



Other businesses wish they had the same problems as TurnKey Internet, the Capital Region-based full service hosting provider and datacenter that offers websites, communications services, web-based IT systems, software as a service (SaaS) and cloud computing.

Adam Wills, president of TurnKey, an engineer by education, was one of the founders of Global 2000, the first internet company in upstate New York. Inspired by those early days, Wills formed TurnKey Internet with the same vision of being ahead of the curve and being in a position to meet the

demands of his customers' Internet and hosting needs.

TurnKey had purchased a building to accommodate the equipment needed to meet the demands of their current client base plus three to five years of projected growth. By the time the real estate transaction was completed, TurnKey had outgrown the building's power capacity and needed to invest hundreds of thousands of dollars to upgrade the electricity infrastructure. Due to the nature of the business of data centers, TurnKey, in its 12,000 square foot building, needed to consume the same level of energy as a large hospital.

With technology and environmental concerns (according to The New York Times, "[The world's data centers are projected to surpass the airline industry as a greenhouse gas polluter by 2020](#)") first and foremost, TurnKey knew that it had to find the right partner that understood its plan for the future.

At the time, it was impossible to get financing for this type of project from traditional sources. NYBDC stepped in and partnered with M&T Bank to make a \$680,000 loan available for working capital, debt refinancing of the initial mortgage and construction/renovations.

"I've dealt with a lot of entrepreneurs who had their head in a cloud. In Adam's case it was 'cloud computing' and he had a clear vision of how to execute his plan," said Tom Reynolds NYBDC vice president. "It's rare that you find a small business person who has clearly identified his market niche and who also has all of the requisite skills to make the business a success."

This investment allowed TurnKey to purchase extremely green and high efficiency infrastructure technology while still maintaining the highest level of datacenter reliability and performance. TurnKey runs a multi-megawatt, high voltage power system to maintain a datacenter of thousands of servers and a fully redundant next generation fiber optic network within multiple high-tech Cold Containment pods (clean room), using SmartAisle technology, a sophisticated 'brain' for the air conditioning system that cools the entire data center by adjusting every ten seconds – the most advanced green datacenter technology in the world.

With the installation of on-site solar arrays and use of hydroelectric power directly from New York's Niagara Falls, TurnKey is completely fossil fuel free. "Our on-site solar power generation, hydro-electric power, and green-friendly server technologies combine to make TurnKey Internet stand out from all other datacenters across the globe as a leader in Green cloud-hosted services," said Wills, "Demand for green conscious solutions are growing as fast as energy costs, and we have managed to remain ahead of the curve on both for our clients."

TurnKey is only the second datacenter in New York state and the 38th in the United States to be selected by the Environmental Protection Agency (EPA) as an ENERGY STAR® Partner.

“Working with Adam has been a pleasure,” said Philip Engborg, M&T vice president. “What has impressed us most is his ability to effectively communicate his long range business vision, and then have the skill to turn that vision into reality. His experience and attention to detail have allowed the company to grow and take advantage of rapid changes in the business environment, while always staying focused on delivering a superior client experience.”

With energy costs reduced substantially and business flourishing, TurnKey has doubled the number of staff members, continued to add clients from around the world and has maintained double digital growth, predicted at 35 percent for 2013. Wills and TurnKey are poised for a rose-y future, the perfect complement to their green environmental practices.