



Facing a stalled website rebuild and migration, L.H. Dottie turned to Above The Fray for a critical project rescue. With solutions like real-time pricing updates and dynamic content management, L.H. Dottie's B2B customers now enjoy a streamlined, efficient ecommerce experience.

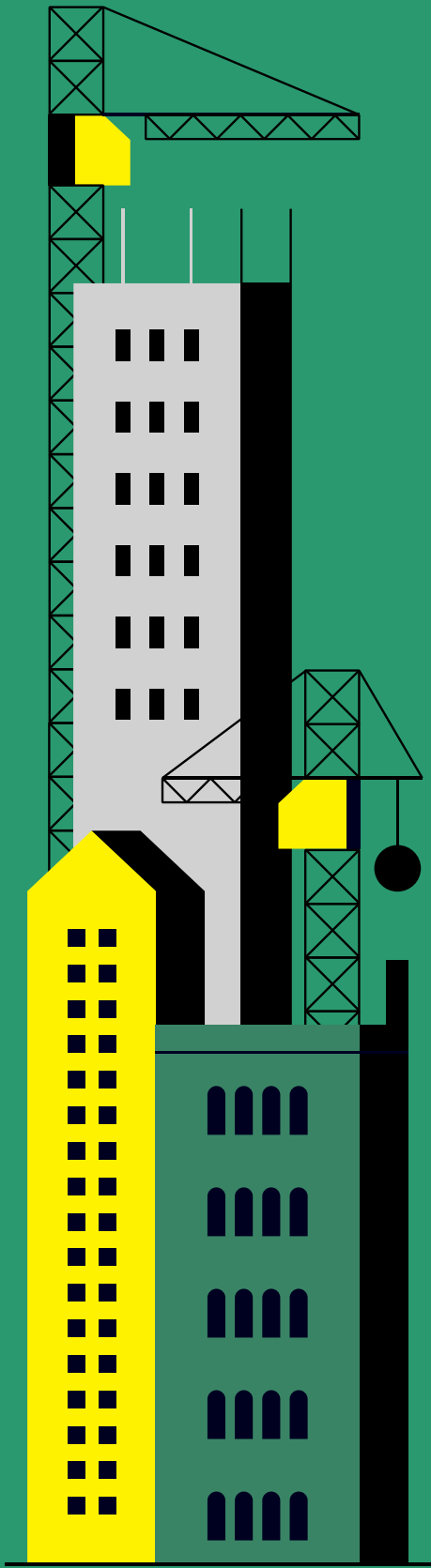


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Background

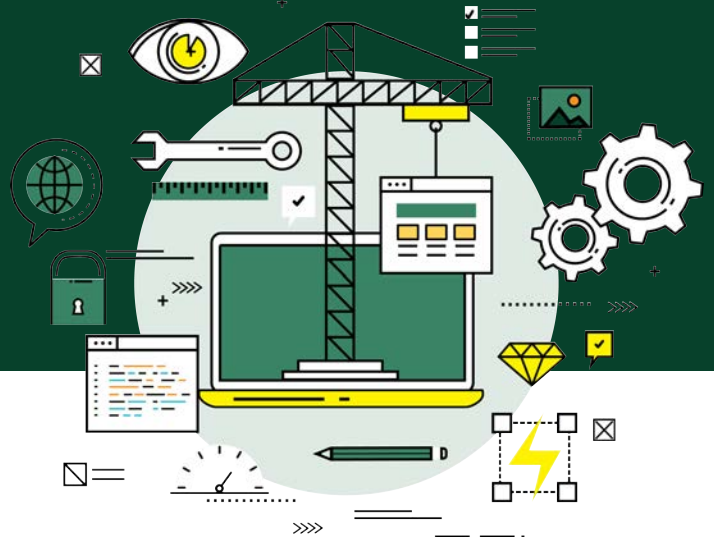
KEY STATS



20M+ pricing records

now update in under 10 minutes

- down from weeks

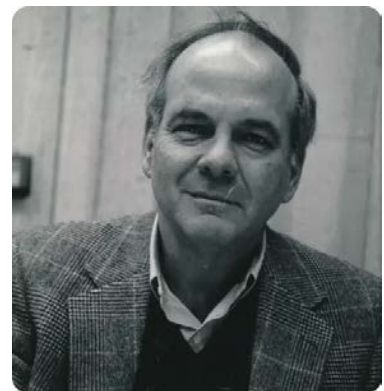


L.H. Dottie is a fourth-generation, family-owned company with over 60 years in the construction products supply industry producing and distributing a wide range of products sold exclusively through their B2B distributor network, including fasteners, hardware, anchors, electrical fittings, metal stampings, and tools. They serve a variety of industries including Electrical, Plumbing, Industrial, HVAC, Low Voltage, and Renewable Energy Wholesale.

In an initiative to transform the way they support their customers, the L.H. Dottie team decided it was time to upgrade their existing website to streamline the ordering process and make the day-to-day operations more efficient for both their customers and their own team from the sales staff to the warehouse pickers.

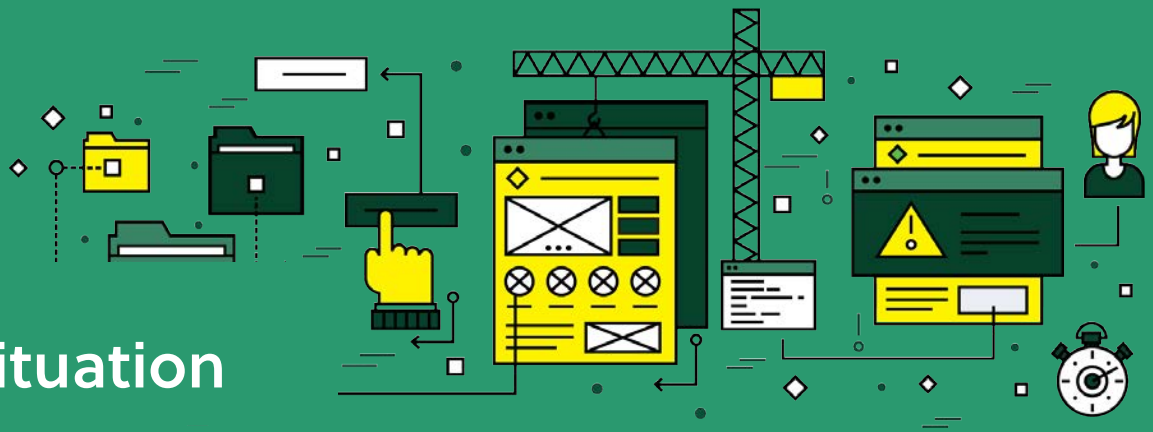


Sam Kobert *Co-Founder*



Joel Satnick *Co-Founder*

The Situation



L.H. Dottie began the process of rebuilding their website and migrating from Drupal Commerce to Adobe Commerce Cloud with a previous service provider, but after several missed milestones and repeated, uncommunicated cost overruns, it became clear that they needed to make a change.

A code audit completed by our development team revealed that the project was not nearly as far along as the L.H.Dottie team assumed and that there were over a dozen critical deviations from Adobe Commerce code standards that were likely a root cause of the project's stagnation.

Many of the tickets that had been marked complete by their prior agency had significant issues or were found to be lacking pieces of expected functionality. Additionally, the ERP integration they had built to integrate the flow of data between Oracle and Adobe Commerce was not built according to best practices for performance or security.

After reviewing the audit findings, the L.H. Dottie team had a true understanding of the current state of the project and decided to have Above The Fray take over to see it to a successful launch.



Before engaging with Above The Fray, our company was struggling to navigate our existing Magento implementation with our previous developer. Above The Fray's remarkable approach, characterized by their transparency and principled ethics, was a refreshing change that attracted us. We quickly realized that their sincere honesty and openness superseded any prior trust issues, making us wish we had partnered with Above The Fray from the onset.

