

kollabora

CLIENT/PROJECT NAME

Kollabora

PROJECT THEME

Drupal Commerce helps a promising start-up deliver content and socially immersive commerce capabilities for crafters, designers, and other 'makers'. Buying becomes more 'inspiration-based' by integrating commerce with the site's editorial, community, and user-generated content.

THE APPROACH

- » Drupal 7 to run content, community, and site management functions
- » Drupal Commerce to fulfill sales from a multi-vendor catalog of more than 30,000 products

MAJOR BENEFITS

- » A unified platform runs all parts of the site, making eCommerce feel more natural and well-integrated.
- » A flexible backend structure allows for new vendors to be added easily.
- » A truly immersive social experience.

MARKET

Do-it-yourself fashion "makers"

GEOGRAPHY

United States

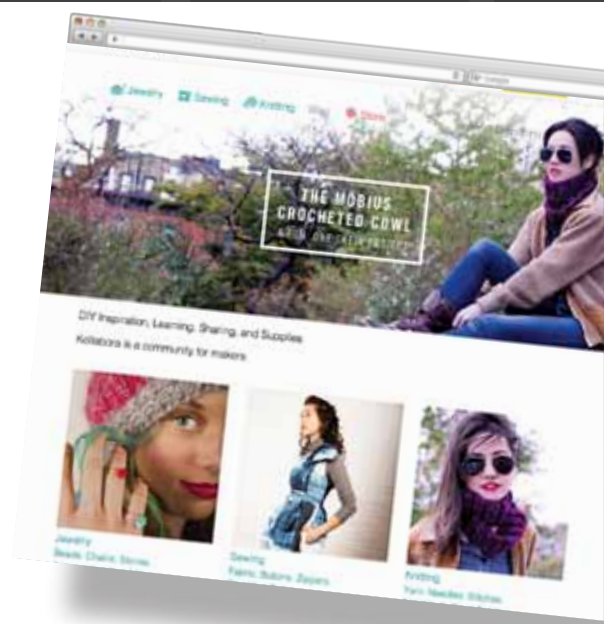
URL

www.kollabora.com



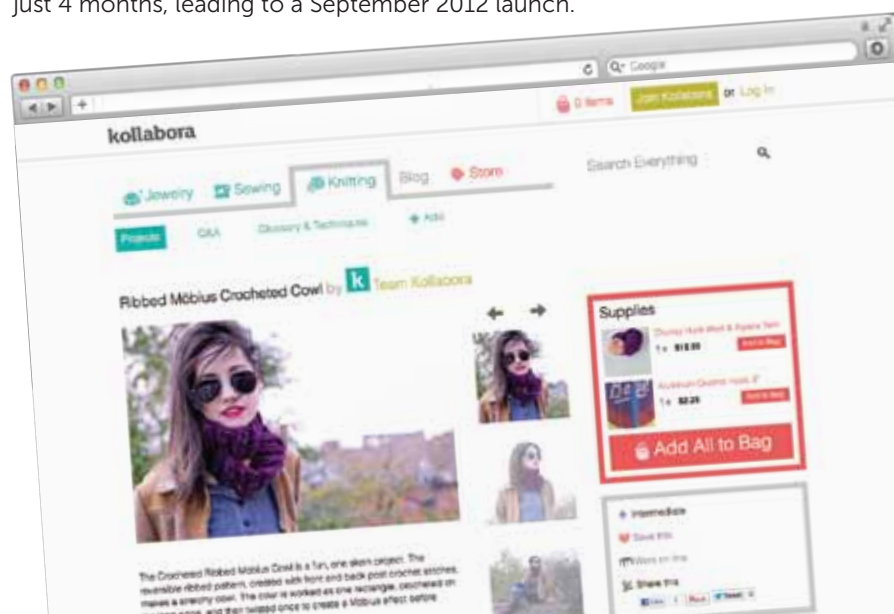
The Challenge

After building the 700,000-member sewing community BurdaStyle.com, Nora Abousteit expanded the concept with Kollabora.com, a craft supply marketplace with multiple craft communities linking to projects, supplies, and how-tos. To create a place "where product discovery is linked to the emotional experience", Kollabora encourages the growth of these communities through extensive social and collaborative features. Underneath it all is a sophisticated eCommerce system that involves multiple suppliers and supplies thousands of products via a single storefront.



The Solution

Tommi Forsström, Kollabora's CTO, picked Drupal Commerce because it's flexible and runs eCommerce as an integrated feature of the main site. Custom community management and social features — including a karma-based reputation system, user ratings and rewards — work in tandem with Drupal's existing features. Forsström's team ensured integration of product and sales data with multiple vendors by mixing the open-source "Feeds" module and some custom coding. With the "toolbox" nature of Drupal Commerce, Kollabora's team was able to implement the type of community, content and commerce experience Kollabora wanted to deliver. A beta version was ready in just 4 months, leading to a September 2012 launch.





kollabora

About Kollabora

Kollabora is a social platform for DIYers, consisting of a craft supply marketplace and multiple maker communities linking to projects, supplies, and how-tos. Every project on Kollabora feeds and fosters creativity, and, above all, offers the choice to make it yourself—a fun, unique and truly fulfilling alternative to simply buying an end product.



About Commerce Guys

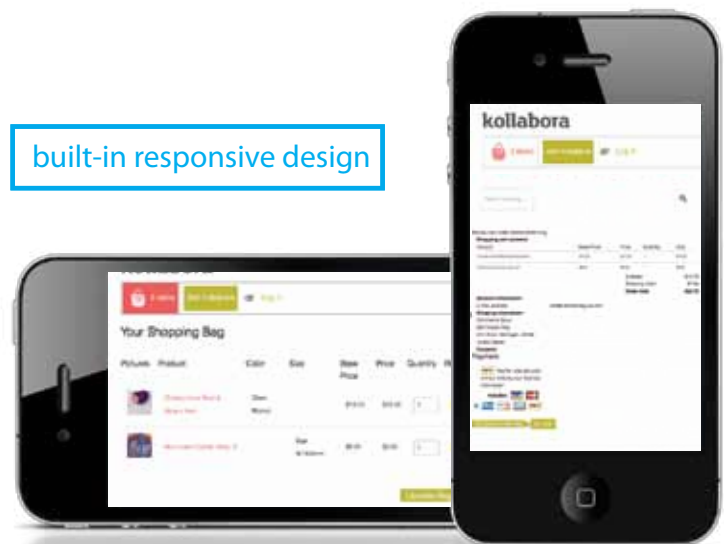
Commerce Guys, creator of Drupal Commerce, is the leading eCommerce company working with Drupal, a powerful open-source Web infrastructure and social publishing platform. Known for its unprecedented flexibility, scalability, and security, Drupal Commerce offers a range of robust capabilities for conducting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



“We chose Drupal Commerce to power our commerce as it was apparent from day 1 that we’d be needing a lot of flexibility. Just the requirement of a multivendor environment with vendor-specific integrations seemed to drop many competitors out of the game. We also didn’t want a standalone commerce platform, but to have commerce as a feature in our product. Drupal Commerce delivers all that. - Tommi Forsström - Founder, Kollabora”

built-in responsive design



DRUPAL COMMERCE