

The Drupal Decision

Stephen Sanzo | Director of Marketing and Business Development | Isovera
ssanzo@isovera.com

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



www.isoвера.com

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>



Open Source Software

Free as in...



Not this...



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.

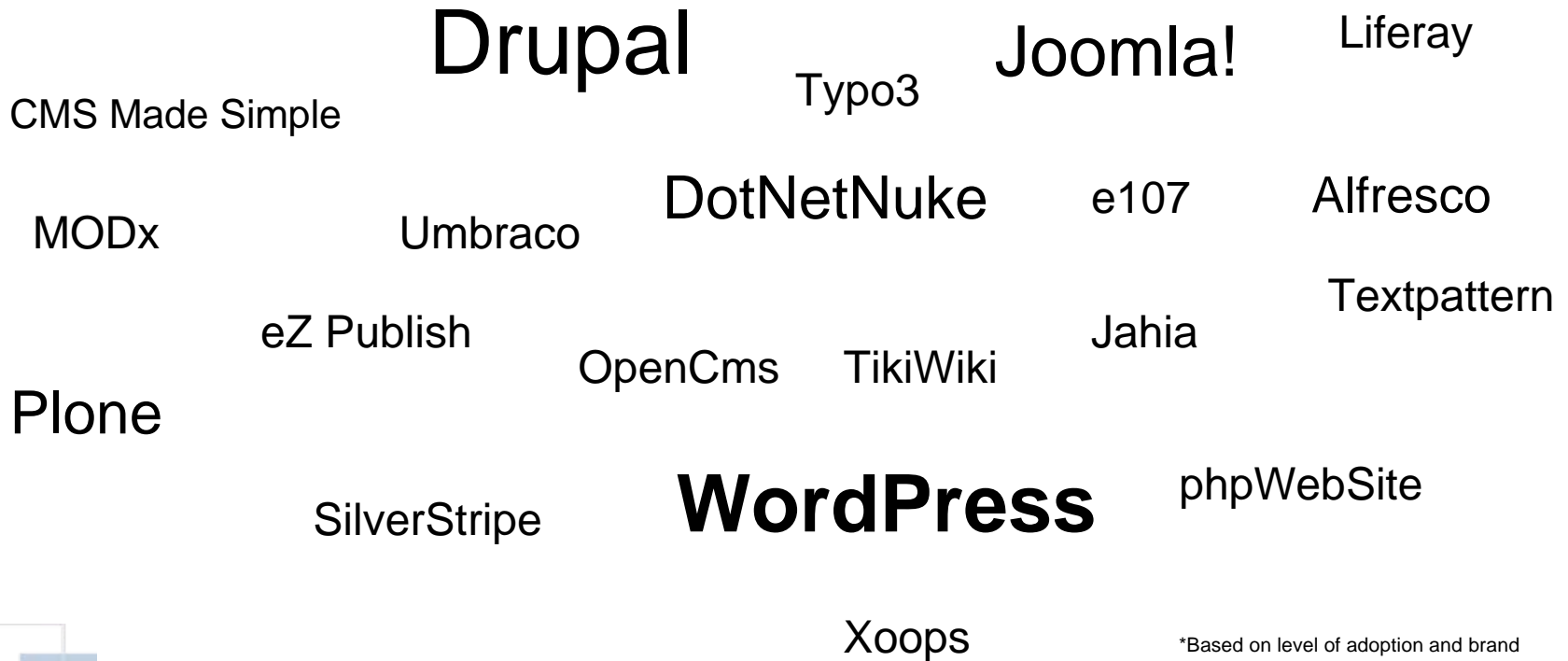


Open Source CMS

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.

Open Source CMS Top 20*



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

Open Source CMS

“Big 3”



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?



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

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



Flexibility

- 💧 Function-rich websites of all shapes and sizes
- 💧 Multi-sites
- 💧 Blogs
- 💧 Digital libraries
- 💧 Interactive Publications

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.



