

A CASE STUDY FOR:

BENEFIT COSMETICS

APPLYING FASTER TECHNOLOGIES ENHANCES BENEFIT COSMETICS

Rackspace helps beauty brand improve infrastructure and go seamlessly global

BUSINESS

Global beauty brand selling cosmetics at retail and online.

CHALLENGES

Expand global digital presence; Deliver the Benefit Brand Experience to all potential customers in their local language.

SOLUTION

Rackspace Managed Public and Private Cloud Services, Hybris eCommerce Platform

OUTCOME

Take company brand and product information global, deliver the experience across all browsers and devices and leverage consistent uptime and better performance.



Begun in 1976 by fashion-model twin sisters Jean and Jane Ford, San Francisco-based Benefit Cosmetics is conceived on the notion of making cosmetics and beauty fun and more approachable. The company slogan, "laughter is the best cosmetic" derives from this concept.

What had been initially founded as a beauty boutique is today a global beauty brand, available at more than 2,000 cosmetics counters in nearly 40 countries. Benefit Cosmetics LLC is a \$1B subsidiary of LVMH, with the majority of sales arriving through indirect channels, such as Macy's and Sephora.

GOING TRULY GLOBAL

Benefit's challenge was that it wanted to take the companies digital presence truly global. This meant having a fully localized, digital home in every country it does business in.

Before Rackspace, Benefit was joined with a smaller datacenter provider using an older technology base, remembers Reichgut. "As we were building out the new platform that would allow us to scale worldwide, we looked around for a technology provider who could naturally augment my operations team," he said.

"During our buildout, we knew we would need the help networking and infrastructure experts to help us design our worldwide platform. After reviewing several options, we recognized Rackspace as the provider best suited for us."

Benefit relies on Rackspace in particular for Linux support. More recently, the company's Project Rosie is using Rackspace to help launch and support websites in 40 countries in approximately 22 or 23 different languages.

"The Rosie platform was built to address the fact that we have a strong social media presence in all of the countries we're in, but we didn't have a single home where customers in that country could actually learn about Benefit, our products, and where

to go to purchase those products," said Steve Reichgut, Director of Engineering and Web Operations at Benefit Cosmetics. Steve oversees both an internal team of four developers, one QA engineer and one operations person as well as an offshore development and QA team

To scale to 40-plus websites, Reichgut and his team needed to find the right partners to extend his team's core competencies in key areas. "Operational efficiency is absolutely critical," he said. "Rackspace has been a great choice for us when it comes to infrastructure."

"Managed security is an area where we've relied very heavily on Rackspace to manage our firewalls, the IDS, the WAF, the VPN, and load balancing," he said. "I've spent many hours with them walking through complex challenges in order to find the right configuration. The Fanatical Support® has been critical in helping us solve these problems."

SMARTER EVOLUTION

The evolution of ecommerce and digital properties at Benefit began in 2011 as the company expanded into China and rebuilt its U.S. website. Next, the company expanded into the U.K., Germany and France. In 2016, the company is accelerating its digital property growth with a goal of reaching almost 20 by the end of the year.

**"TO BECOME MORE DYNAMIC WE'LL NEED
TO SCALE EVEN FASTER OVER THE NEXT
FEW YEARS, AND WE ARE CONFIDENT THAT
RACKSPACE CAN HELP GET US HERE."**

STEVE REICHGUT :: Director of Engineering and Web Operations at Benefit Cosmetics

“To address our success, we needed the right infrastructure to handle a combination of ecommerce and digital properties in every country that we sell in, in their localized language,” said Reichgut. “With Rackspace’s help via Fanatical Support®, we are looking forward to integrating cloud offerings into our platform.”

“THE EXPERTISE THAT WE WERE REALLY LOOKING FOR AND WHAT WE’VE LEVERAGED FROM RACKSPACE HAS BEEN TREMENDOUS.”

STEVE REICHGUT :: Director of Engineering and Web Operations at Benefit Cosmetics

BENEFIT AND FANATICAL SUPPORT®

As evidenced when it sought a new datacenter provider, Benefit identified Rackspace as someone that already had a global footprint and a breadth of services that was at the right level for the organization’s needs.

“We weren’t seeking a self-service option like so many cloud providers offer,” he said. “What lead us to Rackspace is that they provided all of critical technologies along with the augmented customer service and technical support to make it all work together.”

Today Benefit is using the cloud more for things like microsites than as a core part of their platform, but that will change. As the platform grows and the functionality becomes more diverse, we will need to incorporate the flexibility and dynamic nature of the cloud. Benefit plans to extend the new platform to allow for more than just a single, core set of functionality. “We want our platform for any web application we want to create, integrating additional functionality as individual services such as appointment scheduling,” said Reichgut.

What does Fanatical Support® look like from the point of view of Benefit Cosmetics? “When we call in, anyone we talk to approaches our request the same way. They take ownership of the issue and work with us until it is resolved whether that is a few minutes or a few hours. ” said Reichgut. “The expertise that we were really looking for and what we’ve leveraged from Rackspace has been tremendous.”

INTO THE FUTURE

As it looks at what’s coming up, the company knows that the cloud offerings are going to factor extensively into Benefit’s success.

“To become more dynamic and nimble, we’re going to be looking to scale even faster and that much easier, over the next few years, and we are confident that Rackspace can help get us there.”

ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialized expertise on top of leading technologies developed by AWS, OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

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

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