

Selling Drupal to Large Enterprises

Felipe Rubim
DrupalCon Sydney – 8/Feb/2013

About me

- Felipe Rubim
- Chief Architect @Ci&T
- Drupal: 4+ yrs
- Digital Marketing Services - Pre-Sales Engineer Team
- Contact details
 - @frubim
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Agenda

- Cases/Scenarios
- Building a strong Enterprise Drupal Sales Team
 - Drupal strengths and weakness
 - Learn what Competitors are doing
 - Pre-Sales 101 powered by the Community

The urge for action

The urge for action

Who would Drupal rather be,
the mouse or the fox?

some context: Ci&T

Drupal

Search drupal.org

Search

Drupal HomepageYour DashboardLogged in as frubimLog outRefine your search


Marketplace

ServicesHostingTrainingBooks

Ci&T

ViewRevisions

Posted by ciandt on April 12, 2012 at 8:14pm




<http://www.ciantd.com>

Services
3rd party Integration, Consulting, Data migration, Development, Front-end Development, Mobile App Development, Mobile Site Development, Multilingual websites, Multisite installations, Performance Tuning & Optimization, Project Management, Quality Assurance, Theming

Established in 1995, Ci&T provides value-driven, Nearshore, web and mobile application services and software product engineering. The company's high-performance teams employ agile methodologies and Lean principles to deliver innovative, value-generating projects for companies of all sizes by leveraging the latest mobile, cloud and web technologies. A strong commitment to innovation has put Ci&T on the forefront of discovering new ways to deliver value and eliminate waste to help clients reduce costs and improve quality, speed and business agility.

Ci&T's Drupal developers have more than five years of experience and have successfully launched hundreds of customized Drupal sites around the world, both in Drupal 6 and 7.

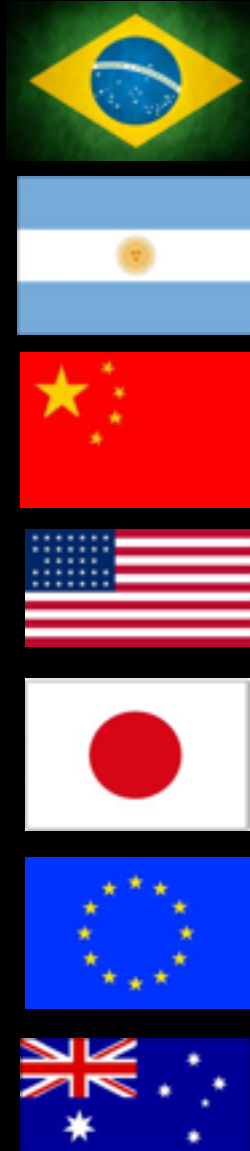
With more than 300 Drupal developers and a strategic partnership with Acquia, Ci&T aims to meet customers' evolving global IT usage and development demands by leveraging the best of the Drupal.



frubim, Chief Technology Architect
On Drupal.org for 4 years 37 weeks

luiz290788, Software developer
On Drupal.org for 4 years 26 weeks

handrus, Software Architect
On Drupal.org for 4 years 18 weeks



5 cases, different industries

- ▶ 2 Global Fortune 100 Pharmaceutical Enterprise
- ▶ LATAM/EU Cosmetics organization
- ▶ Global Nutritional Products Enterprise
- ▶ JP branch of a Global technology research/media company

What did they have in common?

What did they have in common?

1. (Highly) Regulated markets
2. Presence pulverized across different technologies/
platforms
3. Localization/i18N
4. Proprietary Model --> New to the Open Source world
5. (Very) slow time to market
6. Push for cost reduction

WARNING



**CHALLENGES
AHEAD**



Is Drupal on the
Enterprise
important?

Drupal has long been part of the
Global Enterprise level...



