

Case Study

Drupal Commerce | USAopoly



CLIENT/PROJECT NAME

USAopoly

PROJECT THEME

Launching a new eCommerce platform in time for a product launch

THE PROJECT

Release assistance for a new eCommerce website just before a major TV campaign

THE APPROACH

- » Use Drupal Commerce to build a new eCommerce platform
- » Remote release assistance, making sure the website was able to sustain a large number of transactions

MAJOR BENEFITS

- » Commerce Guys release assistance allowed partner MJD Interactive to perform a flawless release

PARTNER

MJD Interactive

MARKET

United States

URL

www.usaopoly.com



The Challenge

USAopoly.com sells custom board games based on popular TV shows and video games. The company contracted MJD Interactive in San Diego, one of the leading interactive agencies, to re-platform their eCommerce site to Drupal Commerce. The launch of the new site coincided with the launch of a new board game based on the Futurama TV series. Drupal Commerce was a relatively new platform at the time, and MJD Interactive called on Commerce Guys to ensure the site was fully ready for production.

The Solution

MJD Interactive helped USAopoly select Drupal Commerce as part of their eCommerce replatforming project. They knew that the game-maker needed a robust content management system coupled with full-featured commerce functionality. Drupal plus Drupal Commerce provided the flexibility USAopoly needed to effectively tell their brand story and enable an enterprise-class online shopping experience.

Commerce Guys helped MJD Interactive remotely, performing an assessment of the new site. Fixes were performed on critical back-end services as the site was prepared for go-live. The launch was flawless, with significant sales on day one. The project allowed Commerce Guys to make several improvements to Drupal's Rules module through patches that offered better overall performance.



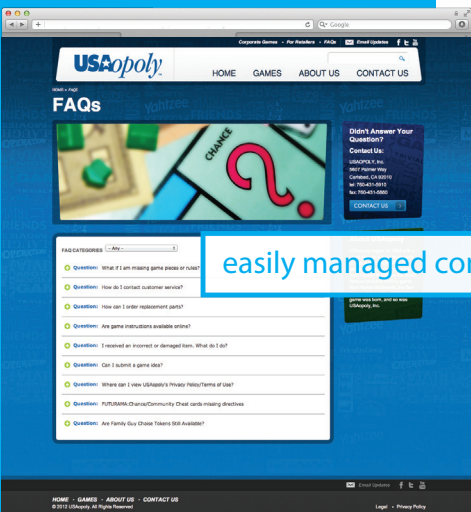
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dynamic product themes



faceted search filters



easily managed content



About USAopoly

USAopoly began in 1994 with a great idea for a hometown spin on the classic Monopoly game. After securing permission from Hasbro to license the world famous property trading game from Parker Brothers, the San Diego edition of the Monopoly game was born, and so was USAopoly, Inc.



About MJD Interactive

MJD is a full-service interactive agency based in San Diego, California. They are dedicated to achieving extraordinary business results for their clients through a combination of award-winning Web design and innovative, results-based online marketing campaigns.



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