The Drupal Decision

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Agenda

- Open Source

- The Big Three

- Why Drupal?
  - Overview
  - Features
  - Examples
  - Under the Hood

- Questions (non-technical, please)

Open Source Software

"Let the code be available to all!"

- Software that is available in source code form for which the source code and certain other rights normally reserved for copyright holders are provided under a software license that permits users to **study**, **change**, and **improve** the software.

- Adoption of open-source software models has resulted in savings of about $60 billion per year to consumers.

http://en.wikipedia.org/wiki/Open-source_software

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Open Source Software

However…

Open source doesn't just mean access to the source code. The distribution terms of open-source software must comply criteria established by the **Open Source Initiative**.

http://www.opensource.org/docs/osd

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Open Source Software

Free as in…   **Not this…**

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Open Source CMS

Advantages for Open Source CMS

- **No licensing fees** - allows you to obtain enterprise quality software at little to no cost

- **Vendor flexibility** - you can choose whether or not you want to hire a vendor to help you customize, implement, and support it, or do this internally. If at any point along the way you decide you don't like your vendor, you are free to find another.

- **Software flexibility** – in many cases, proprietary software is slow to react to the markets needs. The wider the distribution of an open source CMS means a larger user base and user community: more people work on the software, patch bugs, create contributed modules, create new and better versions, etc.

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Open Source CMS

Things to consider before moving to an open source CMS

- **Implementation Costs** – for features that are outside the existing capability of the CMS you generally need an experienced developer.

- **No direct support** – Although you can purchase support contracts from third-party vendors, open source is a "community." For example, there is no Drupal 800 number for support. Players like Acquia are emerging to fill this void.

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Open Source CMS
Top 20*
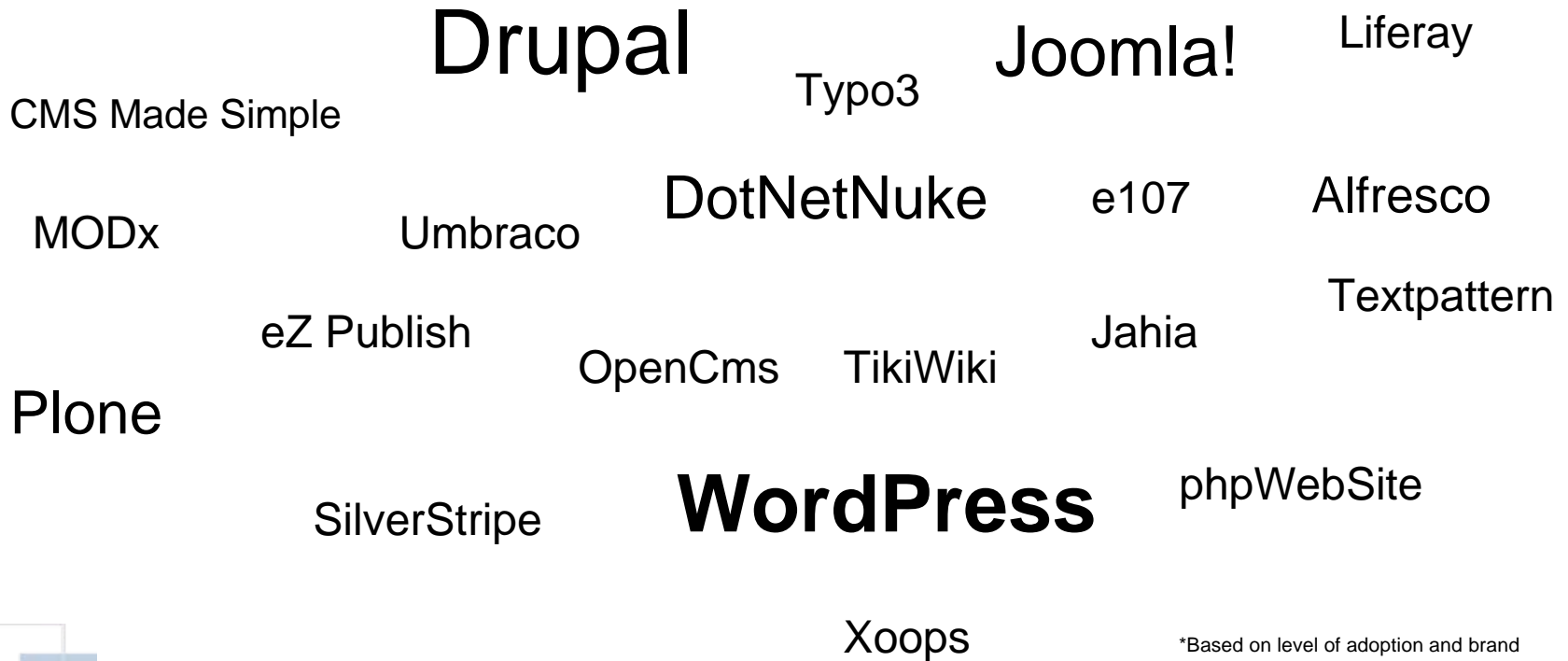
Drupal

Joomla!

