

Case Study Drupal Commerce | Chais d'Oeuvre



CLIENT/PROJECT NAME

Chais d'Oeuvre

PROJECT THEME

Launching a private curated wine subscription service enabling wine lovers to discover, understand, and enjoy expertly selected wines.

THE APPROACH

- » Drupal 7 for content, community, and site management
- » Drupal Commerce to sell monthly subscriptions and individual products
- » Integration with Vimeo to provide the large video requirements

MAJOR BENEFITS

- » Native content management and social features
- » Feature-complete, yet provides access to a core framework
- » Flexibility for continuous development

PARTNER

Makina Corpus

MARKET

Luxury food & wine

GEOGRAPHY

France

URL

www.chaisdoeuvre.fr



The Challenge

After selling mobile advertising company Screentonic to Microsoft in 2009, Laurent Merlino and Didier Kuhn teamed with Manuel Peyrondet, one of the most gifted Sommeliers of his generation, to conquer the online wine selling business.

The team quickly realized that wine discovery was the key to creating a valuable relationship with customers — and to improving the selling experience. Content, community features, and social interaction would all be part of enhancing this relationship. They quickly identified Drupal as the best option to achieve their goals.



The Solution

Framework-level features of Drupal Commerce let the French digital agency Makina Corpus combine deep editorial content — including large video requirements and social interaction — with flexible eCommerce features. Commerce Guys provided consulting on commerce architecture and user experience.

The result is an immersive personal online experience for customers as they enjoy wine education videos from Mr. Peyrondet, share their own experiences, and savor the excellent product.





About Chais d'Oeuvre

Chais d'Oeuvre is a French wine company with a creative discovery commerce site. Customers subscribe to a service that lets them receive three bottles of wine a month. In addition to the wines, the customers can interact via the website with one of France's top sommeliers, a wine expert who explains all about the wines and their nuances. The result is that customers gain a far deeper appreciation of the wines and a much deeper level of engagement.



About Makina Corpus

Makina Corpus designs, develops, integrates and maintains cutting edge Open Source solutions, with a focus on agility, scalability, robustness and seamless integration. Over the years, Makina Corpus built deep expertise related to Drupal and Drupal Commerce in particular, and is now recognized as one of the leading Drupal shops. Headquartered in Toulouse (France), the company has offices in Nantes, Paris, Pau, Brussels (Belgium), and Tunis (Tunisia).



About Commerce Guys

Commerce Guys, creator of Drupal Commerce, is the leading eCommerce company working with Drupal, a powerful open-source Web infrastructure and social publishing platform. Known for its unprecedented flexibility, scalability, and security, Drupal Commerce offers a range of robust capabilities for conducting modern eCommerce.

Commerce Guys provides customized development, consulting, training, support, and an innovative Platform-as-a-Service (PaaS). Their mission is to help Internet merchants leverage the power of Drupal for their business with cutting-edge technology, expertise, and open-source collaboration.



“Drupal Commerce brings exactly what an e-merchant expects today: not only sophisticated eCommerce features, but everything that goes beyond and that makes users enjoy the content and social experience and come back. Also, it's been developed in a way that provides flexibility. It's ok if you don't have everything right in the first place, you can change things easily. That's a very powerful solution!”

Laurent Merlino - Founder, Chais d'Oeuvre



DRUPAL COMMERCE