

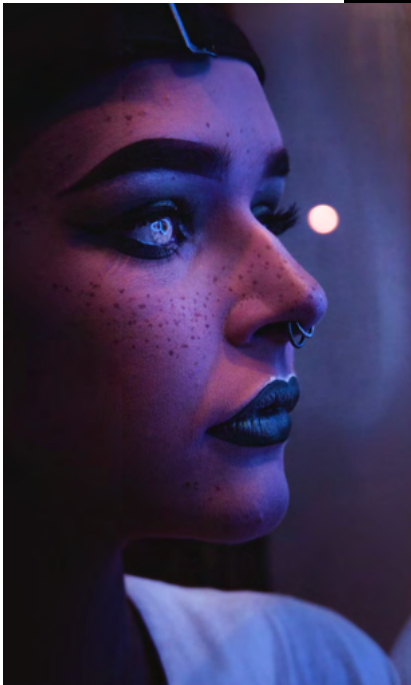


CASE STUDY

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 by 30%



BACKGROUND

Metal Mafia, a wholesale body jewelry manufacturer serving thousands of piercing and tattoo businesses, wanted to make their customer experience seamless by integrating their backend with their ecommerce platform so that customers could see stock in real-time. They wanted their B2B buyers to have the same ease, speed, and polish of a modern D2C storefront, without compromising any of the advanced B2B features their operations required.

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 seeking an operational partner who understood the pain points of a high-volume B2B business selling complex, configurable products and could architect the right integrations to scale their fulfillment capacity without increasing headcount.

Goals

Metal Mafia was acutely aware of the many ways their manual processes were limiting their ability to scale. Their warehouse team was bogged down by disconnected systems that left them wasting time searching for out-of-stock inventory. Their purchasing processes were inefficient and time-intensive. And company-wide, employees lacked access to the customer and purchase data they needed to effectively help their customers needing merchandise just-in-time for their own growing businesses. While the need to make changes was clear, the right solutions were not as obvious.

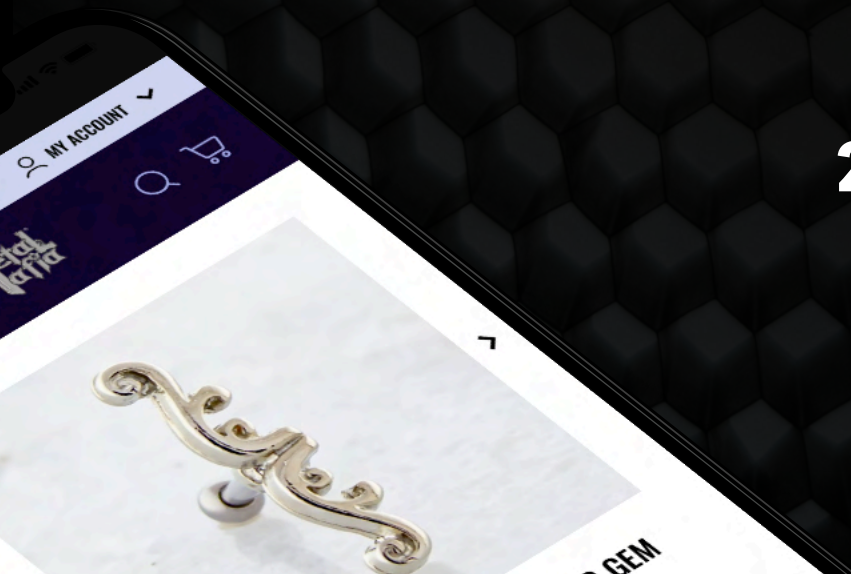
In an in-depth discovery, Above The Fray helped Metal Mafia identify six key goals to improve operational efficiency and unlock scalable growth:

1. Deliver a customizable product catalog experience

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. Enable real-time inventory visibility 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 was available at the time orders were placed via the website.



3. Streamline supplier purchase orders

Metal Mafia was processing POs from initiation through fulfillment with their ERP system, and the process was time-consuming and ripe for automation to reduce human error and admin time.

4. Stabilize performance and eliminate downtime

Metal Mafia required a secure hosting solution to ensure the site could handle traffic spikes, reduce timeout errors, and provide reliable logs for troubleshooting any performance issues.

5. Automate tax certificate management

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. Metal Mafia required a system that automatically tracked expiration dates and ensured compliance with new and ever-changing state sales tax rules.

6. Give sales reps real-time customer data

The lack of a centralized platform to view customer data, order history, and shipment information was preventing Metal Mafia's sales reps from proactively and efficiently supporting their customer accounts.