Battling for the Web CMS Enterprise World

Drupal Sales
Team



“Other” Sales
Team



What worked in the past may not work
anymore – the fight could be unfair
sometimes



Drupal sales team needs to build
muscles, strategies and tactics to take
them on

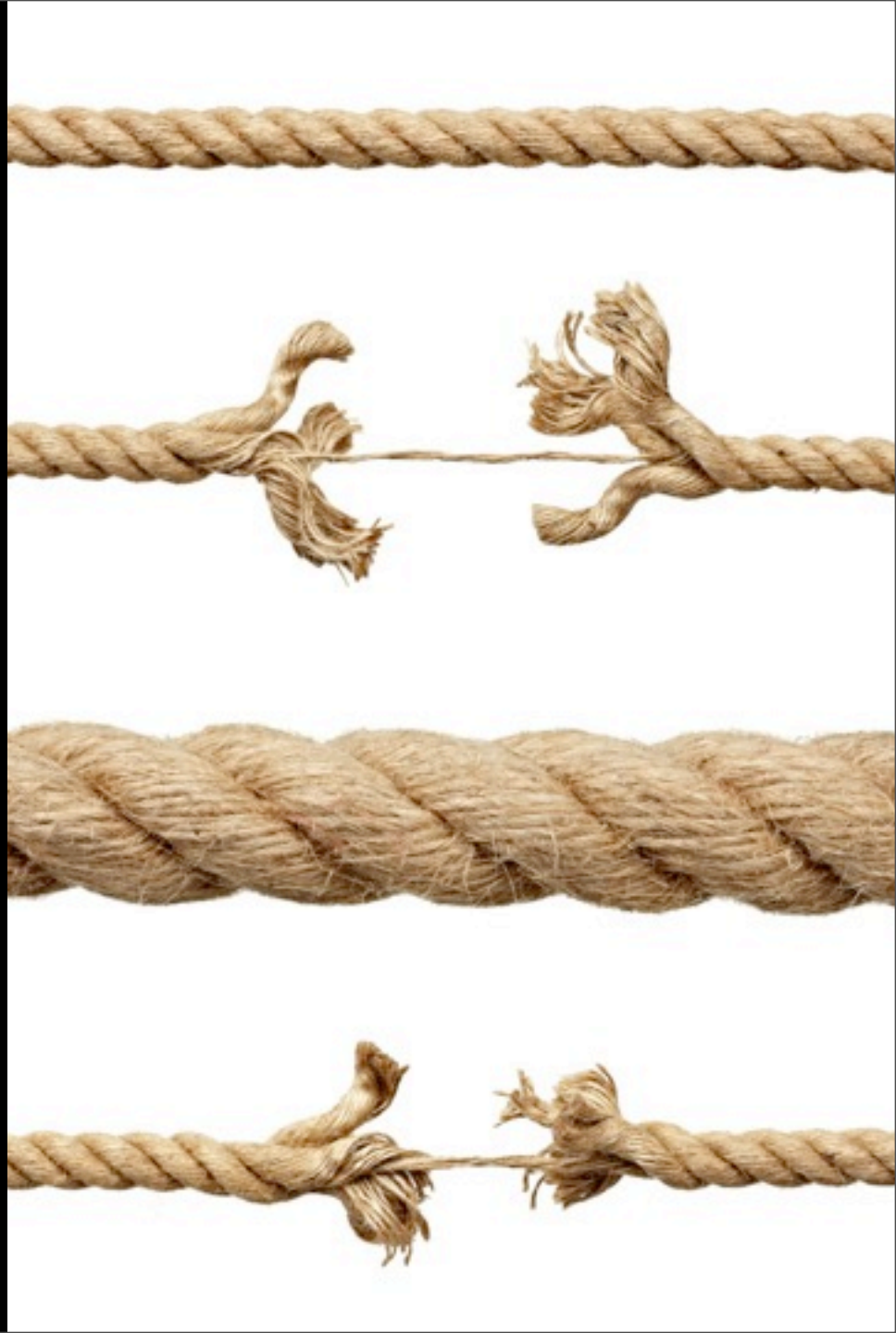


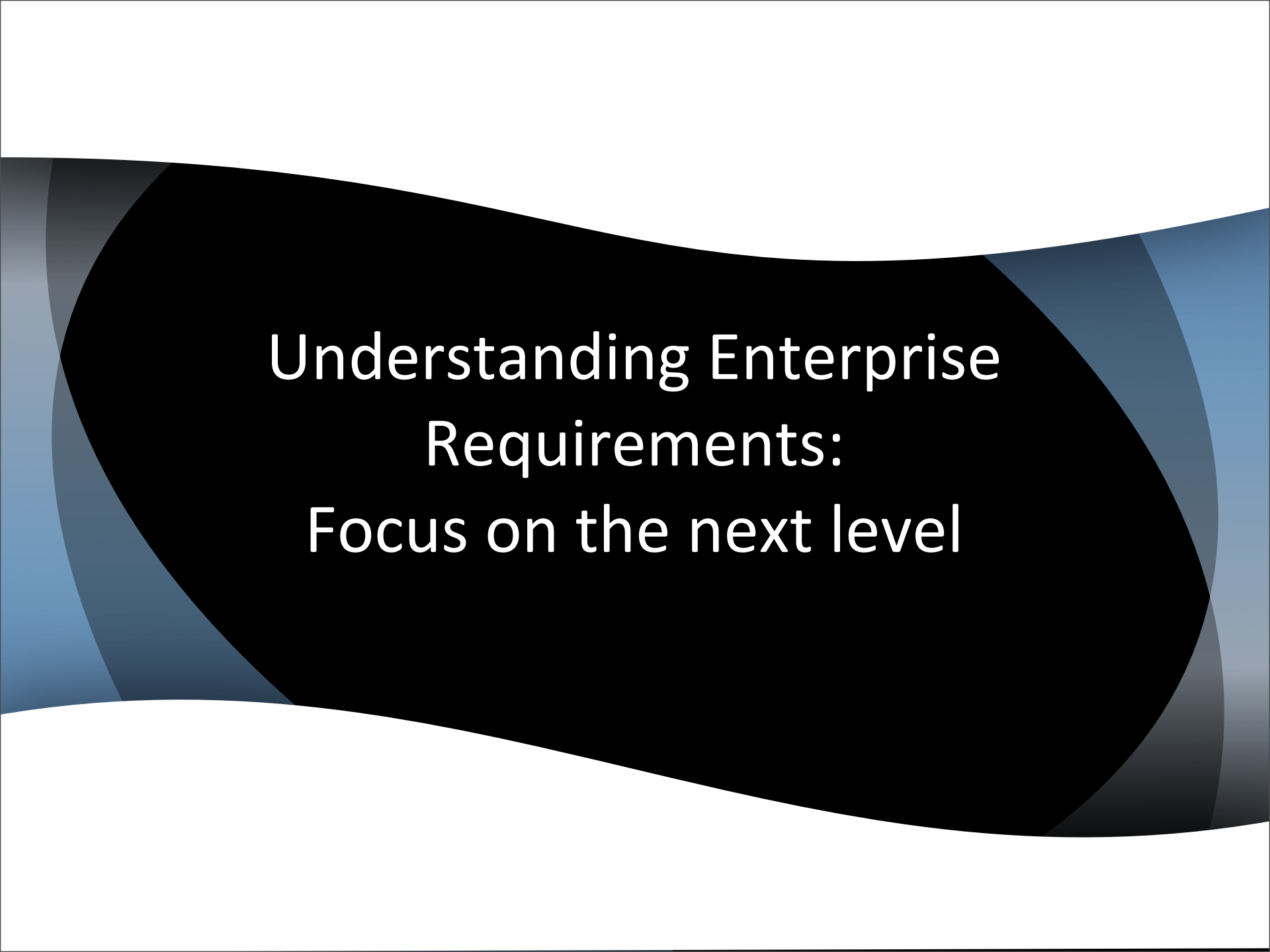






Understand
Drupal's strengths
and weaknesses at
the Enterprise level



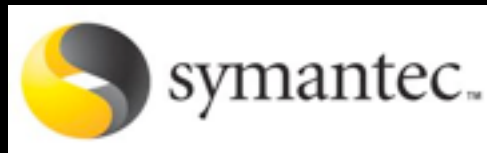


Understanding Enterprise
Requirements:
Focus on the next level

Understand what is
a “large Enterprise”



Drupal in the “Enterprise”



What is involved

Proprietary Software
Model Mindset

Several groups
involved

Several systems
integration points

Global Reach

Fortune 500
companies

Regulated industry

Dozens or hundreds
of websites

Push for Cost
reduction

Become a specialist in CMS challenges for the Enterprise

Performance

Integration

Multiple Sites
Management

Support

l18n/Localization

Hosting

SDLC Process, Agile
Methodologies

Security

SSO

Analytics



Master what Drupal has to offer
to the Enterprise world

Demonstrate Drupal's tremendous flexibility



Show Drupal's Innovation rate



930,145 people in 228 countries* speaking 181 languages power Drupal.