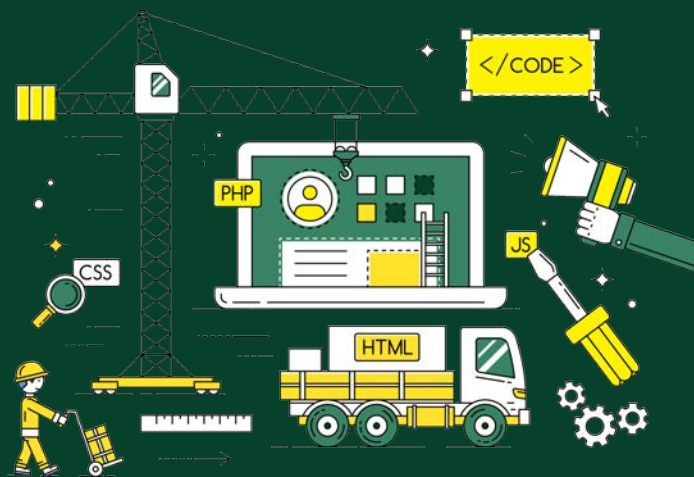


ALEX SATNICK

Vice President of Business Development, L.H. Dottie

The Challenge

Because this project required us to come into a build already in progress, we couldn't rely on our typical discovery process for new projects. Instead, we had to decipher what could and could not be repurposed from the existing code and the client's dynamic business requirements through a continuous agile discovery process.



The challenges for this project fell into three main buckets:



Stepping into an Ongoing Build

ATF had to pick up the pieces of an ongoing build, which required careful evaluation of the limited previously outlined requirements and the code that was already built to see if it had been built in a way that could be repurposed for their actual needs. We worked closely with the L.H. Dottie team, reviewing what had been done up to that point to ensure final output would meet the client's requirements.



