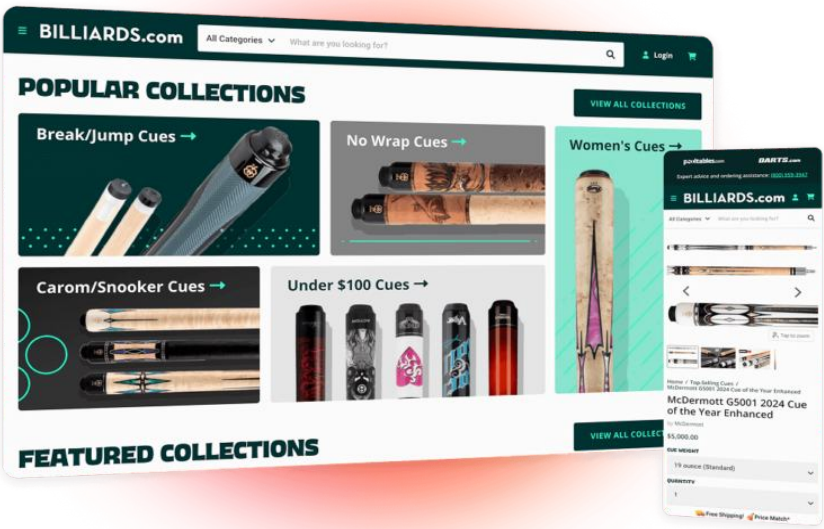


BILLIARDS.com POOL TABLES & ACCESSORIES

A pool table is a kit,
not a product.

Billiards.com sells pool tables and everything around them, where a single table is configured across cloth, size, pocket style, embroidery and add-ons. Cartlogic could not handle their traffic and could not let the team manage their own store.



65%
BETTER CONVERSION

200%
FASTER LOADING

30%
HIGHER REVENUE

Self-serve
TEAM RUNS THE STORE

THE PROBLEM

Traffic the platform could not take

Cartlogic could not handle peak traffic on a catalog this heavy or this configurable.

No self-service for the team

Every change needed someone else, so merchandising and content moved at agency speed.

Customization was the whole business

Any new platform had to carry table configuration and kitted products, not just a standard catalog.

WHAT WE BUILT

The table customizer

Cloth, size, pockets, embroidery, accessory kit and table-tennis top, priced from MSRP.

Migrated, balances intact

Accounts, order history and gift-certificate balances moved off Cartlogic at cutover.

Cartlogic ERP connector

An AWS app on EC2, SQL and API Gateway syncing accounts, inventory, orders and shipping.

Cart and checkout rebuilt

A custom mini cart and checkout modifications, with AudioEye accessibility in place.

THE STACK WE COORDINATED

Shopify Plus

Cartlogic ERP

AWS (EC2, SQL, API Gateway)