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**



Compatibility and Integration

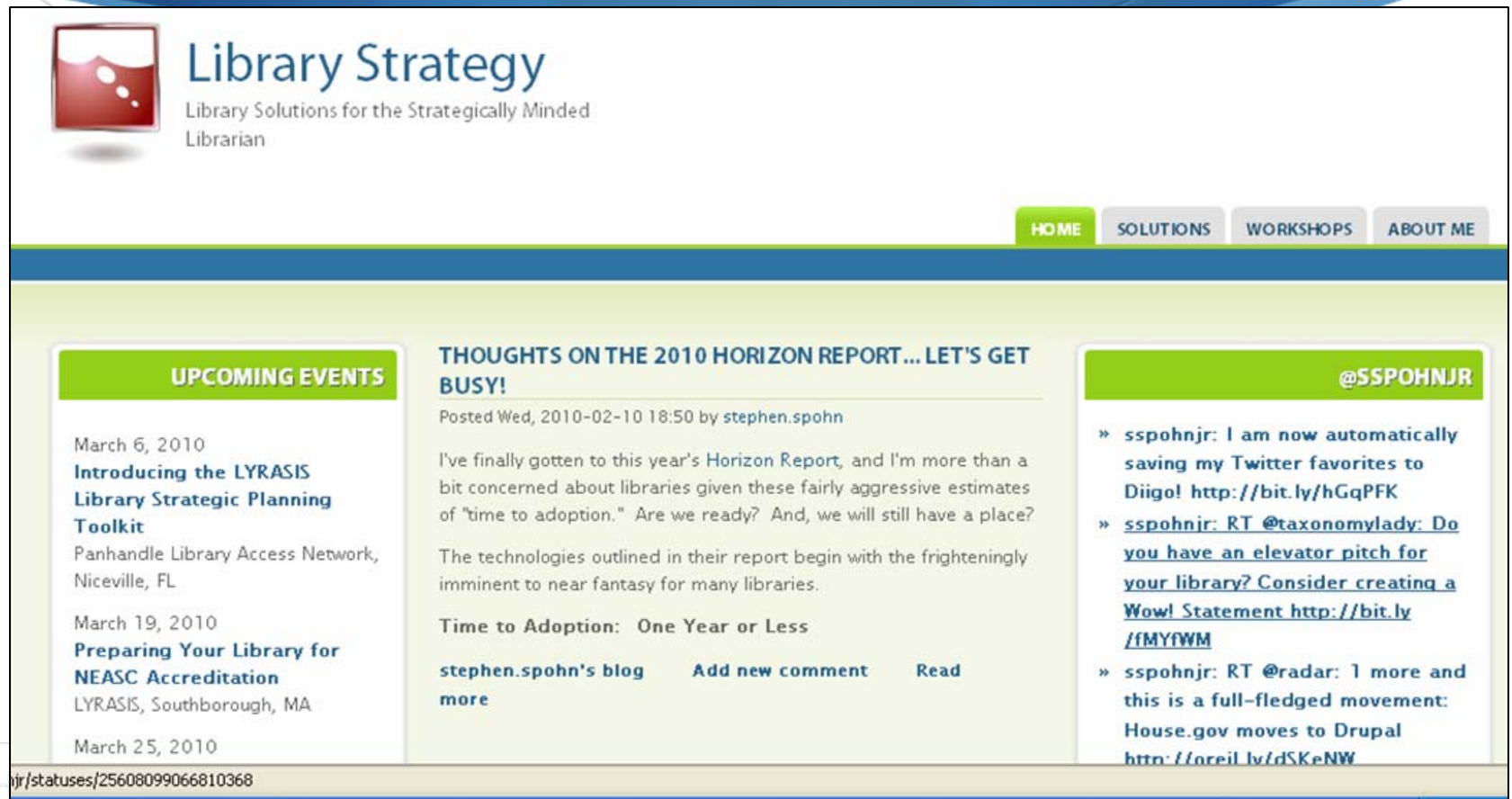
The power of the Drupal development community provides the ability to integrate and leverage other powerful software technologies. For example:

- Moodle (learning management)
- Ubercart (e-commerce)
- CiviCRM (association management)
- Constant Contact (email)
- Salesforce (CRM)



Drupal Sites

Great for basic sites...