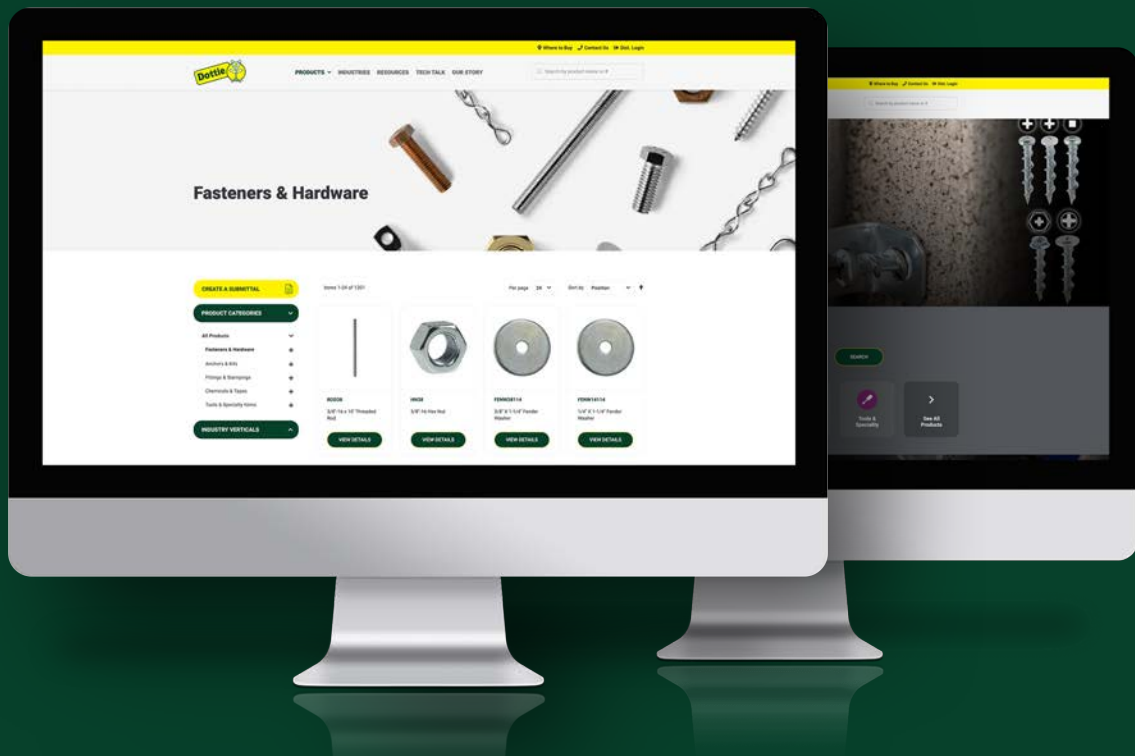
Existing Code Issues

The initial site audit revealed some critical code issues but after diving into the project fully, ATF's development team discovered even more serious issues in the existing infrastructure built by the previous agency. This necessitated a comprehensive overhaul of much of the existing code and partnering with L.H. Dottie's system integrator, C3 Business Solutions who had initially integrated their ERP (Oracle) to rebuild the integration for the new site. One of the main requirements for the new site was the ability to quickly update millions of customer-specific pricing records and that had yet to be solved for.



Building Trust

With the disappointments the L.H. Dottie team had already faced, it was critical that we earn their trust throughout each step of the project. Our team's transparency, robust processes, and professionalism were pivotal in rebuilding their confidence to get the project back on track.



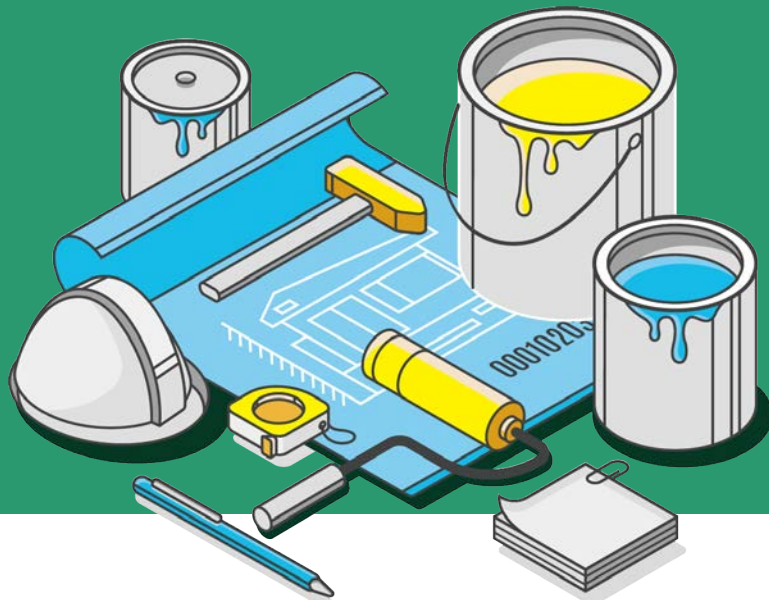
The Solution

As a result of our discovery and requirements-gathering sessions, Above The Fray's Business Analysts and Technical Architects were able to fully map L.H. Dottie's complex business processes and operational workflows. These sessions clarified evolving project requirements, ensured cross-functional alignment, and prioritized the features that mattered most. What once felt like a moving target had now been defined, analyzed, solutioned for and signed off on by all project stakeholders.

The result was a scalable, seamlessly integrated B2B ecommerce experience built to support high-volume purchasing, real-time pricing, and sales rep workflows—core functions that drive L.H. Dottie's distributor network. We completed the build with all must-have features, defined a roadmap for phase two, and established confidence in the project across teams.

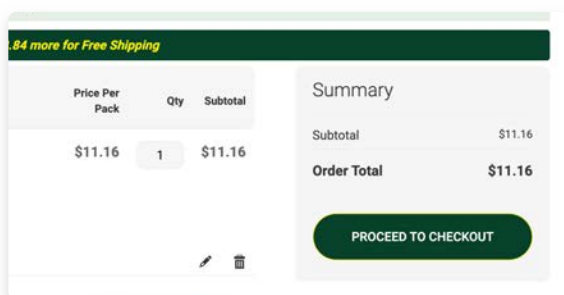
Throughout the project, we collaborated with Adobe's customer success team to resolve key technical issues and keep the project on track. Their expertise and dedication were instrumental in resolving issues promptly and ensuring a successful launch of L.H. Dottie's new modern B2B ecommerce experience.

