

A Business Success Story: EasyStreet® Online Services

“EasyStreet’s goal is to provide services in a facility that is reliable, safe and secure, versatile, and responsible to the environment. We want to achieve a data center design with the ideal balance between energy efficiency, affordability and performance. This data center is an important step toward our goal to be Oregon’s greenest IT services provider.”

–EasyStreet President and CEO, Rich Bader

EasyStreet Online Services began in 1995 and is Oregon’s largest independent provider of corporate IT services. Services provided include server colocation, cloud computing, managed hosting, and high-speed connectivity. EasyStreet is locally owned and managed (headquartered in Beaverton) and has recently opened a new commercial data center which features breakthrough technologies to reduce energy consumption and increase sustainability. Data centers have traditionally been highly inefficient, consuming vast amounts of electricity. EasyStreet’s data center challenges this tradition and is striving to serve as a model for IT centers throughout the state.

The following is an outline of some of the innovative technology employed to increase efficiency and overall sustainability.

EasyStreet’s green technology saves the company **1,532,634 kWh per year**. This is equivalent to the power consumed by 153 households annually.

EasyStreet’s technology includes...

-a comprehensive rainwater capture system

-an indirect evaporative cooling system that uses fans and water to cool a room instead of refrigerant-based air conditioning

-Uninterruptible Power Supplies (UPSs) that use kinetic energy from flywheels. Flywheel technology is considered seven times more efficient than battery powered systems and prevents batteries from entering the waste stream.



To left is a photo of the VYCON Uninterruptible Power Supplies (UPSs). UPS uses the kinetic energy of high speed flywheels as the power source instead of batteries. Flywheel technology is considered seven times more reliable than battery powered systems and prevents batteries from entering the waste stream.

A comprehensive rainwater capture and filtering system provides the majority of water needed for the IEC system. EasyStreet also purchases Bonneville Environmental Foundation Water Restoration Certificates (BEF WRCs) to offset 100 % of the water it uses. BEF WRCs directly restore water to a critically de-watered river or stream.





The AMAX® Indirect Evaporative Cooling (IEC) system on the roof cools air through the evaporation of water. AMAX® IEC units use fans and water to cool the air much like the radiator in a car engine. These coolers use considerably less energy to run than traditional, refrigerant-based computer room air conditioning units. Because of Oregon's climate, EasyStreet anticipates being able to use the IEC units for all but the 180 hottest hours per year, when the back-up, traditional AC units will kick on.

This photo shows a hot air containment system known as "chimney" equipment cabinets. These cabinets take hot air from the computer equipment and route it to the IECs on the roof (see photo above).



According to CEO Rich Bader, these state-of-the-art technologies will allow EasyStreet's new data center to save 1,532,634 kilowatt hours per year. This is equivalent to the power consumed by 153 households in one year or eight trainloads of coal annually. Perhaps one of the most remarkable aspects of EasyStreet's initiatives is that it will not be charging customers a 'green surcharge' to offset the higher costs associated with implementing these green features. The efficiencies gained by the design spare customers the steep rise in power costs associated with other data centers. This is possible because power costs rise slower when energy efficiency is higher.

In addition to this high tech equipment, EasyStreet also has a hybrid and all-electric charging station for customers and employees. They also support employee participation in a city-wide solar effort through hosting on-site solar workshops, approving staff away time for home energy audits, and approving continuing education. EasyStreet has led the way for sustainable business practices, successfully illustrating how reducing your environmental footprint and making a profit are not incompatible.



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