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Private Label Industry Information Portal
A Drupal Case Study

Executive Summary

Our clients, an international trade association of manufacturers and suppliers of store brand products, needed a feature-rich online information portal and multi-channel industry-wide resource for the Private Label industry. This case study illustrates how we created an industrial-strength, feature-rich, and easy-to-use business support platform using Drupal to help store-brand manufacturers and marketers most effectively plan for their private label success.

About Our Client

Client: Private Label Trade Association | **Location:** USA | **Industry:** Private Label Goods

Business Situation

Our clients are an international trade association of manufacturers and suppliers of Private Label products. They perceived an industry-wide need for a commercial-class information resource to help store-brand manufacturers and marketers most effectively understand and plan for their private label success. They envisioned an industrial-strength, feature-rich, and scalable solution, which at the same time needed to be easy to use and with great user experience.

Solution Overview

Drupal was chosen to power this commercial-class application. Drupal offers a sophisticated and powerful programming interface and has much more flexibility compared to other content management systems like WordPress and Joomla to scale up a site in terms of complexity. Driven by a powerful core, great extensibility, superior content presentation paradigm, and with thousands of versatile add-ons developed by its active developer community, Drupal has the ability to scale up to very dynamic and complex sites – just what was needed here.

The following are some sample Drupal aspects used in creating the solution:
- » Drupal Core 7.4
- » Content Access
- » Multiselect
- » ctools

- » Date
- » Fields (Conditional Fields, Field group, Link)
- » Form Elements (Hierarchical Select)
- » Permissions (Views Unpublished)
- » SMTP Authentication
- » Rules
- » Views (Views, Views hacks, Better exposed filters)
- » Others (Backup and Migrate, Email Registration, Entity, Reindex, Token, User Registration Password)
- » Custom Modules (Reduce Terms)

Themes:
- » User-end: Customized sub theming (child of the core Drupal Seven theme).
- » Admin-end: Customized sub theming (child of the core Drupal Seven theme).