Affirm

PayPal

Klaviyo

Stamped.io

AudioEye

GA4 & Tag Manager

IN PRODUCTION

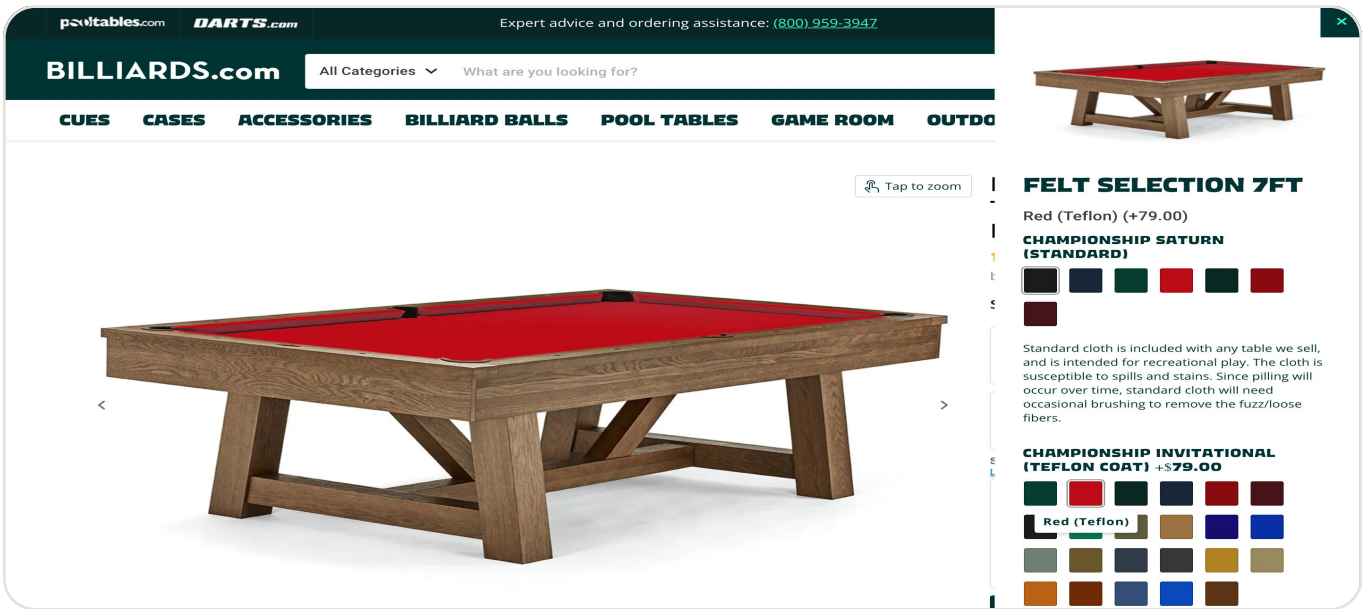
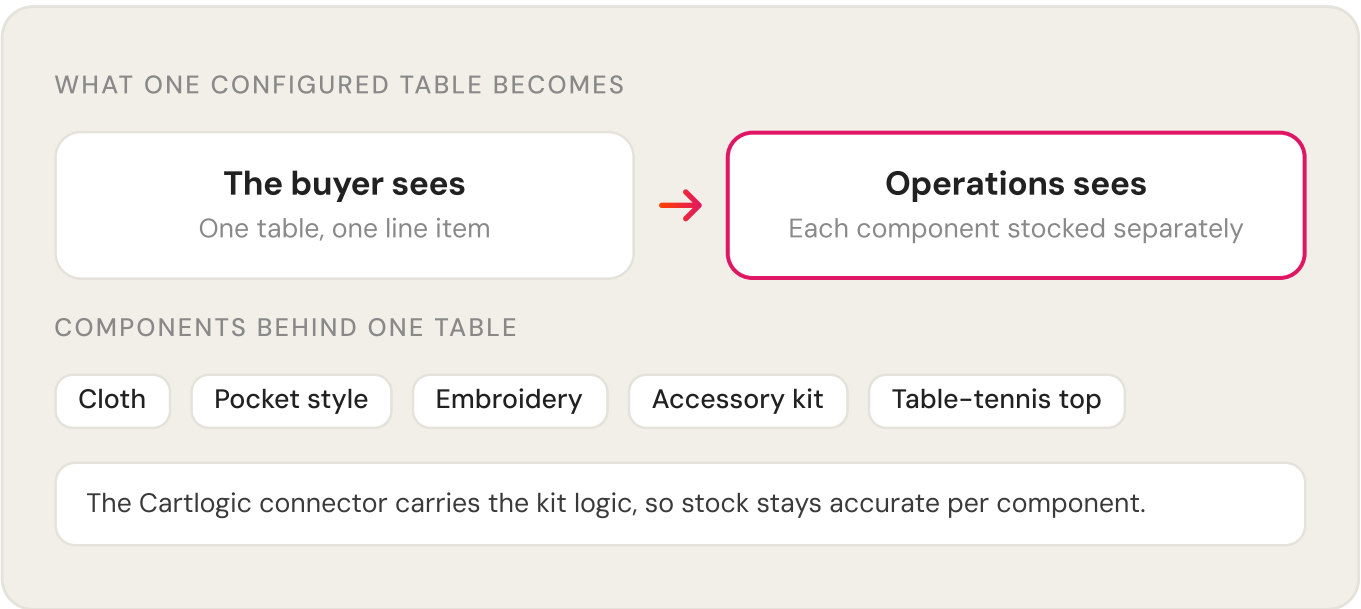


Table customizer

Cloth, size, pockets, embroidery and add-ons priced down from MSRP.