Project Highlights



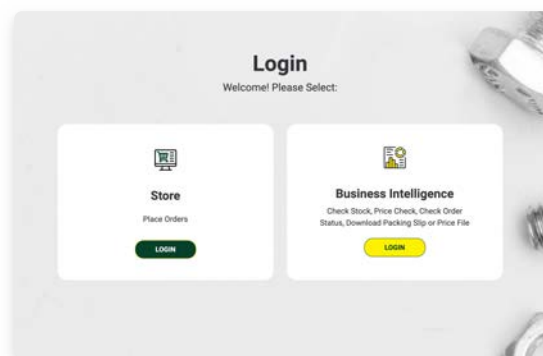
Real-Time Pricing Service

Adding a solution to simplify and manage the frequent updating of 20 million+ customer-specific pricing records was a key to overcoming a limitation ecommerce platforms are unable to handle natively. The Redis solution we engineered is optimized for rapid loading and retrieval of large, simple datasets and to significantly streamline operations for the L.H. Dottie team, reducing a process that, at the time, took weeks to run to just under ten minutes.



Single Sign On (SSO)

Above The Fray implemented SSO to streamline the Sales Rep experience between a variety of ecommerce, BI and Oracle sales tools that they use everyday.

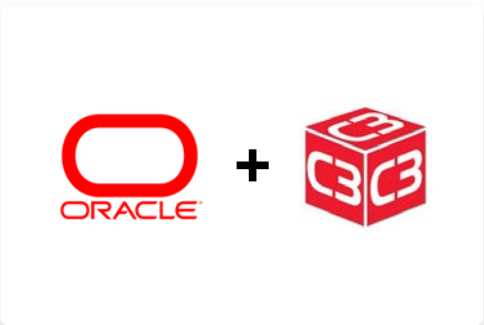


Dynamically Generated Content

A massive evolution in the L.H. Dottie sales enablement strategy, Above The Fray developed a custom tool inside the Adobe Commerce admin that allows L.H. Dottie’s sales reps to dynamically generate customer-specific catalogs using real-time data. Reps can select which product categories to include, apply personalized messaging, and instantly produce a downloadable PDF with a Dottie-branded cover tailored to the customer’s vertical. The catalogs can also incorporate relevant marketing collateral, giving reps a polished, customizable asset to support sales conversations—without the delays or limitations of static print workflows.

Physical Characteristics		Packaging Details	
Anchor Type	Conical with Wings	Number of Pieces	201
Style	Ribbed	Kit Contains (100) Tapered Wing Anchors, (100) #10 x 1" Square Drive Sheet Metal Screws, (1) 1/4" Carbide Tipped Masonry Drill Bit	
Drive Type	Square		
Head Type	Pan	Standard Qty	1
Screw Size	#10 x 1"	Master Qty	10
Bit Size	#2	Price Per	1
Anchor Diameter	1/4"	Package Length	7.5
Anchor Length	1-1/4"	Package Width	3.3
Material	Polyethylene	Package Height	1.5
Color	Yellow	Net Weight	1.05

Oracle Integration



Our team constructed robust APIs and webhooks in partnership with C3 Business Systems, L.H. Dottie’s Oracle ERP integrator, to connect Oracle with the Adobe Commerce platform ensuring a seamless integration and effortless connectivity.

Sales Rep Portal for B2B Order Management

Above The Fray built a streamlined, lightweight dashboard where all of L.H. Dottie’s sales representatives can view a list of their assigned customers and easily launch the order entry process. This solution both empowers and enables their sales team, eliminating manual processes, reducing time per order, maximizing visibility, improving customer service and satisfaction scores.

