



# Online Metals

## Simplifying Logistics & Delivery of Custom-Size Orders with SAP Commerce Cloud

Founded in Seattle, Washington, in 1998, Online Metals is the world's leading e-commerce metal and plastics supplier. A trailblazing company turning the nuts-and-bolts world of B2B e-commerce into a sleek, user-friendly experience. To efficiently manage operations, Online Metals needed to shift from a materials retailer to a service-oriented provider. Choosing SAP Commerce Cloud and integrating SAP Commerce Marketplace Management by Mirakl and SAP Emarsys Customer Engagement addressed scalability challenges, enabling custom cut-to-size and small-to-medium-quantity orders shipped directly to any location.

## Challenge in Processing Bespoke, Small-Volume Orders



Unable to manage the frequency of customizations required



Managing a diverse product catalog & multiple sellers



Handling growing demand for small to medium-sized materials

## Visible Growth with SAP Commerce Cloud Implementation

**2x**

Revenue growth in three years

**3x**

Profit in three years

**50+**

Sellers onboarded to its online marketplace in one year

“Our customers can (now) select not just a material but a specific type of material, custom cut to their chosen tolerance. And it's delivered to them using their preferred freight options.”

**Greg Raece**  
President, Online Metals

## Tightening the Ropes with Renewed E-Commerce Operations

### Expanded Product Lines

Streamlined product ordering and expanded into new categories, such as rubber sheeting and neoprene

### Deepened Customer Connections

Personalized recommendations, targeted marketing, and improved sales conversions

### Real-Time Support

Frontline employees could assist customers with quotes directly at the shopping cart level

### Increased Accessibility

Easier access to previously hard-to-find products

[Read the full success story here](#)