The Solution

A fully integrated collaboration

Above The Fray architected a fully integrated solution to streamline Metal Mafia's core business operations and prepare them to scale order volume without needing to add headcount. The first step was replacing their outdated and siloed ERP system with a modern inventory management platform. We recommended our partner, Skubana, to serve as the inventory management engine to enable them to 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 real-time inventory management was dialed in, we focused on stabilizing and securing their ecommerce operations. Migrating to Webscale, a premier cloud hosting solution, 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 diagnosed and fixed quickly. Webscale also facilitated the upgrade to Adobe Commerce version 2.4 when the PHP version they were on was sunset.



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**



To automate tax certificate management, we integrated Avalara's certificate management system to ensure customer tax exemption records are always current, while freeing the Metal Mafia team from manual tracking and exemption validation. Working with Avalara provided an extra advantage for Metal Mafia's B2B customers, who can now 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 empower the Metal Mafia sales team, we leveraged PowerSync to connect Salesforce with Adobe Commerce. With this integration, the Metal Mafia sales team gained access to real-time data, including customer order history, inventory availability, and shipment status in a single system, making it easier to support their accounts and improve customer satisfaction.



At the center of all these upgrades was Adobe Commerce, the flexible, enterprise ecommerce platform that enabled us to integrate with best-in-class technology and build a variety of customizations and features to meet Metal Mafia's business needs. Its robust B2B capabilities, including personalized catalogs, customer-specific pricing, and flexible payment terms, allowed Metal Mafia to create an intuitive, D2C-style experience tailored for wholesale buyers. Above The Fray also implemented role-based account access and negotiated payment options, ensuring that the purchasing experience aligned with how Metal Mafia's customers do business. We also upgraded the native picklist to make relevant information easy to find, streamlining warehouse operations, and we built a multi-bundled product configurator, allowing customers to shop the full customizable catalog of Metal Mafia products—two custom solutions that would have been impossible to deliver on any other ecommerce platform.

As part of the site improvements, Above The Fray also executed a targeted SEO engagement to improve organic visibility and traffic. This included optimizing metadata, on-page content, and addressing technical issues across Metal Mafia's extensive product catalog.



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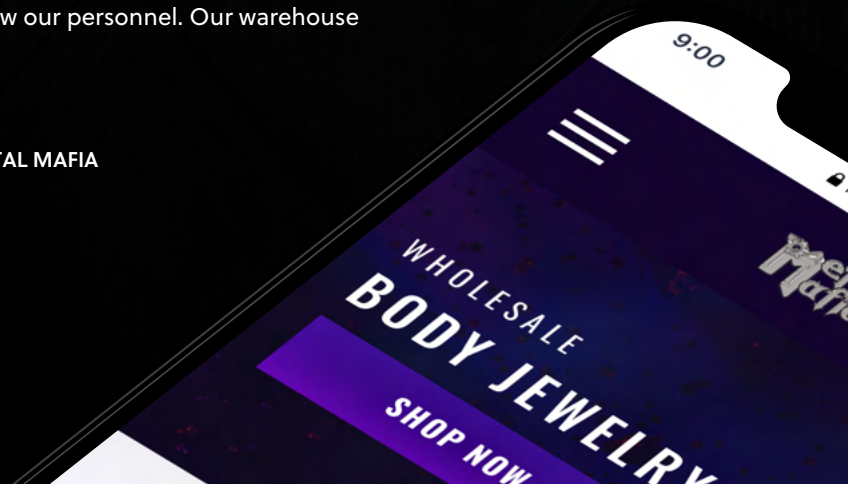
In our industry, most suppliers have a difficult time with managing their stock and they are often out of merchandise that customers need. At Metal Mafia, we have worked for 18 years to be 99% in stock at all times—but doing so was a once a very tedious and labor-intensive process. As a small company, 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

Metal Mafia's fully integrated Adobe Commerce ecosystem delivered measurable operational, sales, and marketing gains across the board.

+30%

increase in daily orders processed

with no additional staff required

+160%

year-over-year growth in total orders

driven by better efficiency, visibility, and uptime

+14%

increase in revenue from organic traffic

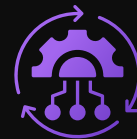
supported by technical and content-led SEO improvements

+74%

increase in organic search impressions and 33% increase in users

+16%

increase in conversions from organic traffic



ERP and tax certificate automation

reduced manual admin time and improved data accuracy



Sales reps now have real-time visibility

into customer data, orders, and fulfillment status, enabling faster, more personalized support



Product configurator and upgraded picklists

improved both the customer experience and internal workflows



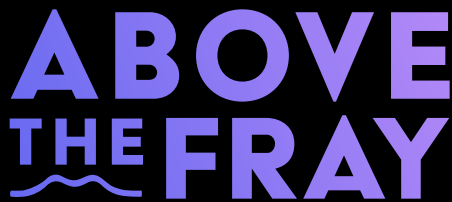


Success is rarely born from luck, but from grind, perseverance, and underlying trust in the people you are working with.

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.

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