The screenshot shows a Drupal website for 'Library Strategy'. The header features a logo of a red square with white dots and the text 'Library Strategy' and 'Library Solutions for the Strategically Minded Librarian'. A navigation bar includes links for 'HOME', 'SOLUTIONS', 'WORKSHOPS', and 'ABOUT ME'. The main content area is divided into three columns. The left column, titled 'UPCOMING EVENTS', lists three events: 'Introducing the LYRASIS Library Strategic Planning Toolkit' (March 6, 2010), 'Preparing Your Library for NEASC Accreditation' (March 19, 2010), and an event on March 25, 2010. The middle column, titled 'THOUGHTS ON THE 2010 HORIZON REPORT... LET'S GET BUSY!', contains a blog post by 'stephen.spohn' dated 'Wed, 2010-02-10 18:50'. The post discusses the Horizon Report and the adoption of new technologies. The right column, titled '@SSPOHNJR', displays a list of tweets from the user sspohnjr, including mentions of Twitter favorites, taxonomylady, radar, and House.gov moving to Drupal. The footer shows the URL 'http://www.librarystrategy.org/statuses/25608099066810368'.

Library Strategy
Library Solutions for the Strategically Minded Librarian

HOME SOLUTIONS WORKSHOPS ABOUT ME

UPCOMING EVENTS

March 6, 2010
Introducing the LYRASIS Library Strategic Planning Toolkit
Panhandle Library Access Network, Niceville, FL

March 19, 2010
Preparing Your Library for NEASC Accreditation
LYRASIS, Southborough, MA

March 25, 2010

THOUGHTS ON THE 2010 HORIZON REPORT... LET'S GET BUSY!
Posted Wed, 2010-02-10 18:50 by stephen.spohn

I've finally gotten to this year's Horizon Report, and I'm more than a bit concerned about libraries given these fairly aggressive estimates of "time to adoption." Are we ready? And, we will still have a place?

The technologies outlined in their report begin with the frighteningly imminent to near fantasy for many libraries.

Time to Adoption: One Year or Less

[stephen.spohn's blog](#) [Add new comment](#) [Read more](#)

@SSPOHNJR

- » sspohnjr: I am now automatically saving my Twitter favorites to Diigo! <http://bit.ly/hGqPFK>
- » sspohnjr: RT @taxonomylady: Do you have an elevator pitch for your library? Consider creating a Wow! Statement <http://bit.ly/fMYfWM>
- » sspohnjr: RT @radar: 1 more and this is a full-fledged movement: House.gov moves to Drupal <http://oreil.ly/dSKeNW>

http://www.librarystrategy.org/statuses/25608099066810368

Drupal Sites

Or more complex sites...



OpenClinica®
Open Source for Clinical Research

The world's fastest growing clinical trials software.

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News

Download

User Documentation

Email Forums

Contribute

Developer Wiki

Development Roadmap

Issue Tracker

OpenClinica Virtual Forum

OpenClinica Global Conference

Welcome to the OpenClinica Community!

OpenClinica is the world's leading open source clinical trials software for electronic data capture (EDC) and clinical data management (CDM).

New Capabilities Added to OpenClinica Version 3.1

For the past 12 months, the OpenClinica development team has been working diligently on the next major release. Learn about the exciting new features in OpenClinica 3.1.

OpenClinica Events

OpenClinica Global Conference Boston 2011

- Learn about OpenClinica
- Get certified training
- For techies and non-techies

[Learn more](#)

News and Updates

15-Feb-2011 - 2011 OpenClinica Global Conference Early Bird

From The Email Forums

[Users Email Forum](#) [view archives](#)

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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

Drupal Sites

Libraries...

The screenshot displays the Denver Public Library website. At the top left is the Denver Public Library logo, and at the top right is the text "DENVER LIBRARY .ORG". A horizontal navigation bar contains links: HOME, MY ACCOUNT, CATALOG, BOOKS, MOVIES, MUSIC, EVENTS & CLASSES, RESEARCH, SOCIAL MEDIA, and ABOUT. Below this, a secondary navigation bar has "Catalog", "Databases", and "Site". A search bar with the placeholder text "Find books, movies, music, ebooks and more" and a "SEARCH" button is present. A large banner for "2011 Award Books for Kids and Teens" features a girl in overalls and lists "Newbery, Caldecott and more". To the right, a sidebar includes flags, a "Ask Us" button, a "How Do I?" button, and a "Locations & Hours" section. The "Locations & Hours" section shows a dropdown for "Central Library" and lists the address, phone, and hours for various days. At the bottom left, a "Take our CUSTOMER Satisfaction" survey box is visible. The bottom right corner of the page features the "Isovera" logo.

