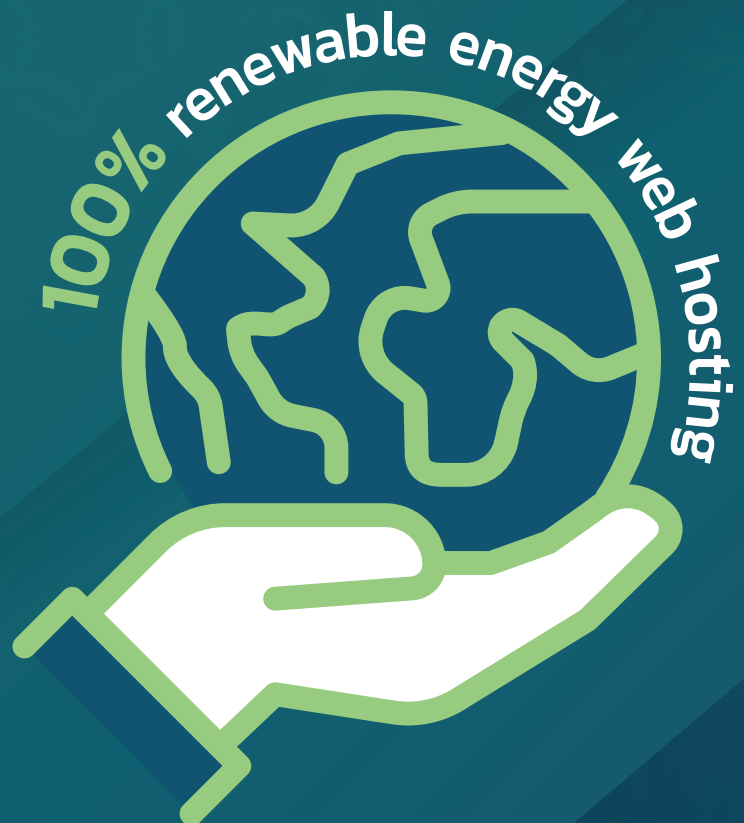**HA** We are **HA**
Managed Hosting Architects

Sustainable Hosting
that won't cost the Earth

Take responsibility and minimise your online carbon footprint. Make the hassle-free switch to 100% renewable energy web hosting for a greener future.

100% renewable energy web hosting

100% renewable energy web hosting

We all have a responsibility to minimise our online carbon footprint.

That's why we only source and provide sustainable hosting, powered by 100% renewable energy.

We don't offset it. We source it.

But what's the difference?
You may find some hosting companies claim to be sustainable because they've invested in environmental projects to offset and compensate for their carbon emissions.

Carbon offsetting simply attempts to repair the damage you're causing, for example, planting trees (we use Ecologi to reduce our teams individual carbon footprint).

So when it comes to the actual hosting, you need to ensure the power used is being sourced **directly** from a certified 100% renewable energy data centre, to prevent damage caused to the environment.

Which is exactly what we do! Making our hosting reliable, fast, secure, tailored AND sustainable. It really is a win win!

Our sustainable data centres

Our data centres, located in Reading and Manchester, are committed to environmental sustainability.

We hold an official SSE Green Electricity Certificate to confirm our hosting is powered by 100% renewable energy, generated by wind and hydro assets using Renewable Energy Guarantees of Origin (REGOs).

"It is important to us that we work with a supplier which holds the same ethos as we do.

Providing sustainable hosting allows us to implement positive changes within our industry and offer our clients a way to move towards a more sustainable way of working."
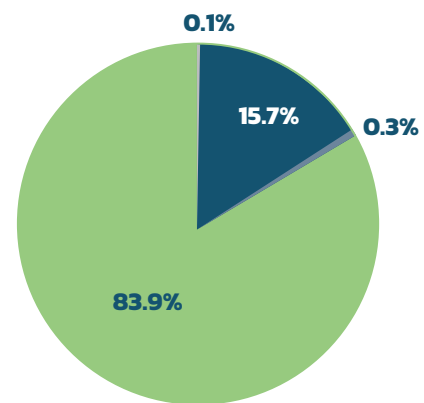
Esmond Hastings, CEO at HA

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How do we make our servers as sustainable as possible?

We are determined to help improve the environmental impact the tech industry has on the climate.

Which is why we've considered the entire life-cycle of our clients' servers. The pie chart shows the estimated impact of each server*.

Switching to sustainable hosting will reduce the impact of 83.9% of a servers life cycle. An amazing improvement!

Some elements of the server's life cycle is out of our control, such as distribution. However, where we can control it, we do our best to make conscious sustainable choices for our clients and the environment.

