

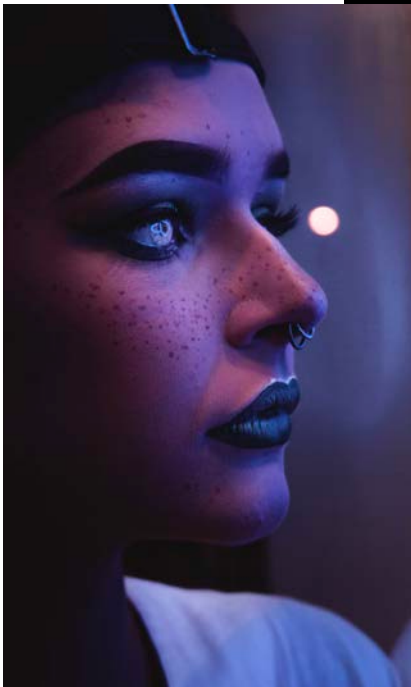


**CASE STUDY**

# **Metal Mafia**

How Above The Fray developed integrated tech solutions to process 30% more customer orders per day at Metal Mafia, a leading producer of high quality body jewelry.

# Above The Fray Integrates Skubana, Webscale, Avalara and Adobe Commerce Enabling Metal Mafia to Increase Order Volume Handled by 30% Daily



## BACKGROUND

Metal Mafia, a wholesale body jewelry manufacturer, wanted to make their customer experience seamless by integrating their backend with their ecommerce platform so that customers could see stock in real-time. When Metal Mafia partnered with Above The Fray, they made it clear the company needed a team that not only understood the technological tools available, but more importantly, grasped the business processes they were seeking to improve. Ultimately, they were looking for experts to help choose the right integrations and build the best connections to meet their critical business needs.

# Goals

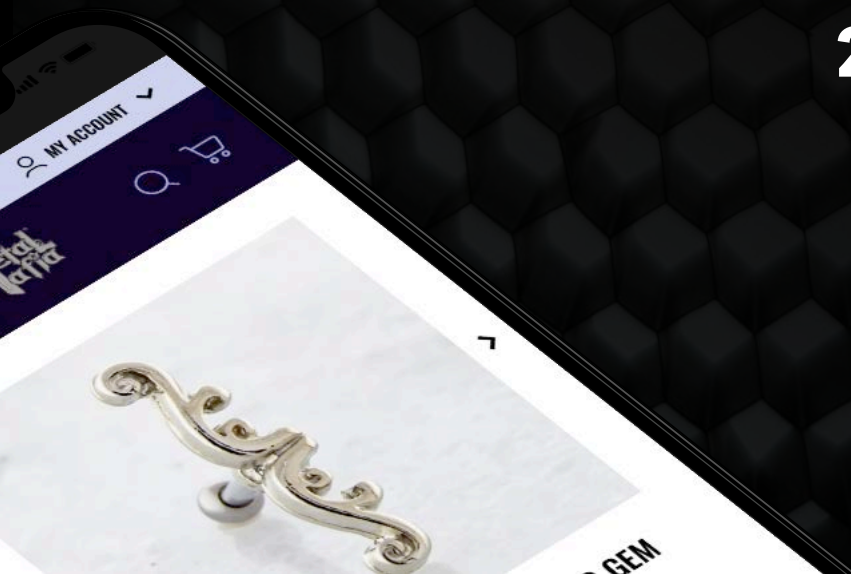
Metal Mafia was acutely aware of the many ways their manual processes were holding them back from being able to help even more customers needing merchandise just-in-time for their own growing businesses. However, they didn't know exactly how the existing processes could be improved or the right technology solutions implemented to streamline and automate where it would make the most impact for their warehouse operations. In an in-depth discovery, Above The Fray identified the following goal paths to grow Metal Mafia's business:

## 1. Showcase their extensive catalog of products and all of the available customizations

Metal Mafia's deep catalog of products included those available for purchase as individual pieces and others that were configurable or bundled configurable products.

## 2. Process POs with suppliers within Adobe Commerce

Prior to using Adobe Commerce, Metal Mafia was also processing POs from initiation through fulfillment with their ERP system and the process was a time-consuming, onerous, and imperfect one that required multiple people to manage the purchasing.



### **3. Manage and track real time inventory within Adobe Commerce**

Before integrating Adobe Commerce, Metal Mafia was managing inventory in an ERP system that was not integrated with their customer facing ecommerce platform, which left customers guessing as to what inventory data was available at the time orders were placed via the website.