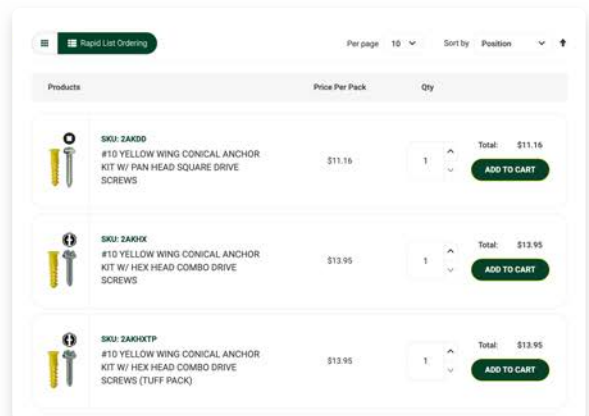
Welcome, [User Name] Where to Buy Contact Us My Store Log Out Quick Order TEST COMPANY Display Price Per Pack						
PRODUCTS INDUSTRIES RESOURCES TECH TALK OUR STORY Search by product name or # [Shopping Cart Icon]						
Company Users						
SHOW INACTIVE USERS			SHOW ALL USERS			
ID	Name	Email	Role	Team	Status	Actions
12524	[User Name]	[User Email]	Company Administrator	—	Active	
12603	[User Name]	[User Email]	Default User	—	Active	
12622	[User Name]	[User Email]	Default User	—	Active	
3 Item(s)						Show 20 per page

Modular Packaging Options

Using the robust native Adobe Commerce B2B features, Above The Fray incorporated standard individual packages, sleeves, and master package (pallets/crates/large boxes) increment options on relevant product detail pages, so customers could easily purchase products packaged in the most convenient

Rapid List Ordering

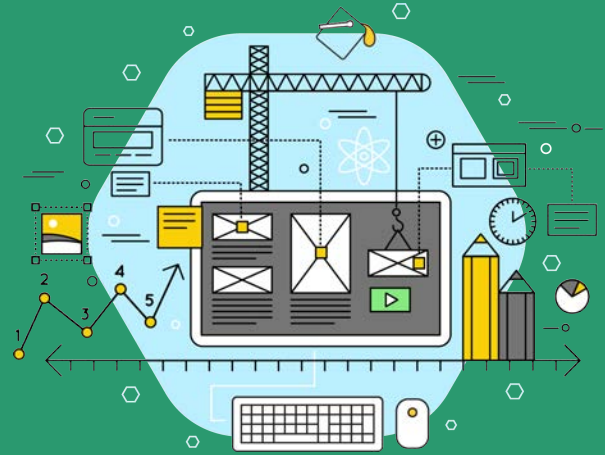
ATF developed a feature for quick and efficient bulk ordering, improving the user experience for busy B2B customers placing large orders. This alternate view of the product listing page is available to logged-in users, enabling them to use the PLP as an order form.



Post-Launch Enhancements

In the six months post-launch, we've focused on several key initiatives to ensure ongoing evolution and performance.

These P2 initiatives include:



Automated Unit Testing

To streamline quality assurance and enhance the reliability of the website, we deployed automated unit testing across the L.H. Dottie site and backend. This best practice recommendation brought several benefits:



Saves QA Time

Automated tests catch bugs without human intervention, resulting in savings on billable hours and reducing the time required for manual testing.



Increased Quality

By catching more bugs quickly, the overall quality of the site and backend has improved.



Transparency

The results of these unit tests are automatically added to pull requests (PRs), ensuring transparency on testing updates and making it easier for the team to identify and fix issues promptly.

Accessibility Audit

As part of the P2 initiatives, we conducted Web Content Accessibility Guidelines (WCAG) audit to identify areas where the site was not accessible to people who are visually or hearing impaired. This initiative was important to ensure that they were providing all of their current and potential customers with a great user experience and protect L.H. Dottie from potential lawsuits.



WCAG Improvements

We made a number of small tweaks to the code and design including correcting ARIA roles, adding accessible names to text labels, fixing link names, removing redundant alt text, labeling select elements, implementing structured lists properly, titling iframes, ensuring unique attributes, and ordering headings sequentially.