0.1%
15.7%
0.3%
83.9%

● **Manufacture and build** (15.7%)
● **Transportation** (0.3%)
● **Use** (83.9%)
● **End of Life** (0.1%)

Let's put this into perspective!

One server's estimated carbon footprint*:

7360 kgCO^{2}e

That's the equivalent to driving over 18,032 miles in a car.

And to give perspective on this amount of mileage, Earth's meridional circumference, pole to pole, is 24,860 miles!

*Based on Dell's PowerEdge server estimated calculation

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Carefully choosing the servers we use

We've chosen to use PowerEdge sustainable servers, from Dell.

PowerEdge servers are more energy efficient and are made from 35% recycled materials.

Dell is committed to helping protect the planet and have a circular economy approach, keeping products and materials in circulation longer through repair, recovery and reuse.

Our servers use, as part of their life-cycle

Our servers are powered using 100% renewable energy sourced from wind and hydro assets, minimising the carbon emissions emitted from each server while in use.

We are pleased to report our data centres have not required any back up power to date.

Power outages are harmful to servers as it can result in lost data, corrupt files or damaged equipment.

On extremely rare occassions, back-up power may be required for a minimal amount of time to ensure the servers aren't affected.

Back-up power currently requires diesel generators alongside batteries to provide back-up power.

When our servers reach end of life

As part of our ISO27001 standards, we ensure all data is securely destroyed from each server.

Our servers are then recycled.

Why you should switch to sustainable hosting

Over the years, the internet has significantly developed and ultimately become the fastest growing carbon polluting industry on the planet.

As more and more data is created, shared and stored, it continues to expand at a staggering rate and on an immense scale.

Consumers expectations are increasing and they are actively seeking out and choosing to purhcase from companies who are implementing sustainable strategies and improvements to the environment.

The UK has a target to bring all greenhouse gas emissions to net zero. It is vital that businesses across the world understand the serious negative impact their online presence is causing and make changes.

From a static corporate website to a complex e-commerce store, the more data your website uses requires more servers to handle it.

The more servers required means the more use of energy to keep the servers running (increasing the amount of carbon dioxide (CO_2) omitted).

By switching to us, your website is hosted using 100% renewable energy sourced from wind and hydro assets.

"Going green hasn't altered the expert level of high-quality services and support we give our clients. It has actually strengthened our offering and allowed HA to help work towards a greener future."

Nick Bascombe-Fox, CTO at HA

Making the switch to sustainable hosting is easy

Migrating to our sustainable hosting is simple, stress-free and hassle-free.

Our friendly and experienced team will get everything set up for you.

Provisioning servers and configuring them to match your tailored solutions, we will have everything ready to simply copy your website over smoothly for a seamless transition.

Any questions? Speak directly to one of our expert engineers : 0800 862 0844. We can send you a quotation tailored exactly to what you need to help achieve your business goals.

Go greener and increase your website speed up to 200%

Maximising our clients online potential, in the most sustainable way, is what we aim to do.

- Do you want your website to run sustainably? **Yes!**

- Do you want to prevent your website crashing and having downtime? **Yes!**

- Do you want the end user to have a positive customer experience? **Yes!**

We've developed a sophisticated solution perfect for you!

HA Edge is a flexible resource you can use, as and when required, during peak times. It will:

- Dramatically improve your website speed by up to 200% faster
- Handle large increases in website traffic
- Prevent your website crashing and experiencing downtime
- Improve the end users customer experience on your website

Not only that, HA Edge is more **environmentally friendly** by reducing the amount of data being transferred and stored.

How does it do this?
It enables content to be loaded directly from the page cache.

This then bypasses the server and relieves pressure on the data centre.

Less pressure on the data centre means less power required to run and maintain your server.

Making it a more sustainable way of online working.

Taking our commitment a step further

Offsetting our team's individual carbon footprint

As part of HA's sustainable strategy, we are continually implementing ways in which we can work sustainably.

Every small step in the right direction helps.

That's why we are proud to be partnered with Ecologi to help offset emissions from our team's professional and personal lives.

We are also registered with The Green Web Foundation as a recognised sustainable hosting company.

24/7/365 expert engineer support

Communication is key to having long-term relationships and providing the best solutions to help our clients reach their business goals.

Our expert team of engineers are available 24/7/365 via phone, email, or the client portal.

You will always speak directly with one of our engineers, based in our UK offices.

To ensure all your servers have the necessary monitoring, attention and support care, all our packages are tailored to our client's needs, based on individual support time per server, per month.

"Our experience with HA has always been excellent!

Their support team responds quickly and resolves issues in no time even on weekends.

The people are friendly and they know 100% what they're doing. Always supportive and professional.

I will strongly recommend HA to everyone who's looking for a reliable hosting provider!"

Alexandra, Business Owner, HA Client