

 META PCS CUSTOM PC BUILDER

Six fragile builders became three.

Meta PCs builds gaming, workstation and AI systems to order, alongside ready-to-ship machines and components, across ecommerce and multiple retail locations. Their configurator was the centerpiece of the business, and the most fragile thing in it. We rebuilt it on Shopify Plus using nothing but native primitives.



+80%

FASTER LOAD TIMES

+27%

HIGHER REVENUE

+18%

MORE ORDERS

6 → 3

BUILDERS CONSOLIDATED

THE PROBLEM

A configurator held together by hand

Compatibility rules, component options, pricing logic and product updates were all tied to one fragile custom system.

Catalog work that never ended

Every new component meant repeated manual updates across a heavily customized WooCommerce backend.

A storefront that undersold the product

Slow to load, and unable to deliver the cinematic experience a performance-hardware buyer expects.

WHAT WE BUILT

Compatibility engine

Metaobject rules surface compatible parts in real time and hide everything else.

A guided, sharable build

Chassis to cooling with live pricing, and any finished build saves to its own URL.

Two-layer data model

Component types as metaobjects, attributes as metafields. Add a SKU once, it cascades.

Benchmark-wired cards

Real 1080p and 1440p frame rates mapped from CPU and GPU data, not spec sheets.

THE STACK WE COORDINATED

Shopify Plus

Shopify POS

Fishbowl ERP

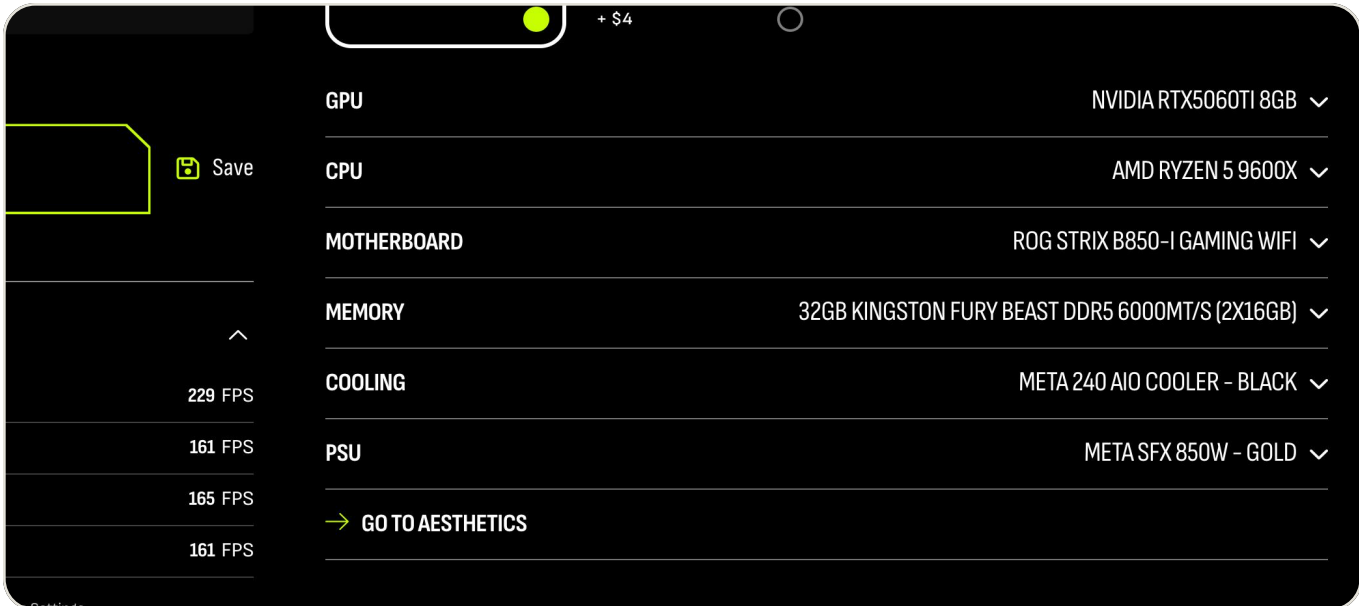
ShipStation

Cloudflare

Custom BOM sync layer

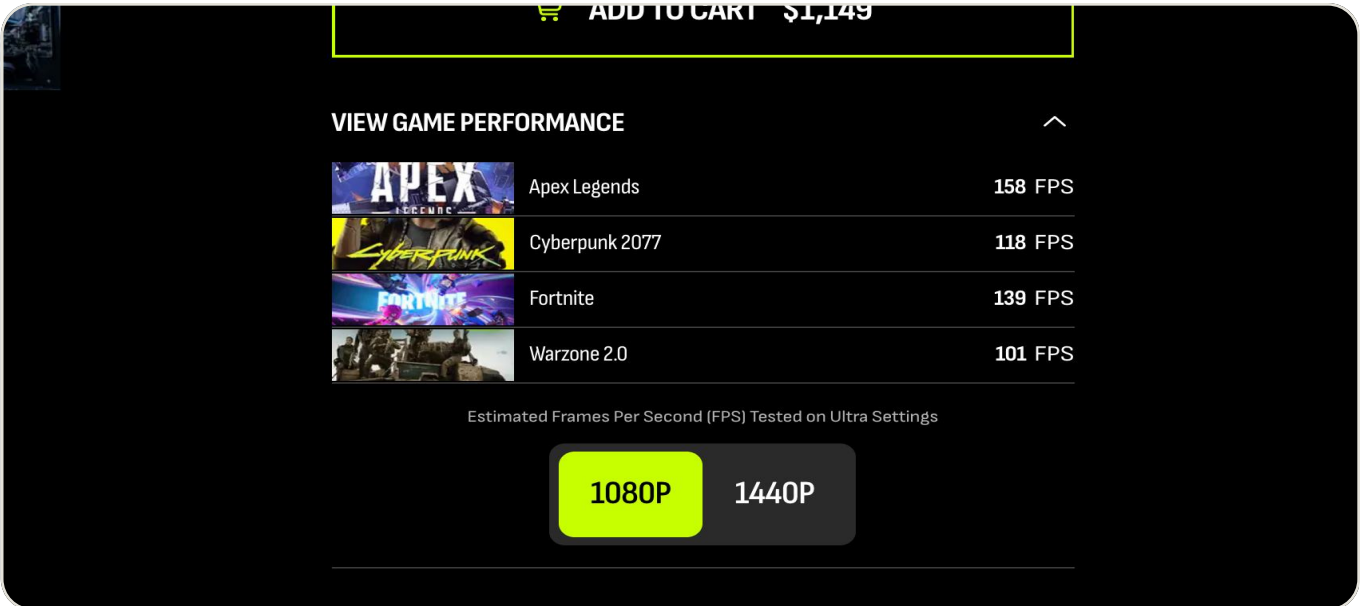
Paid media & analytics

IN PRODUCTION



Custom PC builder

Compatibility rules resolve live as each component is chosen.



Components become frame rates

Real 1080p and 1440p figures mapped from the CPU and GPU SKUs.

No app sprawl. Just Shopify.

Built on Shopify's own metaobjects, metafields and collections: faster pages, fewer dependencies, an easier handoff.

Native

METAOBJECTS + METAFIELDS

 **SHOPIFY
PREMIER
