

# Case Study

## Drupal Commerce | Fooda



### CLIENT/PROJECT NAME

Fooda

### PROJECT THEME

Revolutionizing access to restaurant services by companies and other groups with Drupal Commerce

### THE PROJECT

Connect companies with a network of local restaurants to bring variety and better food options to the workplace. A first in on-the-go ordering.

### THE APPROACH

- » Use of Drupal 7 and Drupal Commerce to overcome the limitations of typical eCommerce platforms

### MAJOR BENEFITS

- » Implementation of an unique hybrid business model that departs from traditional models of eCommerce

### MARKET

Chicago, U.S.

### URL

[www.fooda.com](http://www.fooda.com)



## The Challenge

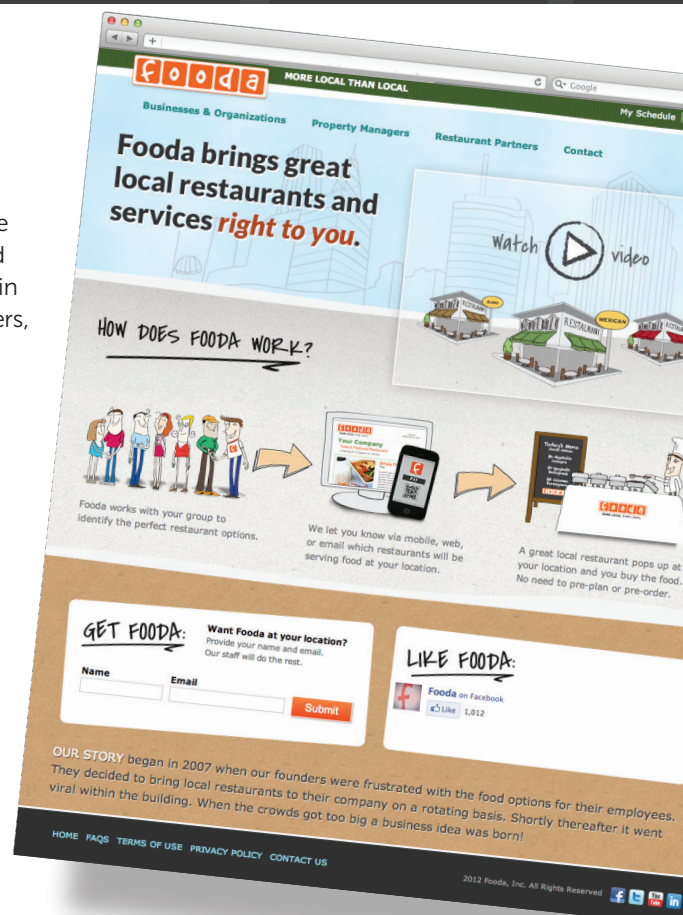
Fooda is a Chicago-based startup that brings local restaurants into the workplace to give employees better food options. The concept started in 2007 when one of the founders, frustrated with the choices available to his employees, decided to bring local restaurants to the workplace on a rotating basis. It quickly went viral in the building, and as the demand grew, a unique business idea was born. The challenge was then to make this concept work on a large scale online.

## The Solution

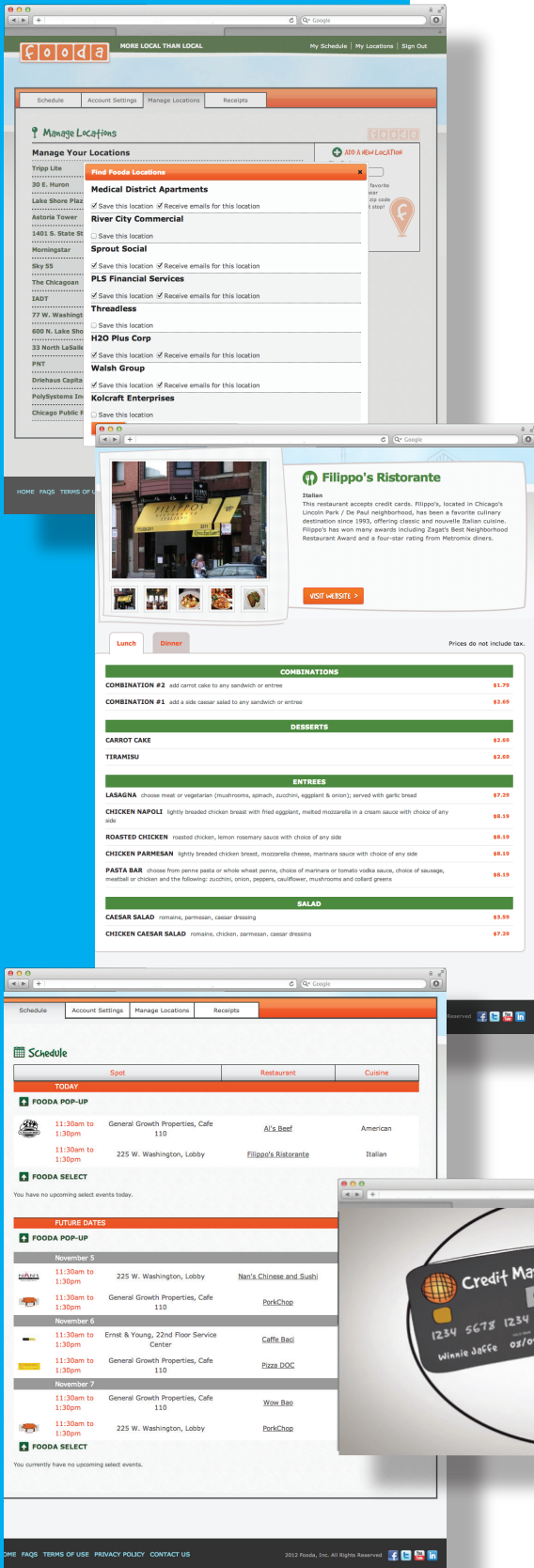
Fooda.com started its online activities with Drupal 6 and Ubercart.

Upon extending its offerings with [select.fooda.com](http://select.fooda.com), the company adopted Drupal Commerce to avoid the limitations of Ubercart. One of the goals was to streamline checkout from multiple pages to a single page — an easy improvement given Drupal Commerce's nonrestrictive approach to business rules. Moving to Drupal Commerce would also allow Fooda to implement a rich system of rewards and credits.

Commerce Guys helped Fooda's developers to quickly get up to speed on Drupal Commerce. They consulted with the Fooda team on the move from a custom PHP solution to Drupal Commerce, setting up workflows and content architecture. They also did custom development to build out the most complex of the components: the Credits system.



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## About Fooda

Fooda is America's premier provider of food and other services to groups. Fooda has a large network of top local restaurants and provides its services to schools, corporations, organizations, and residential communities.

For more information on Fooda, please visit [www.fooda.com](http://www.fooda.com).



## 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.

The mission at Commerce Guys is to serve Internet merchants by helping them leverage the power of Drupal for their online stores with cutting-edge technology, expertise, and open-source collaboration.



DRUPAL COMMERCE

## About Drupal Commerce

is an open-source eCommerce framework enabling retailers to build flexible, high-powered commerce sites based on Drupal. The Drupal Commerce framework is available at no cost.

Live on over 17,000 sites worldwide, Drupal Commerce provides a leading-edge framework for complex product, content, community and context management.

