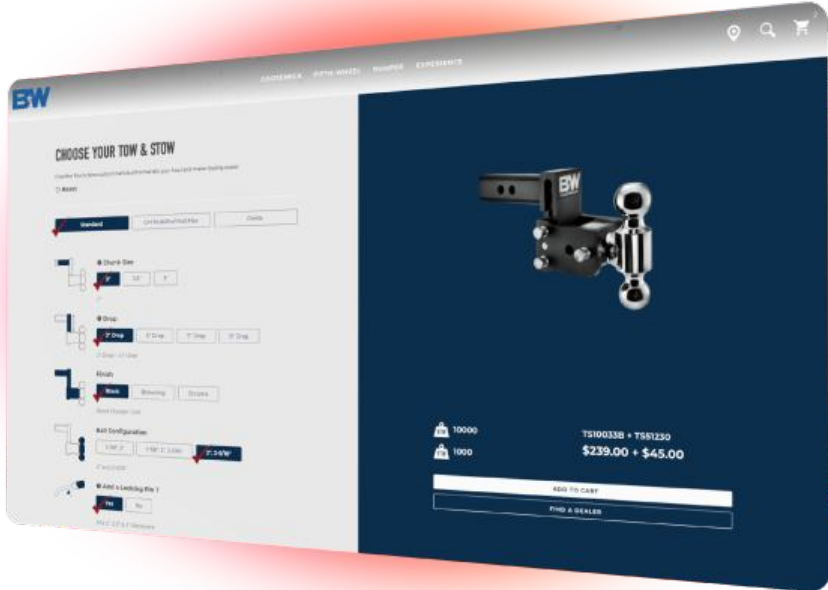




A 36,000–dealer network, made native.

B&W builds American-made trailer hitches and sells through a dealer network roughly 36,000 strong. Their Drupal site could not scale structured fitment data, and an earlier Shopify attempt ran on Buy Buttons behind a password, which broke checkout and killed abandoned-cart recovery.



+120%

HIGHER REVENUE

+136%

FASTER ON GTMETRIX

–80%

MAINTENANCE COSTS

36,000

DEALER RECORDS LIVE

THE PROBLEM

Drupal could not carry the data

Heavy maintenance, limited merchandising agility, and no good way to scale year, make and model compatibility.

Checkout ran on Buy Buttons

A password-protected storefront and Buy Button carts created friction and blocked abandoned-cart recovery.

The dealer network had no home

Thousands of dealers, a growing MVP program, and no system of record connecting any of it to the storefront.

WHAT WE BUILT

Find Your Hitch

Year, make and model on native metaobjects, pre-indexed so no lookup runs per search.

Dealer locator

An AWS app over roughly 36,000 dealer records, nearest first inside an adjustable radius.

Dealer data API

Batch upserts, idempotency keys, address normalization, bulk refresh every four hours.

Plex as source of truth

Bidirectional middleware replicating dealer and product data on a four-hour cycle.