One table, many components

A single configured table resolves into component stock in the ERP.

Sixty-five percent better conversion.

Structured data and Core Web Vitals work on a store that loads 200 percent faster, with add-ons running through their own sales channel.

200%
FASTER LOADING

HOW THE BUILD CAME TOGETHER

01

Migrate
Accounts, orders, products and gift-certificate balances moved off Cartlogic.

02

Build the configurator
Cloth, size, pockets, embroidery and add-ons configured on the product page.

03

Connect the ERP
An AWS connector syncing inventory and orders and holding the kitted logic.

04

Merchandise
Top-level and smart collections by type and brand, add-ons on their own channel.

05

Tune
Structured data, Core Web Vitals and AudioEye accessibility before launch.

WHERE THIS PATTERN APPLIES

Billiards sells pool tables, but the pattern is any high-consideration product that is configured and kitted rather than picked off a shelf.

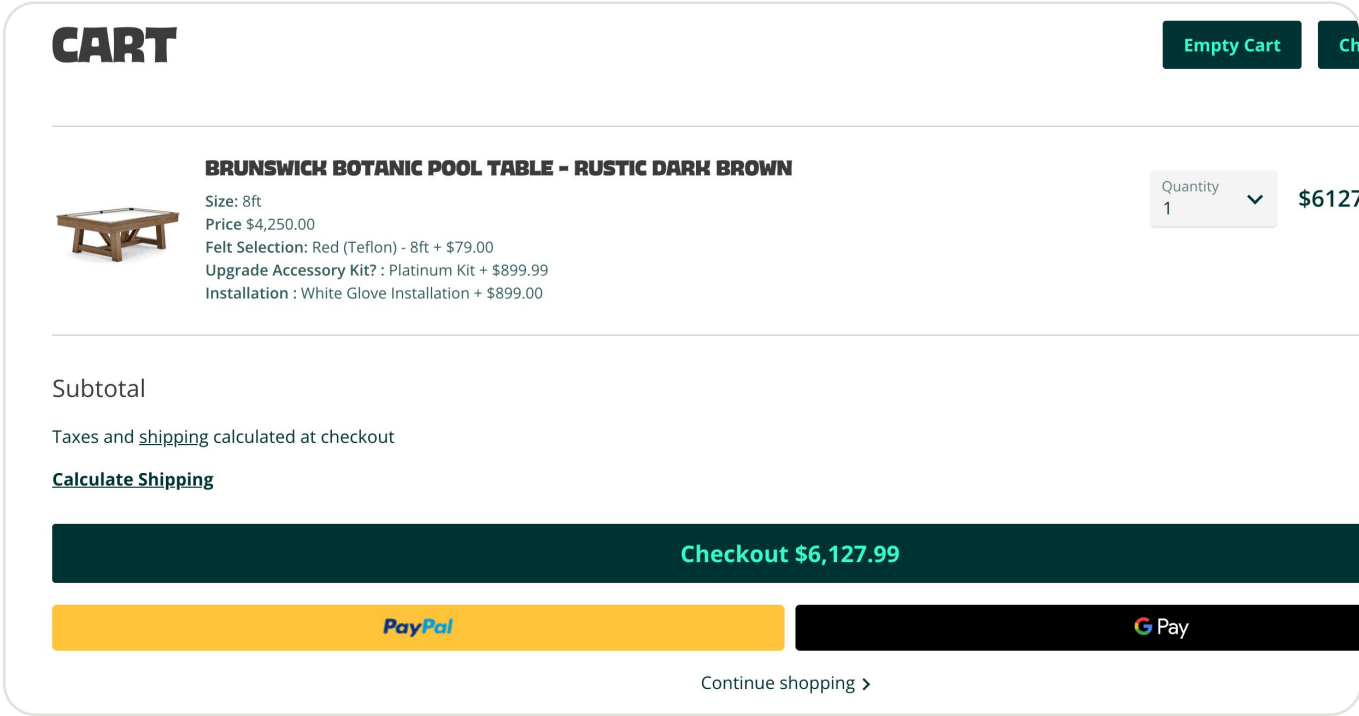
Configured, kitted products
One purchase assembled from components that have to price and ship together.

