



Yeti Coolers Sees Surging Revenue with New Focus on Ecommerce

The company leverages Rackspace Public Cloud architecture to stay on top of growth and seasonal spikes in ecommerce.

YETI Coolers was founded in 2006 by Roy and Ryan Seiders, brothers and avid outdoorsman who went on a mission to create the one piece of gear they'd been missing in all their years of hunting, fishing, and wilderness adventures — a cooler that simply 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 first cooler ever to be declared Grizzly-proof, the Tundra, and YETI's subsequent line of products, have earned the company a passionate customer base and sparked phenomenal growth, with sales doubling nearly every year since the company's launch. That explosive growth has continued in recent years as YETI has turned its focus to ecommerce and the digital domain.

GROWING ECOMMERCE WITH RACKSPACE

YETI Coolers got started selling their products through two primary distribution channels, big-box stores like Bass Pro or Cabela's, as well as mom-and-pop shops and other independent retailers in hunting

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Director of Digital, YETI Coolers

AT-A-GLANCE

CUSTOMER'S BUSINESS:

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.

CHALLENGES:

Due to explosive growth, YETI needs carefully managed architecture to ensure they can meet demand and provide a premium digital experience for their customers — through seasonal spikes and traffic fluctuations that demand flexibility and scale on short-notice.

RACKSPACE® SOLUTION:

Rackspace Public Cloud, Dedicated Servers. Cloud Server, Magento Ecommerce Platform

BUSINESS OUTCOME:

YETI leverages Rackspace Public Cloud to easily manage traffic surges and stay on top of steadily growing base traffic.

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 explains, "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. One of the next major decisions we had to make was the hosting provider and the reason we chose Rackspace was because of their relationship with Magento," says Kenton. "Every ecommerce platform has its own idiosyncrasies, so having a hosting provider

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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.” Kenton says Rackspace has been key to YETI’s ecommerce success, helping them build and maintain 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 helps us fulfill that brand promise in the Digital space.”

HYBRID ARCHITECTURE GIVES YETI THE BEST OF BOTH WORLDS FOR ECOMMERCE FLUCTUATIONS

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, but leverage public cloud to manage the temporary spikes in traffic around holidays and special events like new product launches, giving them limitless scalability and flexibility in the most cost-effective way possible.

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Although YETI’s hybrid architecture is complex, YETI benefits from the expert management of Rackspace architects, who work as a

team across Cloud and Dedicated to ensure the two environments function as one. “We rely on Rackspace to figure out the right foundation for our website to be successful and to give our customers a great experience,” says 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 the changes we’ll want to make to our infrastructure to support the traffic and transaction volumes we’re seeing.”

FANATICAL SUPPORT

As a consumer product company without in-house development expertise, Kenton says Managed Cloud and the Fanatical Support that comes with it have been indispensable for Yeti: “I can’t imagine not having Rackspace Managed Cloud,” says 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 as a partner allows us to focus on creating meaningful experiences for our customers online, and on growing revenue. We let Rackspace manage databases or make configuration changes. They’re the experts. We focus on making and marketing and selling Yeti coolers.”

“What Fanatical Support means to me is that Rackspace is truly an extension of our team,” adds 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 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.”

ALL BACKED BY FANATICAL SUPPORT.

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Connecting the Dots to the Cloud