Architecture Diagram

Technologies
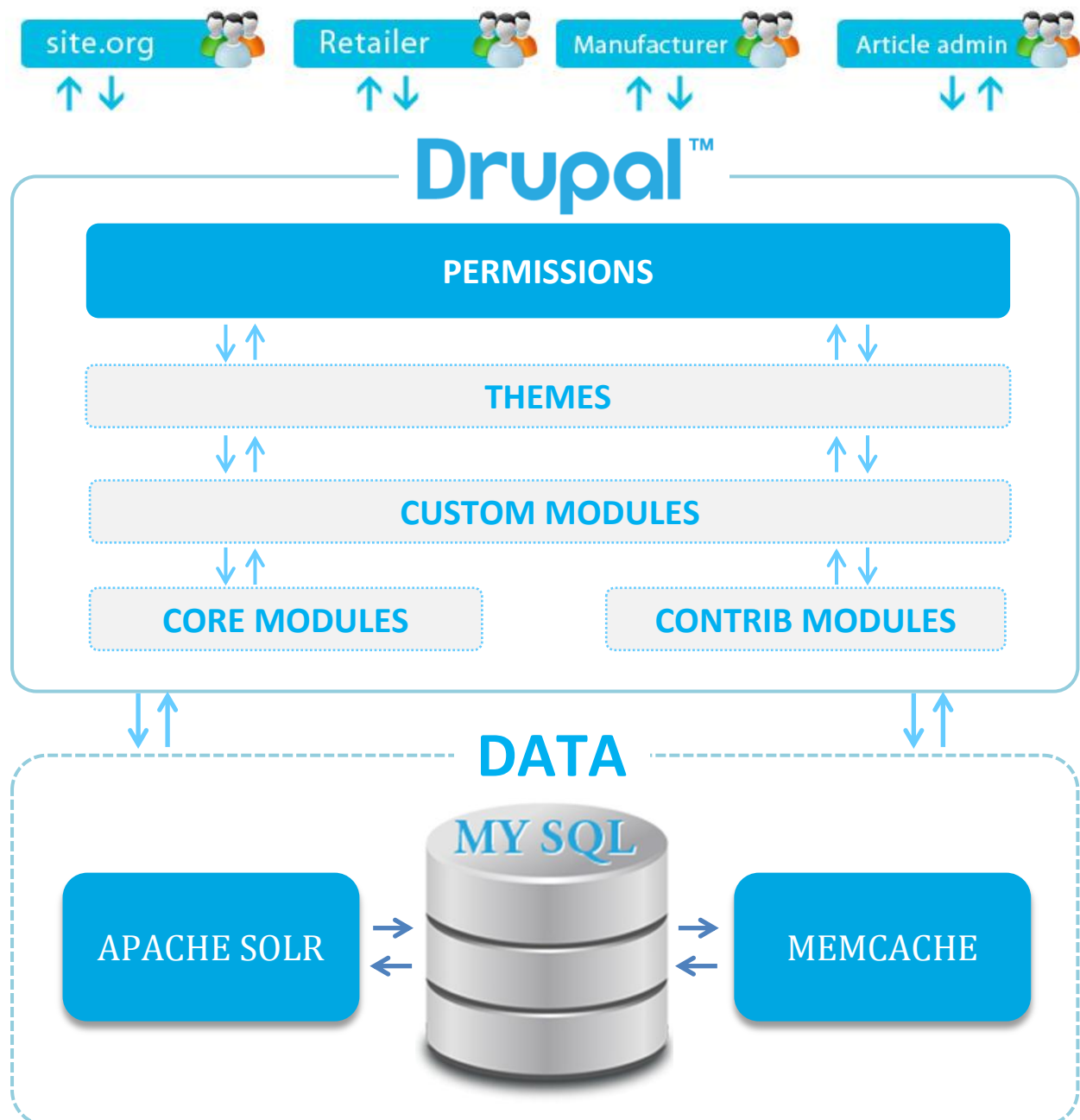
Achievements

Our clients needed a comprehensive industry guide to help store-brand manufacturers and marketers most effectively plan for their private label success. Our Drupal experts rose to the challenge and created an industrial-strength, feature-rich, scalable, and intuitive business support platform for the Private Label industry and achieved customer delight.

Final Result

Database Search – What's New

Lets one quickly and easily find information about Private Label brands without the traditional search engine clutter.

Database Search – Refine Search

Advanced search that lets one filter search results by Channel, Department, Category, Source Type, Topic, Retailer, etc.

Weekly Briefing

Weekly round-up of the most important Private Label industry news and views to keep one on top of industry happenings.

Category Connection

Category management resources such as sales & market share data, category articles & new products, and benchmarking tools & solutions.

Hot Topics

Keeps track of emerging trends, ideas, conversations, and big issues in the Private Label marketplace.

Idea Supermarket

Provides examples of top private label programs, products, and packaging from around the world filtered by geography, category, and retailer.

New Product Bulletin Board

Provides access to manufacturing innovations and latest products to be launched by members, filtered by Department and Category.

Product Finder

Helps identify vendors that meet your needs by facilitating discovery of suppliers who can make a specific product.

Regulatory Monitor

Keeps you informed about the regulatory and legislative decisions relevant to your Private Label business.

Consumer Watch

Provides retailers, distributors & manufacturers latest market research information about consumer behaviour and expectations.

Sponsored Links

Provides you with insights and recommendations from member manufacturers – often the best source of information about products.

Admin

Provides a sophisticated interface for the admin to manage all aspects of this commercial-class application.

Customer Benefits

As a comprehensive industry guide and business support platform for store-brand products, our solution offers manufacturers, suppliers, and other authorized users access to industry-wide information such as private label product launches, retail programs, consumer insights, regulatory analysis, and other market intelligence data. Armed with powerful search and key information-centric features, this feature-rich and easy-to-use solution includes all the information and functionalities to help its members most effectively understand and plan for their private label success.

Future Relationship

As the system's content and audience continue to grow, so does our client's confidence in the power of Drupal as an industrial-strength CMS. Our clients were delighted with the skill and professionalism of our Drupal experts in creating the powerful and scalable commercial-class system and continue to partner with us for their future Drupal business needs.

NEED DRUPAL HELP?

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