Liferay

Typo3

CMS Made Simple

DotNetNuke

e107

Alfresco

MODx

Umbraco

Textpattern

eZ Publish

Jahia

OpenCms

TikiWiki

Plone

WordPress

phpWebSite

SilverStripe

Xoops

*Based on level of adoption and brand strength as reported in 2009 Open Source CMS Market Share Report

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Open Source CMS
"Big 3"

*Based on level of adoption and brand strength as reported in 2009 Open Source CMS Market Share Report

WordPress

- Installs easily – up and running quickly
- Polished interface – easy for novice to add text and images
- Site administration (installing upgrades, add features) fairly easy

- Very limited structural flexibility for core system
- Limited support for user roles

Summary – a good choice for smaller and structurally simple sites.

Joomla

- Good "all around" system
- Strong infrastructure to support sites of different sizes

- Limited flexibility in structuring content types
- Cumbersome to update

Summary – strong, but not very flexible when thinking outside the box

Drupal

- Flexible and powerful

- Robust capabilities for Web 2.0 and community functionality

- Easy to update content

- Configuring site is complex – may need outside help
  (easier with Drupal 7 and also Drupal Gardens from Acquia)

- Flexibility = many ways to skin a cat. Need to think through
  what is best

Summary – robust and flexible, provides most upside. Often need assistance to realize full potential

How do you choose?

- Determine level of customization

- What are your workflow needs?

- Talk to others.

- Read, research, and try them out.

- Know your own "must-have's" and "like-to-have's"

How do you choose?

idealware

Helping Nonprofits Make
Smart Software Decisions

Topics	Reports	Articles	Online Training	Blog	Custom Resources

2010 Comparing Open Source Content Management Systems: WordPress, Joomla, Drupal and Plone

December, 2010

FULLY REVISED IN DECEMBER 2010! We've taken our popular 2009 report comparing four free and open source systems -- WordPress, Joomla, Drupal, and Plone -- that can help you to build and manage a website, and completely updated it to the newest versions of the systems. We provide both a feature summary and detailed reviews, as well as a directory of consultants.

Which are easiest to use? Which provide the most flexibility in setting up your website? Which provide the strongest features for website community features, workflow, or ease of maintenance? This 82-page report answers these questions and many, many more!

The report also includes our new directory of consultants and designers who help nonprofits implement these Content Management Systems.

http://www.idealware.org/reports/2010-os-cms

Is Drupal For You?

Drupal Snapshot

- Developed in 2001 by Dries Buytaert

- PHP- and MySQL-based system

- **Drupal** is derived from the dutch word "druppel" which means "drop" – as in water droplet.

- Over 500,000 subscribed members of the "community" – over 5000 active developers

- Over 8000 modules

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Cool Drupal Features
includes Drupal v6 and the new v7!

- **Create your own content types** – create as many as you like without programming knowledge

- **Create your own user types** – endless custom user roles depending on access levels and/or user experience

- **Advanced URL control** – custom URLs/clean URLs – helps with organization and SEO

- **Revision control** – Can go back to old revisions. Great for the "oops!"

- **Custom taxonomy** for different sections. Excellent for targeting keywords for SEO

http://tips.webdesign10.com/drupal/about-drupal-311.html

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Flexibility

- Function-rich websites of all shapes and sizes

- Multi-sites

- Blogs

- Digital libraries

- Interactive Publications

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Security

Is Drupal (and open source, in general) secure?

- According to IBM's report on open source security, most consider open source software as secure or more secure than commercial software.

- Larger community = quicker catches and quicker fixes

- The **White House (www.whitehouse.gov)** switched to Drupal because of its security reputation.

http://drupal.org/documentation/is-drupal-secure

Drupal Modules

- Software that extends Drupal functionality
- Vanilla Drupal is built using a set of core Modules
- Extra features can be added to Drupal using Contributed Modules
- Unique functionality to meet your needs can be added to Drupal by using Custom Modules