DENVER PUBLIC LIBRARY

DENVER LIBRARY .ORG

HOME | MY ACCOUNT | CATALOG | BOOKS | MOVIES | MUSIC | EVENTS & CLASSES | RESEARCH | SOCIAL MEDIA | ABOUT

Catalog | Databases | Site

Find books, movies, music, ebooks and more

SEARCH

2011 Award Books
for Kids and Teens
Newbery, Caldecott and more

Ask Us

How Do I?

Locations & Hours

Central Library

10 W. Fourteenth Ave.
Pkwy. 80204
Phone: 720-865-1111
Mon: 10-8 Tue: 10-8
Wed: 10-6 Thu: 10-6
Fri: 10-6 Sat: 1-5
Sun: 1-5
CENTRAL LIBRARY
All Locations

Take our
CUSTOMER
Satisfaction

NEWS & EVENTS


GREEN VALLEY RANCH BRANCH LIBRARY GRAND OPENING

GREAT NEW FEATURES IN THE ONLINE CATALOG

Isovera

Under the Hood...

[My Account](#) [Kids & Families](#) [Teens](#) [Newcomers](#) [50+](#) [中国人](#) [A](#) [A](#) [A](#)



THOMAS CRANE PUBLIC LIBRARY

[How Do I?](#) [Books](#) [Movies](#) [Music](#) [Events & Classes](#) [Research](#) [Connect](#) [About](#) [Quick Links](#)

[Catalog](#) [Collections](#) [Site](#)

SEARCH:


UPCOMING EVENTS

[kids](#) [teens](#) [all events](#)

Summer Explorers at Wollaston
Animal World Experience at Wollaston
Craft: Hanging Planters at the Main Library
Third Annual Children's Talent Show at the Main Library


LIBRARY BLOG

What We're Reading: *Be Near Me*
By Andrew O'Hagan
"Always trust a stranger," said David's mother when he returned from Rome. "It's the people you know who let you down." more...



1 | 2 | 3 | 4 | 5

CURRENT EXHIBIT



SPRING INTO ART

The Quincy Art Association presents its annual spring exhibit of members' work from April 5 to 23rd.

LIBRARY NEWS

July 2010
Volume 7, Number 7

Main Library Closed Weekends
Beginning July 3


Save Your Reading History
Attention Mobile Users: Check Out These Library Apps

Finding Your Next Job: Interview Basics

[View All](#) | [Subscribe](#)

Locations & Hours


[Main Library](#)



40 Washington St.
Quincy, Mass. 02169


Mon-Thurs: 9am-9pm
Friday: 9am-5pm
Sat & Sun: closed

[Directions](#)




Books, Movies & Music

Be the first to know what's just arrived at the library--[SUBSCRIBE](#)



Library Collections

Genealogy, Law, Magazines & Newspapers, Obituaries, Quincy History



Children's Programs




Homework, Programs, Fun Stuff, Teachers, Parents

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Under the Hood...



logo.png | drupal.org Innovative Web Consulting for N...

Building Site configuration Store administration User management Reports Help

Isovera

Who We Are What We Do Why Choose Us

Content Management

Citizens' Housing and Planning Association wanted a way to easily manage the content on their website. [Learn more...](#)

Databases
Design
Digital Libraries
Strategy
Web Marketing

Got Open Source? Isovera works with a diverse group of forward-thinking clients to develop best-in-class websites and databases using powerful and flexible open source solutions such as Drupal and CiviCRM.

Quick Tip: Upgrading Drupal from 6.x to 6.y
2011-03-02 10:04
I recently received this inquiry from one of my **Drupal workshop** attendees and thought it might be

Social Media Workshop (4/7/2011)
A Roadmap for Nonprofits and Libraries. Geared toward organizations looking to build community, foster donations, and recruit volunteers.

[Next](#) [Previous](#) [Highlight all](#) [Match case](#)

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



Stephen Sanzo | Isovera, Inc.

Director of Marketing and Business Development

460 Totten Pond Road

Waltham, MA 02451

Direct phone: 781.547.8435

ssanzo@isovera.com | www.isovera.com