THE STACK WE COORDINATED

Shopify Plus

Plex ERP

AWS serverless

Avalara

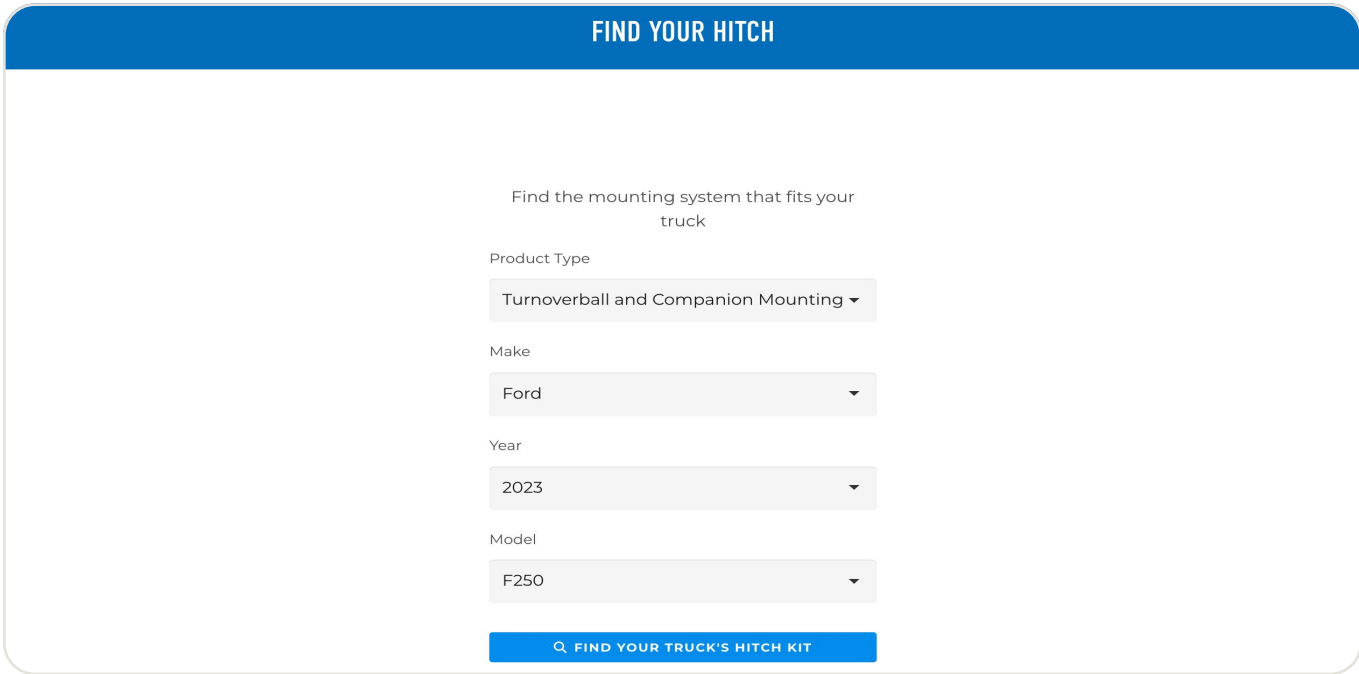
Affirm

Shop Pay Installments

Littledata

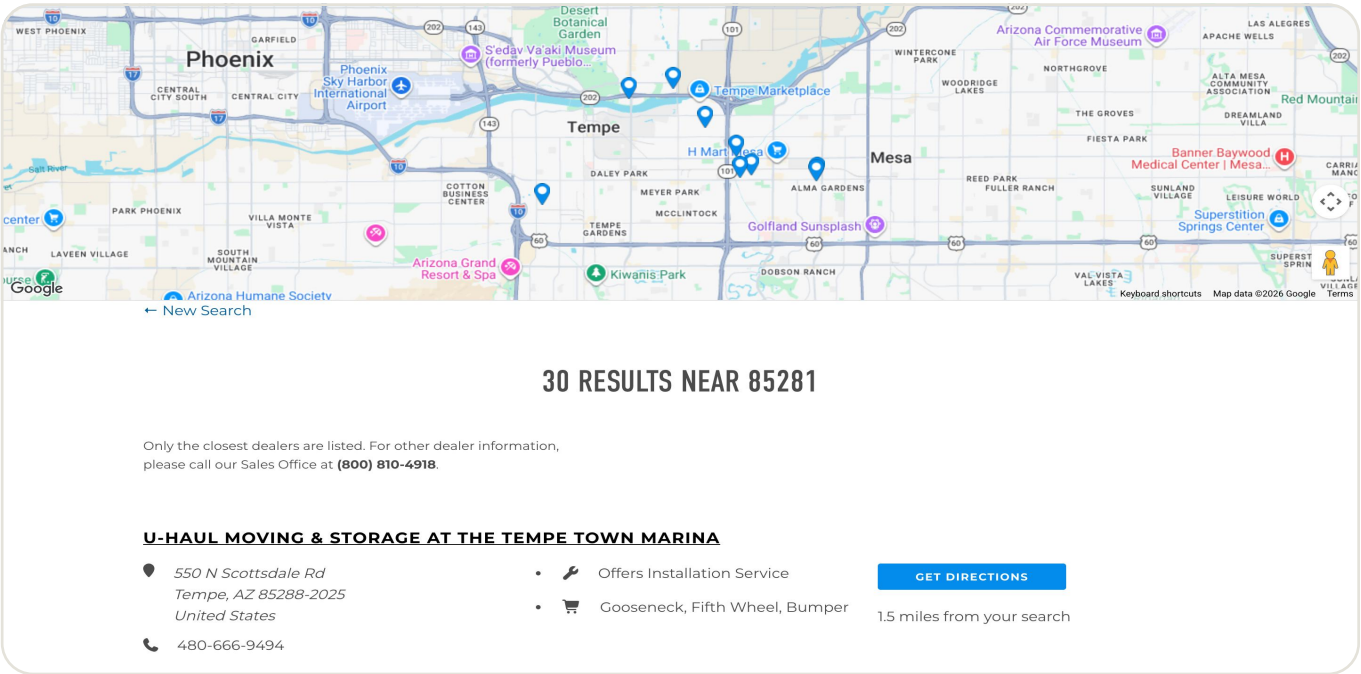
GA4 & Tag Manager

IN PRODUCTION



Find Your Hitch

Year, make and model matching, pre-indexed on native metaobjects.



Dealer locator

Nearest dealers by distance across roughly 36,000 records.

Native checkout, finally.

Buy Buttons replaced with Shopify checkout carrying line-item properties, installments, financing, cross-sells and Avalara tax.

4 hr

ERP REPLICATION CYCLE

HOW THE BUILD CAME TOGETHER

01

Map the data
Drupal content and data structures mapped onto Shopify metafields and metaobjects.

02

Build fitment
Year, make and model wired into metaobjects and pre-indexed for instant matching.

