



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.

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.

Our Solution & Customer Benefits

Driven by a powerful core, great extensibility, superior content presentation paradigm, and with thousands of add-ons developed by its active developer community, Drupal has the ability to scale up to very dynamic and complex sites – the reason why Drupal was chosen to power this commercial-class solution.

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. 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.

Technologies

Drupal, MySQL, PHP, Apache, HTML, JavaScript, Apache Solr, Memcache.

→ [Download full version of Drupal "Private Label Industry Information Portal" Case Study with solution overview & screenshots here.](#)

