

Should You Follow The White  
Rabbit?

<OR>

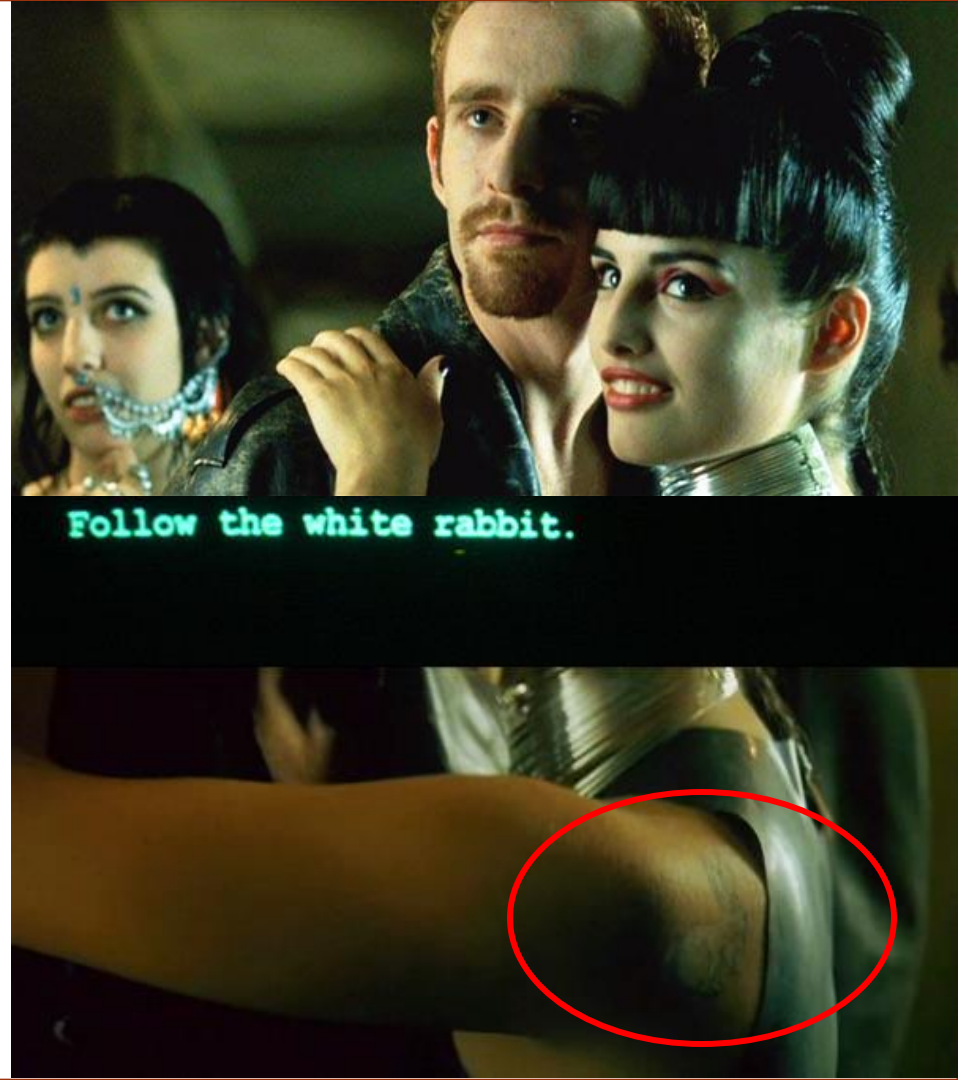
Is Drupal a REAL Commerce  
Platform?



Should You Follow The White Rabbit?

<OR>

Is Drupal a REAL Commerce Platform?



# Is Drupal a REAL Commerce Platform?

1. What IS eCommerce?
2. How Does Drupal Commerce Measure Up?
3. What Does The eCommerce Landscape Look Like?
4. Drupal Commerce Anecdotes and Tools
5. Recommendations

# Digital Bridge Solutions Overview

## Our History

- Full lifecycle Drupal development agency founded in 2009
- Digital commerce and content experiences for mid-sized enterprises
- Alumni from leading strategy, design, and technology firms, averaging 8+ years of industry experience

## Some Drupal Clients



## Our Friends



What IS eCommerce?



# Online Checkout



# What IS eCommerce?



**STEP 1**  
Choose Shell Style

**STEP 2**  
Service Class

Note: To be used with Service Classes up to 400 psi at 200°C - 700psi max/300°C

**NEW** TVP06/TVPS00 Wall Mount Receptacle

**NEW** TV01/TVS01 In-Line Receptacle

**NEW** TVP02/TVPS02 Box Mount Receptacle

TV06/TVS06 Straight Cable Plug

TVS04RB W88 Straight Cable Plug Heavy Duty Coupling Nut

TV09/TVS09 Flange Mounting Plug Please call for details

Note: For high vibration and harsh environment applications, please call: (TV261HV26)

