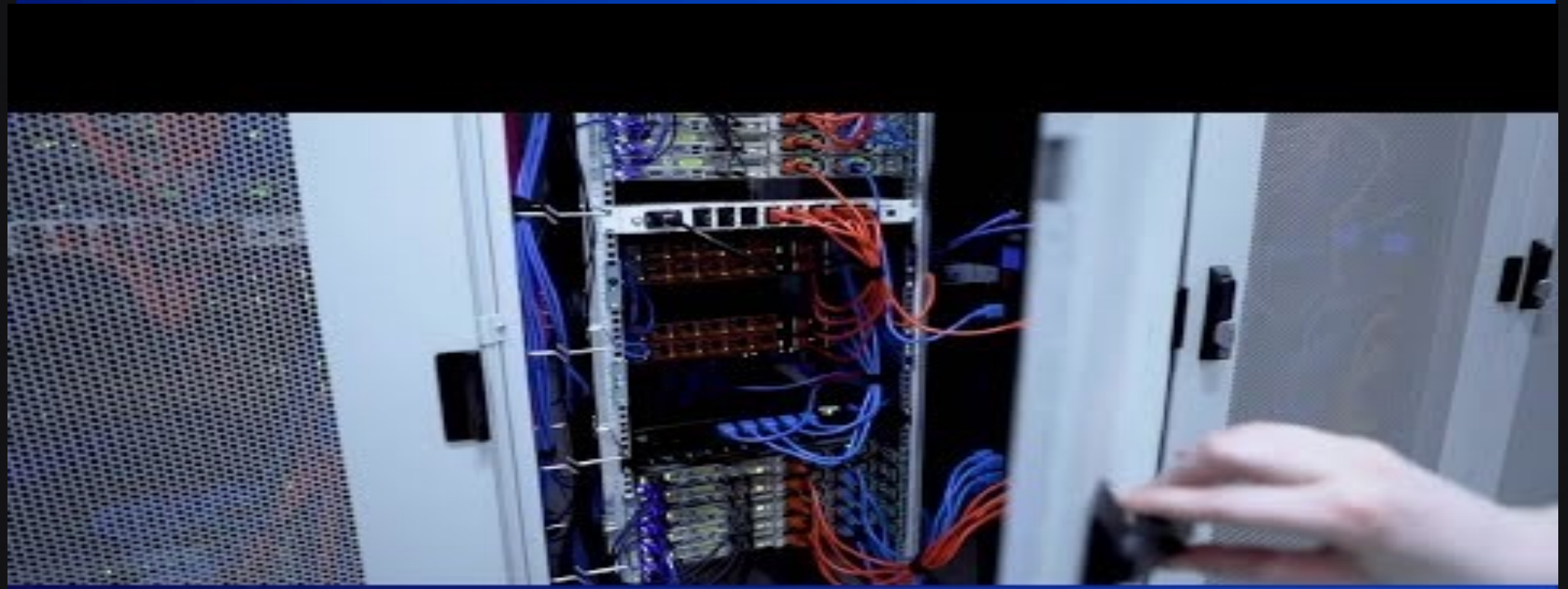
ACT Commodities B.V.
Bram Bastiaansen
Managing Director

On-premise servers

Keep ‘m cool

Outsourcing

- Facilities of a professional data centre
  - Better regulated airconditioning
  - Only active when outside is hotter than inside
  - Cold corridors


