Case Study
Drupal Commerce | McDonalds.fr

The
Challenge

Enable Mobile eCommerce for one of the world's most recognized brands.

McDonald's France needed a platform to better engage their growing mobile audience. They chose Drupal + Commerce because if its design flexibility, mobile-readiness, and its ability to serve native mobile applications via web services.

The
Solution

A native app built on Drupal Commerce allowing kiosk-style ordering from a mobile phone.

Commerce Guys, working with Linagora, built a responsive design site based on Drupal Commerce for McDonald's, enabling mobile menus on the go. Using existing kiosk integration frameworks, the mobile app is tied directly to store order queues. Customers download and transact directly through the native app and their order will be ready and waiting at their favorite location.

The
Result

A user-friendly, intuitive app deployed to the exponentially-expanding mobile universe.

As the undeniable leader in fast food, McDonald's needs to provide new ways to engage its customers while still maintaining the standards and consistency they've come to expect. As mobile continues its pervasive growth, Drupal Commerce was the simple solution McDonald's needed to serve their community and integrate with their existing systems.

CLIENT/PROJECT NAME

McDonalds.fr

PROJECT THEME

Drupal Commerce enables mobile ordering for one of the most recognized brands in the world

THE PROJECT

A complete website redesign and mobile app deployment integrated with in store point-of-sale and kitchen systems.

A first in on-the-go ordering.

PLATFORM

» Drupal 7 for content management
» Drupal Commerce for mobile transactions in a native app

MAJOR BENEFITS

» Integrated Responsive Design
» High-availability eCommerce functionalities for native app

PARTNERS

Linagora

MARKET

France

URL

www.mcdonalds.fr

commerce guys

About McDonalds
Established in France in 1979 , McDonald's France has more than 1,200 restaurants and over 63,000 employees who serve more than one million meals per day.

About Linagora
LINAGORA is a leading company in France in the field of Open Source development . Driven by an ambitious management team, Linagora's mission is supported by an exceptional staff and good relations with the open source community.

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.

About Drupal Commerce
Drupal Commerce offers e-retailers unparalleled flexibility, customization, and scalability. It's a free and open-source platform that answers enterprise-size demands.