**Call for Info**

- Y ■ Hermetic Stainless Steel
- YN ■ Hermetic Stainless Steel/ Electroless Nickel
- RGF ■ Electroless Nickel Plated Ground Plane Aluminum, 200°C
- RGW ■ Olive Drab Cadmium Plated Ground Plane Aluminum, 175°C
- ROW ■ Same as RF except with Quadtrax Contacts
- ROF ■ Same as RW except with Quadtrax Contacts
- RGOF ■ Same as RGW except with Quadtrax Contacts
- RGOW ■ Same as RGW except with Quadtrax Contacts
- ROK ■ Same as RK except with Quadtrax Contacts
- RX ■ Alternate Finish, requires special variation suffix

**RB** ■ Marine Nickel  
Aluminum Bronze

**RF** ■ Electroless Nickel (Aluminum)

**RK** ■ Stainless Steel - Firewall - 45dB

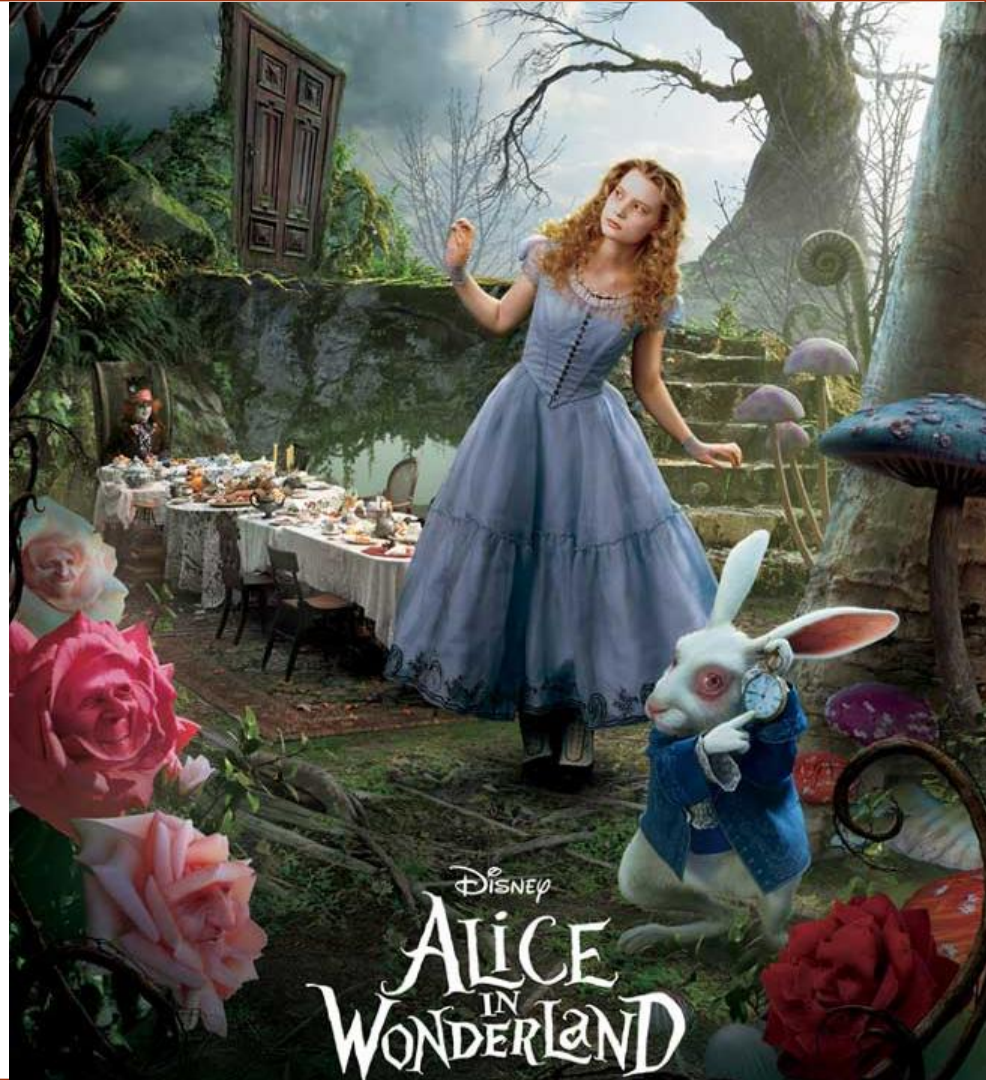
**RW** ■ Olive Drab Chromate over Cadmium (Aluminum)

**RS** ■ Stainless Steel/ Electroless Nickel - 65dB

D38999 - TV-CTV MIL-DTL.



How Does Drupal Commerce  
Measure Up?