### **4. Remedy timeout errors and spikes in server usage**

Metal Mafia needed a secure hosting solution to ensure that the site would continually be up and optimized to perform as expected.

### **5. Automate the validation of tax certificates**

For every new account that was created, Metal Mafia's team was manually collecting and validating tax certificates to ensure sales tax was appropriately processed and collected. As the business grew, Metal Mafia knew it was important to have a system that automatically monitored expiration dates of exempt certificates, and also helped to automate the process of complying with new and ever-changing state sales tax rules.

### **6. Give sales reps more visibility to improve customer connections**

With customer data, order history, and shipment information living in distinct and often unconnected places it had become complicated and costly for the sales team to continue providing the level of customer service for which Metal Mafia has always been recognized.



# The Solution

*A fully integrated collaboration*

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Above The Fray worked together with Metal Mafia to find the right partnerships and connectors to streamline their processes and meet their goals. Moving away from their outdated and siloed ERP system was the first order of business. We recommended our partner, Skubana, as a robust inventory management solution that would help them visualize accurate, real-time inventory data, and put complicated ordering processes behind them.



SKUBANA

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Skubana has been a godsend. My picking staff definitely feels a really big difference with the way that they handle stock discrepancies. In the past it was a multi-part mess that they would have to go through in order to make any adjustments. And as far as ordering goes, you know, it used to take me, at least a day and a half to do all the buying and now it takes me about 10 minutes. Skubana really took so much time out of that process and enabled us to be more productive elsewhere.

DALE PARRIS - PRESIDENT & OWNER, METAL MAFIA

## CASE STUDY | METAL MAFIA

Once inventory management was dialed in, we introduced Metal Mafia to our partner, Webscale, a premier cloud hosting solution. Migrating to Webscale helped stabilize and secure Metal Mafia's site while also improving their site speed and eliminating downtime issues they had been plagued with. Most importantly, Webscale was able to provide in-depth error logs when any of the functionality on their M2 instance was not working as expected—allowing issues to be troubleshooted and resolved more swiftly. Webscale also facilitated the upgrade to 2.4 when the PHP version they were on was sunset.



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Any time Above The Fray brings us into an Adobe Commerce delivery project, we know their project management team will provide a top-notch customer experience. The Metal Mafia engagement was, yet another beautifully executed launch orchestrated by Above The Fray and their incredible team of commerce experts. Their team did an excellent job articulating to Metal Mafia why a more modern cloud delivery stack is necessary for merchants today.

**ADRIAN LUNA — SR. DIRECTOR OF STRATEGIC PARTNERSHIPS  
AT WEBSCALE**





Another key partner involved in helping Metal Mafia achieve their goals was Avalara for automation of sale tax certificates. Avalara's certificate management system made it easy for Metal Mafia to ensure their exemption data is always current, and also provided an extra advantage: Metal Mafia's customers could create, manage, and stock their certificates for use with their other vendor partners as well, helping them to save time as small business owners.



When it came time to integrating a top-notch CRM system, we turned to PowerSync to integrate Salesforce and Adobe Commerce. PowerSync connector allowed the Metal Mafia sales team to easily see the ways in which they could best help their customers in real-time, with everything from order placement, inventory intel, and tracking information.



Finally, Adobe Commerce was the foundation that really made all of these improvements possible. Using their robust, customizable ecommerce platform, ATF was able to integrate the right collection of technology partners and implement a variety of unique customizations to the platform itself; meeting Metal Mafia's business needs with ease. ATF worked to upgrade the picklist to make relevant information easy to find, and ATF also worked to create a multi-bundled product configurator allowing customers to shop the full customizable catalog of Metal Mafia products. Two solutions that would be impossible on any other ecommerce platform.



