

AT-A-GLANCE

CUSTOMER'S BUSINESS:

eCommerce site for leather goods

CHALLENGES: Site must be available to do business and pages must load quickly

RACKSPACE SOLUTION: Dedicated Servers and Monitoring

BUSINESS OUTCOME:

No more sales lost due to downtime and slow page loads



WITH RACKSPACE, LEATHERTREE.COM FINDS ITS "HAPPY HOME"

One second page loads, unmatched uptime, and Fanatical Support® ensure online retailer never misses an order

OVERVIEW

In 1997, Illinois entrepreneur Jacqueline Berger was looking for a new business idea—but not just any idea. She wanted what she calls a "bandwagon" opportunity: a business model so poised to take off that all she'd need to do was jump on the bandwagon.

Berger found what she was looking for. After purchasing the URL www.LeanerTree.com, she put up a website and began selling leather goods online. And although she viewed the venture as a hobby at first, within a year she'd done \$200,000 in sales.

"I thought that was pretty good for a 'hobby,'" Berger says. She never looked back, and today Berger owns one of the largest all-leather accessory online stores on the Internet.

Getting to where she is today took some adjustments, however. Berger launched LeatherTree.com on a shared hosting environ-

ment. It wasn't a viable long term platform. "The site would crash," she says. "Sometimes, during the holiday season, when orders were pouring in, it would go down several times a day."

BEST VALUE, MOST POSITIVE REVIEWS

So Berger began researching dedicated hosting providers. "I took my time," she says. "I discovered that Rackspace had the best value for the dollar, and had the most positive reviews."

The most important factor in Berger's decision, however, was The Rackspace Fanatical Support Promise®. After all, as an online-only retailer, LeatherTree.com is entirely dependent on its website. And customer satisfaction is a key business priority for the company. Berger needed to know that Rackspace was willing and able to provide infrastructure and support

to keep the site online and available.

The first test of Rackspace support came during the move from LeatherTree.com's old hosting provider. "I was extremely nervous," Berger says. "So much could go wrong. The site could go down or get corrupted."

"Moving to Rackspace has paid off hundreds of times over. I don't lose orders due to downtime anymore. And customers never experience the frustration of being unable to view the site or check on orders."

Jacqueline Berger, President LeatherTree.com

experience *fanatical support*®

Toll Free: 1.800.961.2888 | International: 1.210.312.4700 | www.rackspace.com

Copyright © Rackspace Hosting, Inc. | All trademarks, service marks, images, products and brands remain the sole property of their respective holders. | MODIFIED DATE: 03/25/2011

RACKSPACE® HOSTING | 5000 WALZEM ROAD | SAN ANTONIO, TX 78218 U.S.A.

“Rackspace worked closely with my webmaster to manage the move. It went off without a hitch—the site remained online and fully functional the entire time.”

Jacqueline Berger, President LeatherTree.com

Her fears proved to be unfounded. “Rackspace worked closely with my webmaster to manage the move,” Berger says. “It went off without a hitch—the site remained online and fully functional the entire time.”

SUPER-FAST PAGE LOADS, PLUS PROACTIVE MONITORING TO ENABLE UPTIME

Today, Berger calls her decision to host her business with Rackspace “a good one”—and with good reason.

Take website performance. LeatherTree.com is a very image-heavy site. It needs to be. The average price of its products is between \$200 and \$300. Shoppers won't spend that kind of money on a product unless they are confident they know what they're buying.

But images can also slow down page load times—and Berger can't afford that to happen. “Fast load times are very important to my business,” she notes. “If pages don't load quickly, shoppers abandon them and we'll lose sales.”

There wasn't much data about the effect of page load times when LeatherTree.com was new, so Berger visited online retailers to perform research herself. Ultimately, she set a goal for her business of four seconds.

And before moving to Rackspace, her pages generally met her four-second goal, thanks to clean coding. But that couldn't compare to the site performance after the move. “With Rackspace, my pages load in 1.082 seconds,” Berger says. “My site always ranks on Alexa as ‘very fast.’”

Hosting with Rackspace also greatly improved LeatherTree.com's availability. This is partially because the site now resides on dedicated, rather than shared, hosting. It never needs to compete with other sites for bandwidth.

But Fanatical Support also plays a crucial role. “Rackspace monitors the site,” Berger notes. “They ping it every five minutes, and begin troubleshooting immediately if the URL doesn't respond.” As a result of this proactive monitoring, any problem with the site is addressed within minutes. “Moving to Rackspace has paid off hundreds of times over,” Berger says. “I don't lose orders due to downtime anymore. And customers never experience the frustration of being unable to view the site or check on orders.”

Rackspace support engineers have also helped Berger in other ways. “At one time I was between webmasters, and Rackspace regularly cleared out the site's log files for me,” she says. “Another time, they helped us implement a new email system. Anything I've ever asked, they've done for me. When I call, I don't have to wait on hold. They often call me to make sure I'm happy. Rackspace truly offers exceptional customer service backed by Fanatical Support.

“I get calls every day from people trying to sell me things, including hosting services,” Berger concludes. “I tell them I'm not interested. Rackspace takes such good care of me. There is no way I'd leave this happy home.”

experience *fanatical support*®

Toll Free: 1.800.961.2888 | International: 1.210.312.4700 | www.rackspace.com

Copyright © Rackspace Hosting, Inc. | All trademarks, service marks, images, products and brands remain the sole property of their respective holders. | MODIFIED DATE: 03/25/2011

RACKSPACE® HOSTING | 5000 WALZEM ROAD | SAN ANTONIO, TX 78218 U.S.A.