combell
Datacenter video

Outsourcing … the way to go

“If you want to be green
from start to finish,

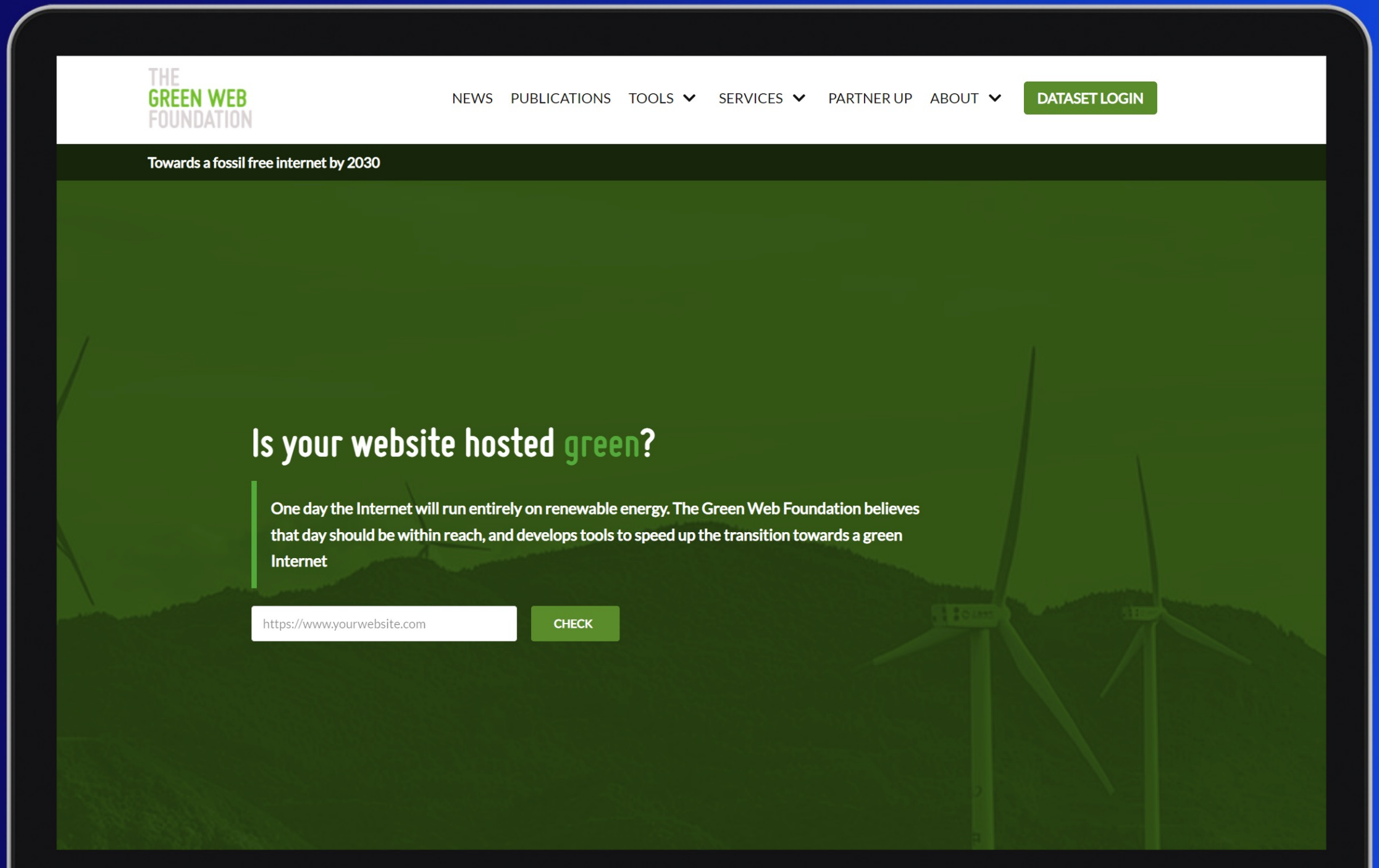
Outsourcing to the cloud
is the right choice.”

Challenge your provider

How green is your hosting?

Green hosting provider

- Recognised by The Green Web Foundation
  - Test your website
- Contributing to the Green Grid (data centre)
- ISO-certification (data centre)
  - ISO-14001
  - Complies with the environmental Management System
- Other green initiatives


THE GREEN WEB FOUNDATION
NEWS
PUBLICATIONS
TOOLS
SERVICES
PARTNER UP
ABOUT
DATASET LOGIN
Towards a fossil free internet by 2030
Is your website hosted green?
One day the Internet will run entirely on renewable energy. The Green Web Foundation believes that day should be within reach, and develops tools to speed up the transition towards a green Internet
https://www.yourwebsite.com
CHECK

the green grid
enabling data center efficiency

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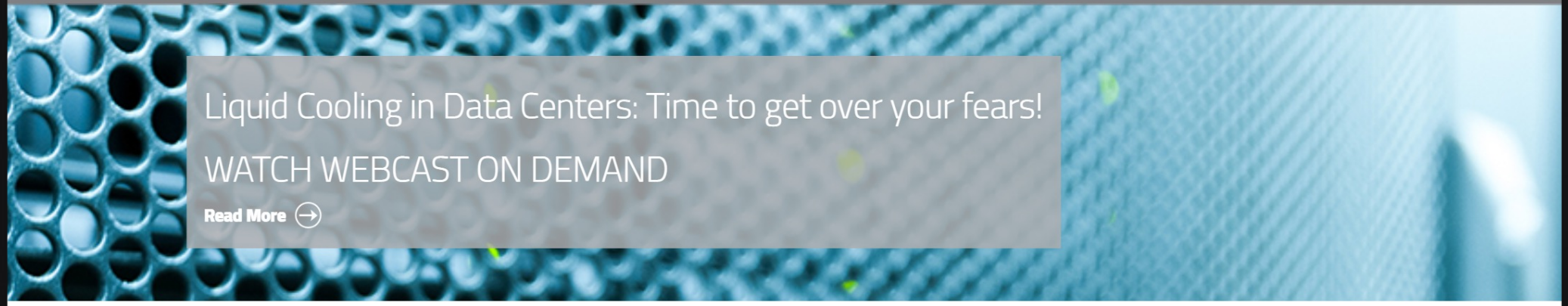

ABOUT US
learn about us

MEMBERS
take advantage

JOIN US
the green grid

CURRENT PROJECTS

U.S. EPA ENERGY STAR Score For Data Centers

The Green Grid to create a new survey to update to the U.S. EPA ENERGY STAR score for data centers.

RESOURCES

Green initiatives

Tell it your customers

Combell Experience

- 24/7 support! (literally)
- Prefered partner of webshops
- Green all the way

Thank You

Kenneth Deviaene

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24/7 GRATIS SUPPORT

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