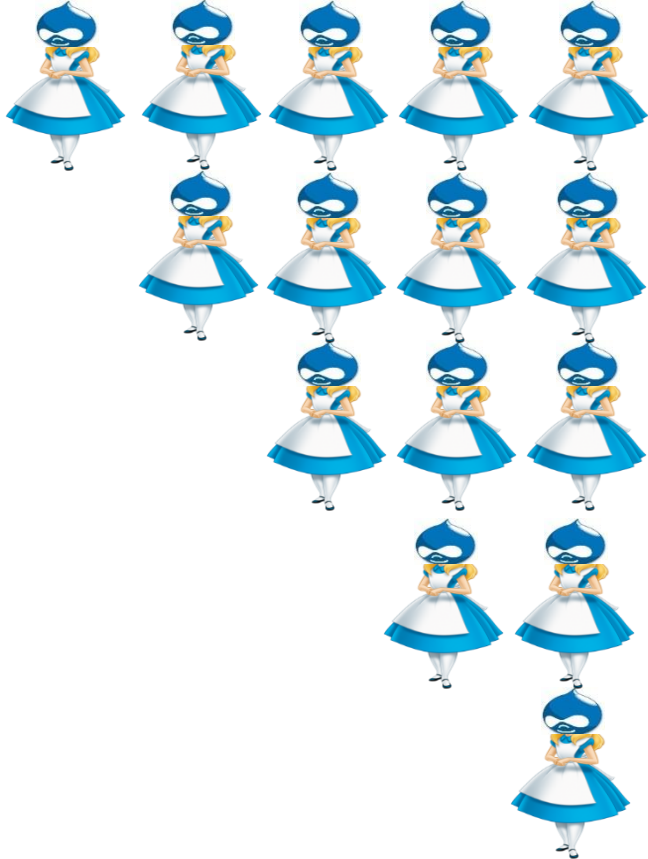




# Who Can Help Us Evaluate Drupal Commerce At MADCamp?



# Drupalice Scoring



- Like a Beautiful Looking Glass!

- Lovely, Care For Tea?

- Curiouser and Curiouser...

- We're All Mad Here...

- Off With Its Head!

# Drupal Commerce - User Experience



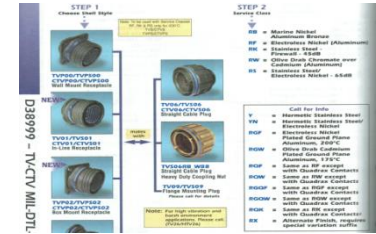
## Comments

- Infinite presentation layer flexibility
- Separation of content and markup
- Great for site users, good for developers, content administrator experience has room for improvement

## Drupalice Score



# Drupal Commerce – Product Catalog / Product Information Management



## Comments

- Dries thought of everything...
- content = node = product
- No “out of box” product templates
- Product management interfaces don’t scale well

## Drupalice Score



# Drupal Commerce – Merchandising and Promotions



## Comments

- Flexibility to build highly customized merchandising functionality
- Modules exist for discounts and promotion
- Personalization capabilities available through Acquia Lift

## Drupalice Score



# Drupal Commerce – Checkout / Transaction Processing



## Comments

- Modules exist
- Easy hooks to payment gateways and tax calculation systems

## Drupalice Score



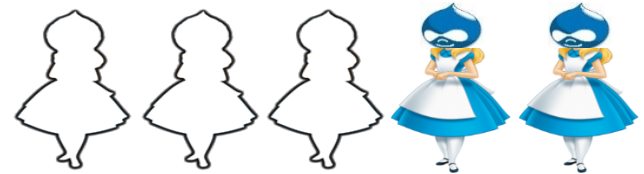
# Drupal Commerce – Order Management



## Comments

- Good luck customizing the shipping module
- Infinite order statuses possible, not much “out of the box” though

## Drupalice Score



# Drupal Commerce – Integration



## Comments

- Commerce AND Content!
- Drupal API is about as capable and flexible as they come
- Migrate module

## Drupalice Score





What Does The eCommerce  
Landscape Look Like?



# eCommerce Landscape



Size (of company and target client) →

Figure 1. Magic Quadrant for Digital Commerce



Source: Gartner (September 2014)

# Wonderland eCommerce Quadrant



# Drupal Commerce Anecdotes and Tools



# When Commerce = Content

- Drupal expertise needed & valuable
- Invest in planning your data model
- All you've learned about content best practices can be applied to commerce

# When Commerce != Content

- Complexity and effort required
- Performance really matters
- Security and compliance
- Uptime and site availability
- Commerce is more interesting (and more fun)

# Learnings from Experience



Managing products  
and displays



What's out of box?



Scale may surprise you



# Drupal Commerce Tools

- Checkout (commerce\_checkout)
- Shipping (commerce\_shipping)
- Address Book (commerce\_addressbook)
- Migrate (migrate) w/ (commerce\_migrate)
- Tax Calculation w/ (commerce\_exactor\_calc)
- Search API and SOLR for a powerful faceted search!

## Recommendations



# Recommendations

## Do You Have:

- Non-standard order / checkout processes?
- Complex, configurable products?
- Multi-step buying process, or a need for guided selling?
- Complex business rules around who can buy what, and at what price?
- Something unique on the backend that needs to be connected to in a unique way?

# Questions?

# Learn Through Contribution!

- **Sprint Sunday 09:00-17:00**
- **UIC SCE Tower, Room 605 750 S. Halsted**
- **<http://2015.midcamp.org/schedule>**
- **Contributors of all skill sets and levels are welcome and encouraged.**

# Session Feedback!

- <https://joind.in/13800>
- **Speaker Name: @crooney, @mmajor**
- **#MidCamp**

# Contact Information

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*Content. Commerce. Desktop, mobile,  
and everywhere in-between*