Customer Case Study – Consumer Goods & Services Online Retail

Yeti Coolers inspires serious outdoor enthusiasts, online.

Premium customer experiences are delivered on a hybrid cloud solution designed to accommodate rapid growth and scalability requirements.

Our customer

YETI Coolers is a fast-growing, Austin, Texas-based retailer that specializes in premium coolers and insulated products that stand up to Grizzly bears, and the most demanding hunting, fishing and outdoor enthusiasts.

The obstacles they faced

Due to explosive growth, YETI needed carefully managed architecture to accommodate seasonal traffic fluctuations and scale on short notice, while providing a reliable premium digital experience to customers.

How we helped

Business/IT Transformation; Rackspace Public Cloud; Dedicated Servers; Cloud Servers; Rackspace Application Services — Magento® Ecommerce Platform; Ecommerce

What we achieved together

Rackspace Technology has helped YETI leverage the cloud to easily manage traffic surges and stay on top of steadily growing traffic.

YETI®

YETI Coolers was founded in 2006 by Roy and Ryan Seiders, brothers and avid outdoorsman. They went on a mission to create the one piece of gear they'd been missing in their years of hunting, fishing and wilderness adventures — a cooler that wouldn't break.

They came up with the YETI Tundra, a virtually indestructible cooler guaranteed to keep contents ice-cold and safe from harm, season after season. The Tundra was the first-ever cooler to be declared Grizzly-proof. YETI's subsequent line of products has earned the company a passionate customer base and sparked phenomenal growth. Their sales have been doubling nearly every year since the company's launch. That rapid growth has continued as YETI has turned its focus to ecommerce and the digital domain.

Growing ecommerce with Rackspace Technology

YETI Coolers got started selling their products through two primary distribution channels: big-box stores like Bass Pro or Cabela's, and independent retailers in hunting and fishing locales. In 2012, however, YETI began to focus on their website and ecommerce platform, to sell directly to customers. Sara Kenton, Director of Digital at YETI, came on board to lead the effort and says it was immediately clear they needed a partner to help them build the digital experience they hoped to provide. "YETI was still in start-up mode," Kenton explained, "with just 40 employees and no in-house IT expertise."

"The first thing we did was select an ecommerce platform that gave us enough runway for the growth we were experiencing," said Kenton. "One of the next major decisions we had to make was the hosting provider and the reason we chose Rackspace Technology™ was because of their relationship with Magento."

"We want to make sure that every time we interact with a customer it's a premium experience — Rackspace Technology helps us fulfill that brand promise in the digital space."

Sara Kenton
Director of Digital,
YETI Coolers
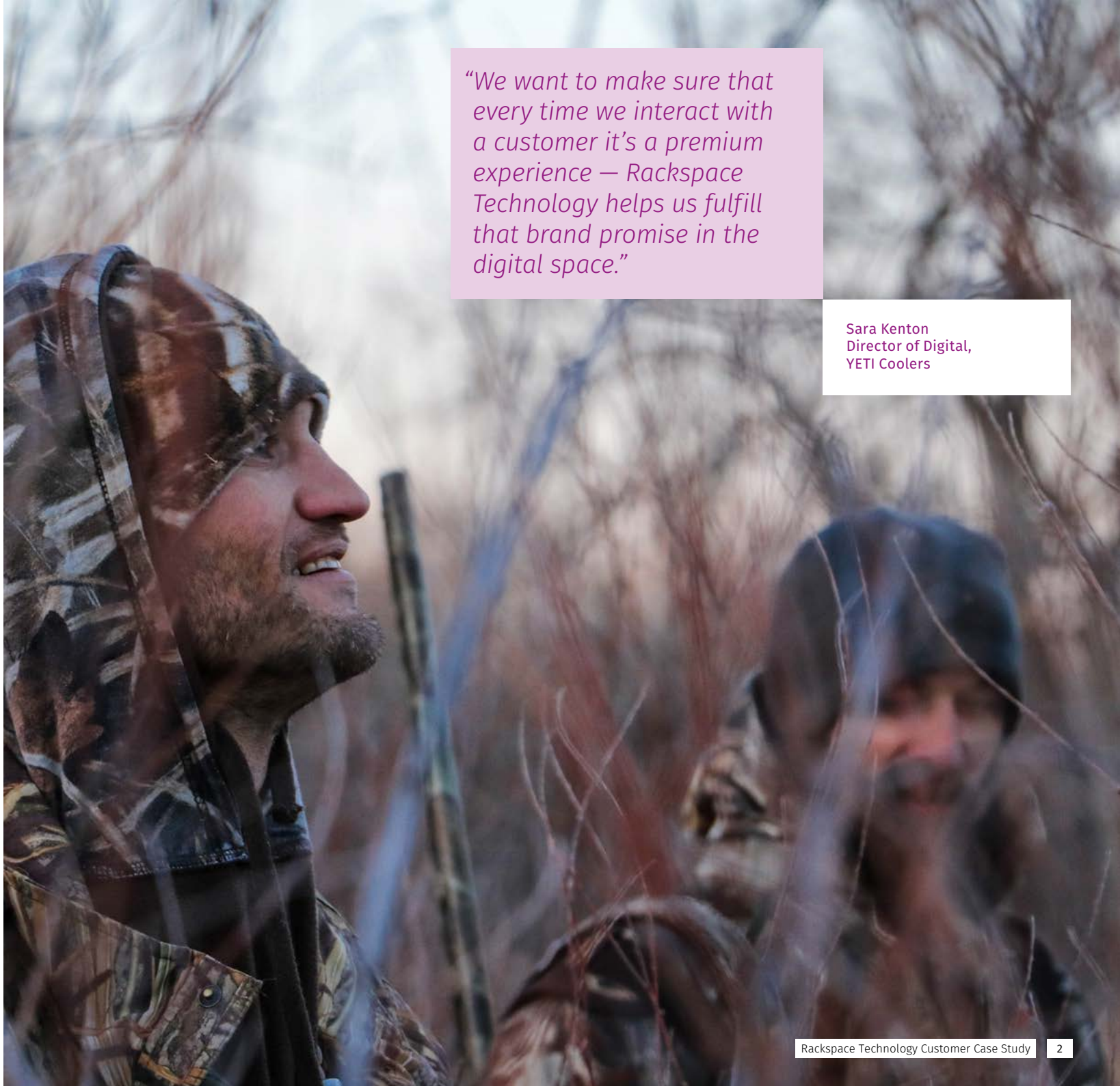
Kenton added, "Every ecommerce platform has its own idiosyncrasies, so having a hosting provider that's aware of those and knows how to make a configuration work is really important. We didn't want to be the first ones to make Magento work with a hosting provider who'd never done it before."