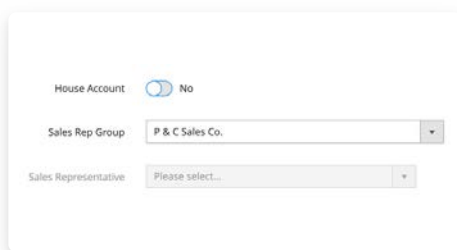
Perfect Accessibility Score

The fixes resulted in a perfect accessibility score on Google's PageSpeed Insights, ensuring the site is fully accessible to users with visual and auditory disabilities.



House Accounts Handling

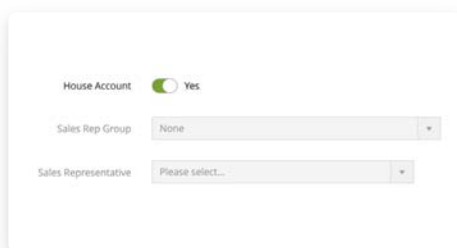
To improve the store locator functionality so that all of the distributor locations would be searchable, we added a new feature that allows L.H. Dottie admins to designate certain accounts as house accounts which are distributors that are not linked to a specific sales rep.. This new feature includes:



A screenshot of a web form titled 'House Account Toggle'. It features a toggle switch labeled 'House Account' which is currently set to 'No'. Below this, there are two dropdown menus: 'Sales Rep Group' with the value 'P & C Sales Co.' and 'Sales Representative' with the value 'Please select...'.

House Account Toggle

A new toggle was added to allow admins to mark companies as house accounts within the admin.



A screenshot of the same 'House Account Toggle' form, but the toggle switch is now set to 'Yes'. The 'Sales Rep Group' dropdown menu is now set to 'None', and the 'Sales Representative' dropdown menu remains set to 'Please select...'.

Updates to Sales Rep Management

When marked as a house account, the sales rep group and sales representative fields are cleared and disabled. These companies can now appear in the store locator without needing a sales rep.



API Integration

The house account toggle is accessible via the Company APIs, so the updates to house account records can also be made automatically via the API integration with Oracle.

Security Patches

In addition to new features, bug fixes and maintenance tasks, we've kept the L.H. Dottie site secure post-launch by installing all of the security patches that have been released by Adobe. These updates are critically important to ensure that the site remains secure and is not vulnerable to hackers and cyber attacks.



Adobe Commerce Security Update

The Results

20M+

pricing records now update in under
10 minutes - down from weeks

100%

organic traffic recovery post-
launch

24%

increase in avg. engagement time
on the site

34%

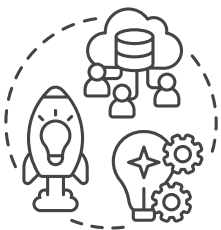
increase in
pageviews

35%

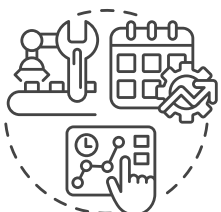
increase in spec sheets
downloaded



ATF successfully rescued the project for L.H. Dottie, meeting their immediate need to have new ecommerce functionality to show off at their Sale Kickoff Meeting just weeks after beginning our engagement. And, we successfully positioned them for long-term growth and success with a robust B2B ecommerce solution and a proactive roadmap of initiatives to enable their business to scale.



At launch, L.H. Dottie's B2B customers were able to use the site to research products, download spec sheets, obtain accurate pricing, locate and reach out to dealers, and create self-service submittal orders, all without needing to call a sales rep. The enhanced site functionality streamlined business operations, eliminated manual data re-entry, and increased customer satisfaction.



Post-launch, we implemented additional features and improvements, including automated testing, accessibility improvements, the house accounts feature, and security patches. Looking ahead, there's a lot of exciting new features planned to continue to position L.H. Dottie as a leader and innovator in the construction product supply industry.



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 and suppliers. 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