- **Powerful Community + Module Development = many options and features**

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Compatibility and Integration
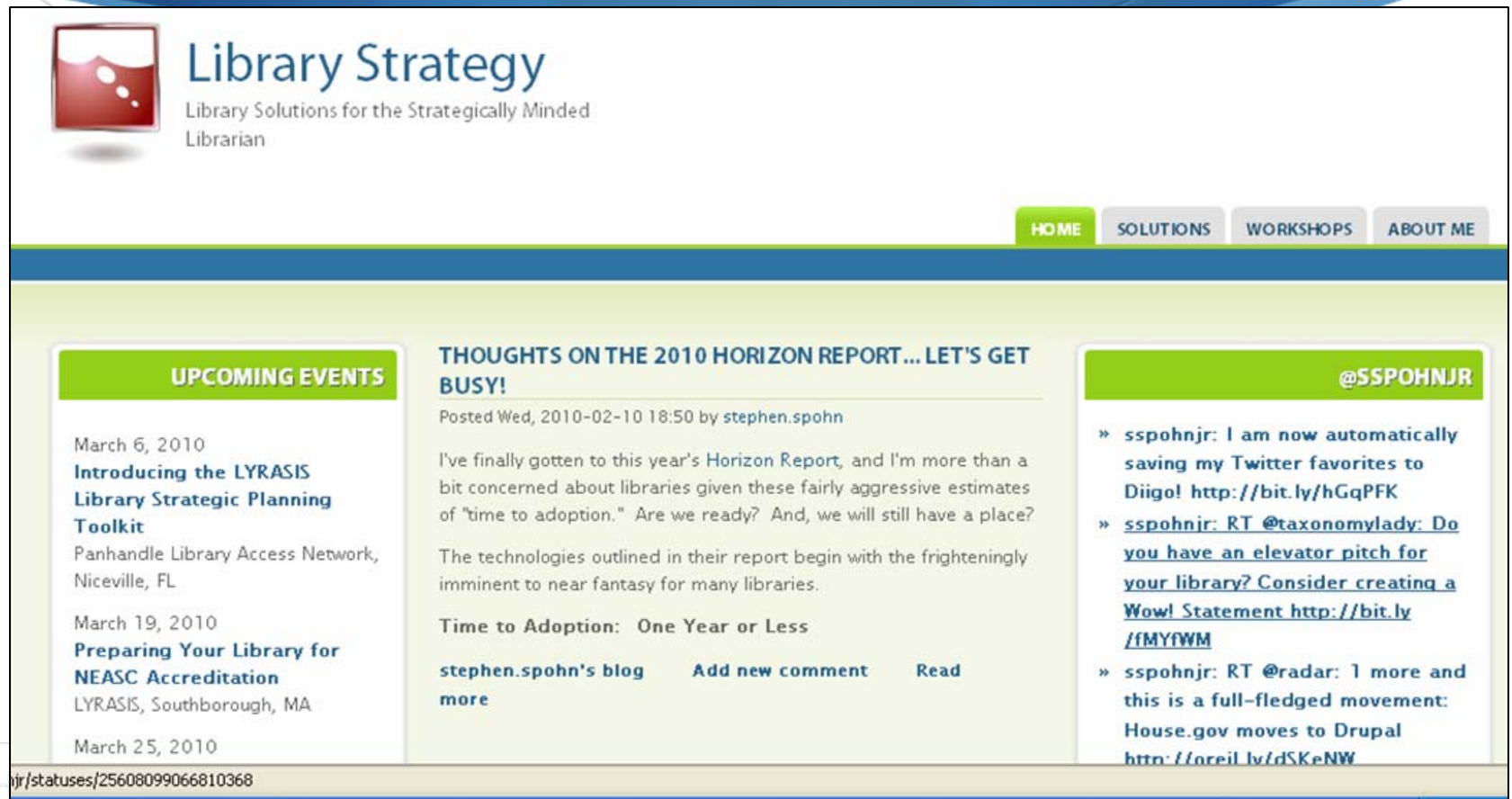
The power of the Drupal development community provides the ability to integrate and leverage other powerful software technologies. For example:

- Moodle (learning management)

- Ubercart (e-commerce)

- CiviCRM (association management)

- Constant Contact (email)

- Salesforce (CRM)

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Drupal Sites
Great for basic sites…

Drupal Sites
Or more complex sites…

Drupal Sites
Some features

- Integrated social media
- E-commerce services
- Community member profiles
- Event management capabilities
- The ability for a user to login to one site and be simultaneously logged-in to the other sites
- Real-time, user driven product demonstration
- Wiki sites for documentation and other resources
- Sophisticated search capabilities
- Issue tracking/ticketing
- Integration with CRM and marketing automation

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# Drupal Sites
Libraries…

Under the Hood…

Under the Hood…

To Hire or Not to Hire?

Factors:

- In-house technical and design resources

- Understanding of the web development process

- Level of customization

- Budget factors
  - Do you get what you pay for? What is the average rate?
  - "The Drupal Expert" - assessing level of expertise

Steve's Bad Analogies

Where do you want to be?

Questions?

Contact info

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