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HOW THE BUILD CAME TOGETHER

01

Replatform

To Shopify Plus on a custom theme. Homepage, collections, product pages and the builder all redesigned.

02

Consolidate

Six fragile legacy builders reduced to three clean core product types, one per system category.

03

Model the data

Component types as metaobjects and attributes as metafields, so a SKU is entered once and cascades.

04

Integrate

Fishbowl ERP, ShipStation, Shopify POS and Cloudflare, wired together through a custom BOM sync layer.

05

Hand off

The purchasing team took ownership of the whole catalog, with no ongoing engineering dependency.

WHERE THIS PATTERN APPLIES

Meta PCs is a PC builder, but nothing about the architecture is specific to computers. Any merchant whose product is configured rather than picked runs into the same three problems.

Configured, not picked

Build-to-order products where the customer assembles the SKU as they shop.

Rules between components

Compatibility, dependency and exclusion logic that has to resolve live, in the browser.

Retail and ecommerce together

One inventory truth across the storefront, the point of sale and the warehouse.

ERP-anchored operations

The system of record stays where it is; commerce syncs to it rather than replacing it.

MORE FROM THE BUILD

Saved and shared builds

Any finished configuration gets its own URL to send or return to.

Self-serve catalog

Component types as metaobjects, managed by the purchasing team.

THE OUTCOME

One foundation for ecommerce, retail and fulfillment.

Online sales, retail inventory, fulfillment and tracking now run on one platform built to scale across channels. Long-term operational efficiency instead of another custom backend to maintain.

GOT A CONFIGURATOR 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.

Product configurators

Compatibility rules

ERP & POS integration

Catalog data models

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

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