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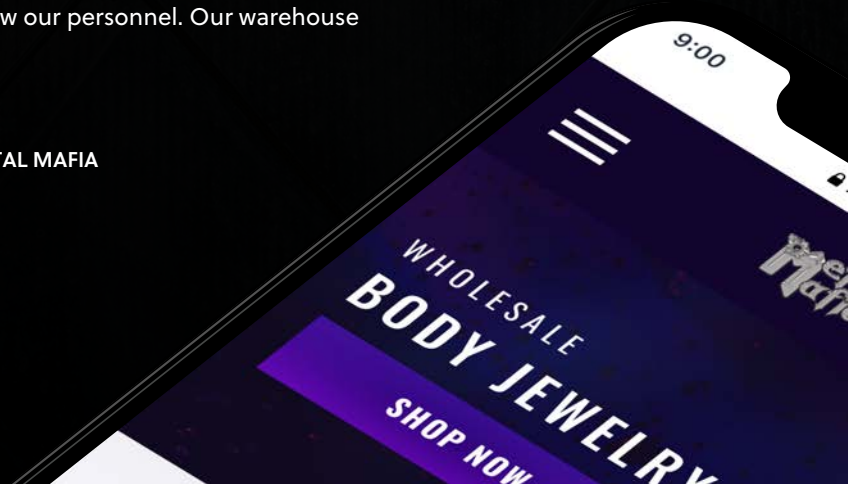
In our industry, most suppliers have a difficult time with managing their stock and they are often out of merchandise that customers need. At Metal Mafia, we have worked for 18 years to be 99% in stock at all times—but doing so was a once a very tedious and labor-intensive process. As a small company, that means that initiatives we might have wanted to undertake were often delayed or even supplanted by the core functions that we had to give all our energy to performing. We are grateful for the way the website has improved our processes and want to continue on that trajectory, finding efficiencies that make things simple and clear for our staff and easier to use and more valuable for our customers.

VANESSA NORNBERG — CEO, METAL MAFIA

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To put this a little bit into perspective. We shipped out of here, 20,469 orders in 2021. I mean that's a shitload of orders in just under 12 months. That's averaging like 1200 or 1300 orders a month? That would not have happened without Adobe Commerce and Skubana. And, we've done that without having to grow our personnel. Our warehouse staff is happy to go home on time.

DALE PARRIS - PRESIDENT & OWNER, METAL MAFIA





# Results

*Streamlined the path to purchase for customers effectively increasing customer orders considerably.*

**+160%**

160% increase in orders YoY

**+30%**

30% increase in daily orders processed

Home > 316L Stainless Steel > Externally Threaded

IN STOCK SKU SBE-1434

## STEEL EXTERNALLY THREADED GEM BALLS

As low as **\$2.20**

Type: Externally Threaded  
Material: 316L Stainless Steel  
Description: Bezel-set Swarovski gem replacement balls.

Size: 16G 14G

**CHOOSE OPTIONS**

CHOOSE OPTIONS

DETAILS

PRODUCT CARE

MEASUREMENT

This product must be ordered in increments of 12

GEM COLOR	SIZE	HEAD SIZE	SKU	PRICE	STOCK	QTY
Aqua	1.2MM (16G)	3MM	SBRTBD35	\$2.20	33	<input type="text" value="1"/>
Black	1.2MM (16G)	3MM	SBRTBD35	\$2.20	199	<input type="text" value="1"/>
Citrine	1.2MM (16G)	3MM	SBRTBD35	\$2.20	102	<input type="text" value="1"/>
Green	1.6MM (14G)	3MM	SBRTBD35	\$2.20	199	<input type="text" value="1"/>
High Polish	1.6MM (14G)	3MM	SBRTBD35	\$2.20	199	<input type="text" value="1"/>

ORDER SUMMARY

QTY TOTAL:

0

COST TOTAL:

\$0.00

**ADD TO CART**

RESET

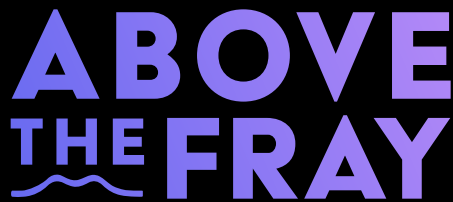


Success is rarely born from luck, but from grind, perseverance, and underlying trust in the people you are working with.

While the integrated platforms, technology, and engineering are critical, what has differentiated success in this ongoing relationship has been the enduring eyes-on-the-prize approach all the involved parties have taken. Ultimately, it's not about any one of us, but Metal Mafia's end buyers and the ease with which they are able to engage with and purchase from Metal Mafia.

It's easy to lose sight of that common goal with so many moving pieces, people, and opinions. But when you work with individuals and organizations that focus on the mission rather than themselves, you produce the ongoing growth & evolution we are enjoying here today. It's really a well-earned testament to all those involved, but one we have to keep earning on the daily.

NOAH OKEN-BERG — CEO, ABOVE THE FRAY



## ABOUT

Above The Fray is an end-to-end global ecommerce agency specializing in consulting, designing, building, integrating, and evolving digital commerce for growth-ready manufacturers.

We're passionate about ecommerce solutions that not only increase online sales but transform businesses. We help our clients achieve process efficiency and bottom-line growth through analysis, architecture, and engineering.

Learn More about Above The Fray at [www.abovethefray.io](http://www.abovethefray.io)