03

Wire the dealers
A serverless locator and REST API over roughly 36,000 dealer records.

04

Broker the ERP
Bidirectional Plex middleware replicating dealer and product data every four hours.

05

Rebuild checkout
Buy Buttons retired in favour of native cart, financing and Avalara tax.

WHERE THIS PATTERN APPLIES

B&W sells hitches, but the shape of the problem is a manufacturer with a dealer network, structured fitment data and an ERP that has to stay authoritative.

Manufacturer with a dealer network
Thousands of dealer records that need geo search, applications and approval workflow.

Fitment as the entry point
Buyers arrive knowing their vehicle, not the part number.

ERP stays authoritative
Commerce syncs to the system of record on a schedule rather than replacing it.

Escaping Buy Buttons
A storefront stuck on embedded carts, losing checkout and recovery data.

MORE FROM THE BUILD

DEALER APPLICATION PIPELINE

1

Dealer applies through the storefront

2

Routed into an iPaaS pipeline for review

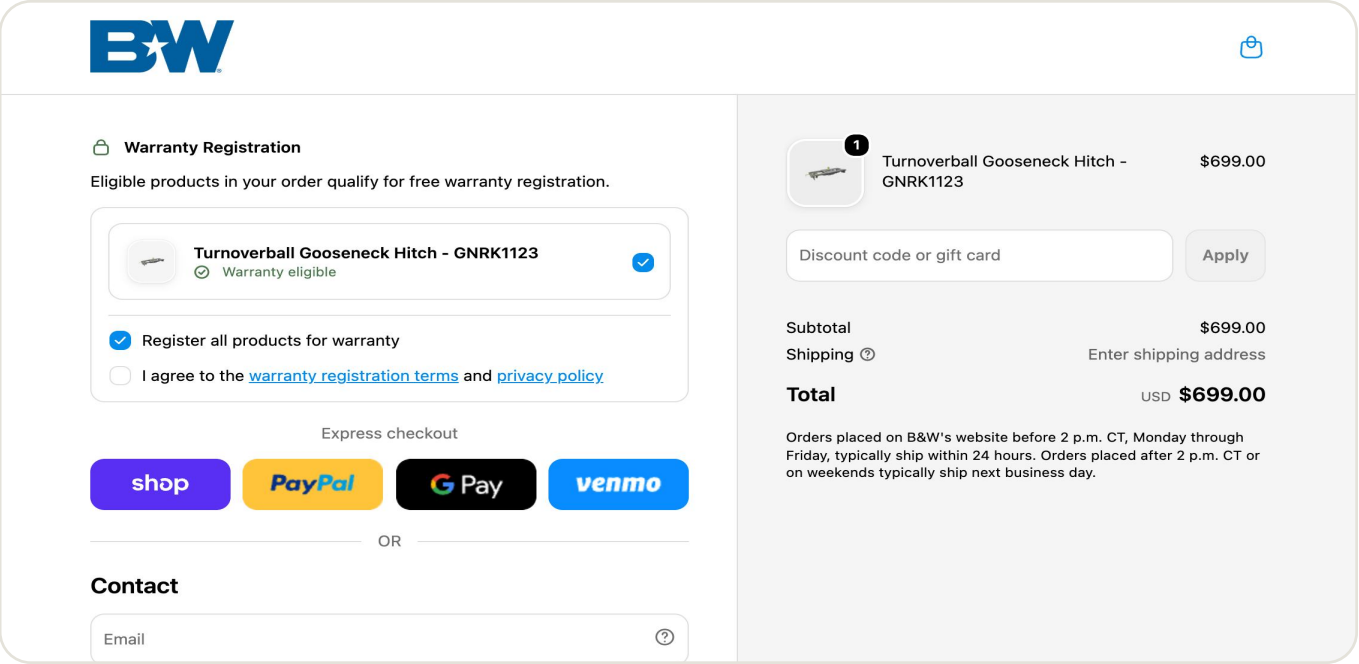
3

Approval posts JSON to the proxy app

4

Reconciled against Plex ERP

Every 4 hrs Plex replicates dealer and product data on a four-hour cycle.



How a dealer gets approved

Application through to Plex ERP with no manual re-entry in between.

Native checkout

Shop Pay Installments and Affirm, replacing embedded Buy Buttons.

THE OUTCOME

One storefront, one dealer network, one source of truth.
Fitment, dealer discovery and the MVP program all run on Shopify, with Plex still authoritative and maintenance cost down 80 percent.

GOT A DEALER NETWORK IN A DEAL?

We will prototype it before anyone commits.
Send the merchant name, the workflow that is blocking the deal, and one technical call with their team.
For qualified opportunities we build the hardest part on real Shopify primitives, at our cost.

Dealer locators

Fitment tools

ERP middleware

Native checkout migrations


**Built to perform. Designed to scale.
Ready for the long haul.**
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Learn more at fyresite.com

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