High-consideration goods
Big-ticket items where the buyer expects to see their exact configuration.

Legacy ERP still in place
An ERP that stays, with commerce syncing to it rather than replacing it.

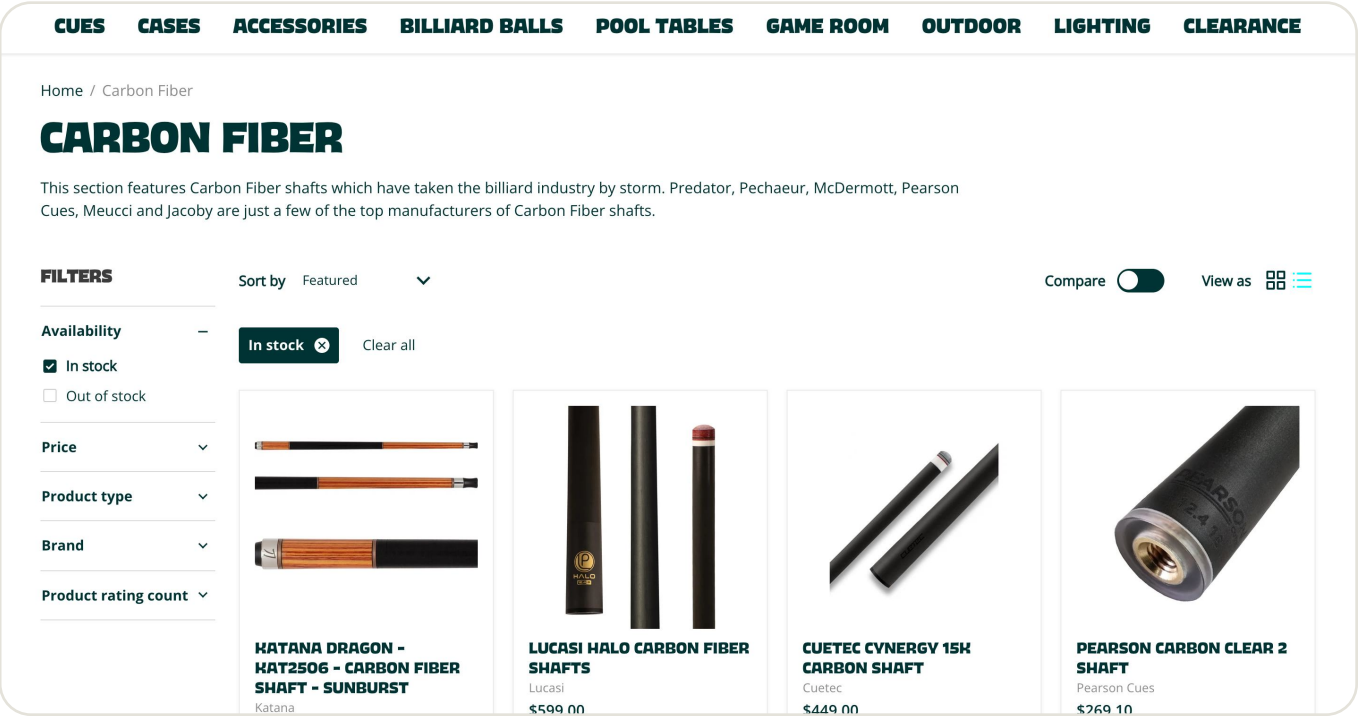
Teams that want control
Merchandising and content the client can run without an agency.

MORE FROM THE BUILD



Configured table in the cart

Every option carried as a line item through to fulfillment.



Merchandised collections

Top-level and smart collections organized by type and brand.

THE OUTCOME

A store the team runs themselves.
Conversion up 65 percent and revenue up 30 percent on a platform that takes their traffic and lets the team merchandise without a developer.

GOT A CONFIGURED, KITTED PRODUCT?

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.

Product configurators

Data migrations

ERP connectors

Kitted inventory logic


**Built to perform. Designed to scale.
Ready for the long haul.**
Reach out today for Fyresite Parts Intelligence™
Learn more at fyresite.com

Sean Elstins

Chief Commerce Officer

Office: 888-221-6509

Cell: 925-997-3055

Sean@fyresite.com

Sales@fyresite.com


Scan to Book