Rackspace Technology has helped YETI's ecommerce success by building and maintaining a stellar digital experience. "YETI makes premium, best-of-breed products. We spare no expense on the materials, the manufacturing processes that we use, or the intense QA we put our products through before they ever hit the market, and we want to make sure that every time we interact with a customer it's a premium experience — Rackspace Technology helps us fulfill that brand promise in the digital space," said Kenton.

Hybrid architecture provides the best of both for ecommerce

YETI's ecommerce solution is built using a hybrid architecture that offers them the best of both worlds. They rely on dedicated servers to manage base traffic and day-to-day operations, which gives them guaranteed performance and reliability. To manage the temporary spikes in traffic around holidays and special events like new product launches, they leverage public cloud which provides limitless scalability and flexibility in the most cost-effective way possible.

"Rackspace Technology really helped us design the right infrastructure to support the ecommerce business and digital experience we were trying to create," said Kenton. "With the scalability and burst ability that Rackspace Technology provides, we can support holidays like Cyber Monday, Black

Friday or Father's Day, as well as new product launches, with very little notice."

YETI's hybrid architecture is complex, so they benefit from the Rackspace Technology team's expert management, ensuring their cloud and dedicated environments function as one. "We rely on Rackspace Technology to figure out the right foundation for our website to be successful and to give our customers a great experience," said Kenton. "One thing that's been really helpful with our explosive growth as a company is having a partner that can look at our growth trajectory and make proactive recommendations, tell us the configurations we need to be thinking about and the changes we'll want to make to our infrastructure to support the traffic and transaction volumes we're seeing."

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Sara Kenton – Director of Digital, YETI Coolers

Fanatical Experience

As a consumer product company without in-house development expertise, Kenton said managed cloud and the Fanatical Experience™ that comes with it have been indispensable for Yeti: "I can't imagine not having Rackspace Managed Cloud," said Kenton. "I would feel helpless without a person I can call 24 hours a day, 7 days a week, who I know is going to help me if our customers are ever having a bad experience. Having Rackspace Technology as a partner allows us to focus on creating meaningful experiences for our customers online, and on growing revenue. We let Rackspace Technology manage databases or make configuration changes. They're the experts. We focus on making and marketing and selling Yeti coolers."

"Rackspace Technology is truly an extension of our team," added Kenton. "If I notice something wrong with our website or any problem impacting our customers, I can pick up a phone and call anybody at Rackspace Technology at any point in time. I may not even know what the problem is, but I know somebody's going to be on the phone ready to help me figure out what's happening. They're going to diagnose it, fix it, and follow up to ensure it doesn't happen again. It's priceless to me."

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what's next.

Learn more at **www.rackspace.com** or call **1-800-961-2888**.