News

● Docs Updates

● Forum Posts

● Commits

Drupal 7.19 and 6.28 released

January 16, 2013

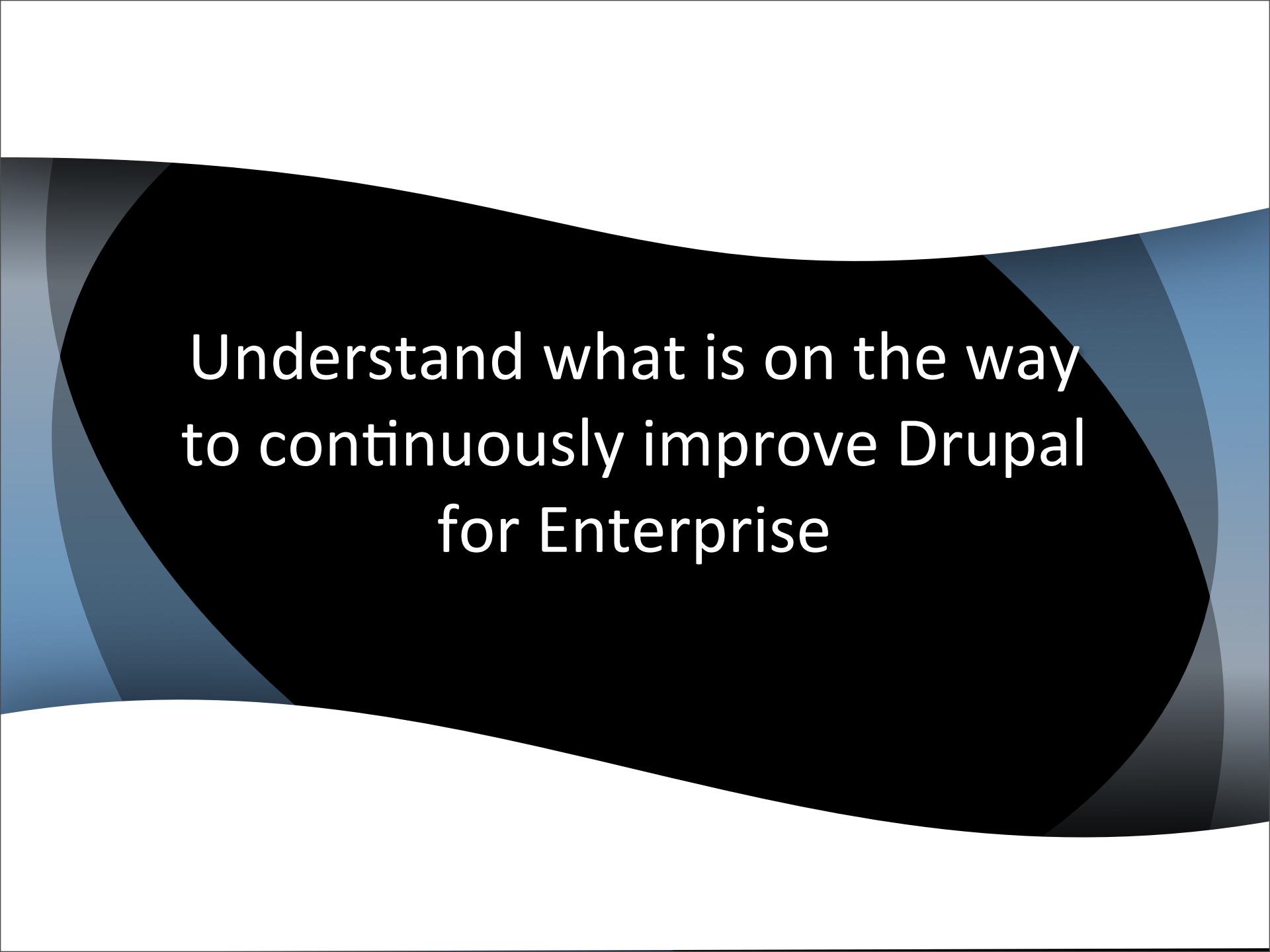
Drupal 7.19 and Drupal 6.28, maintenance releases which contain fixes for security vulnerabilities, are now available for download. [Read more](#)

The countdown begins: 26 days to DrupalCon Sydney!

[Predictions for 2013](#)

[Drupal 7.18 and 6.27 released](#)

[More news...](#)



Understand what is on the way
to continuously improve Drupal
for Enterprise

Improved Content Authoring capabilities



Content Staging Initiative



Configuration Management Initiative

Learn how
competitors are
adapting and
preparing their
attack





Be aware of the FUDs
still around

SECURITY



Security is a concern, as with any other web solution



SUPPORT



One “support focal point”
scenario

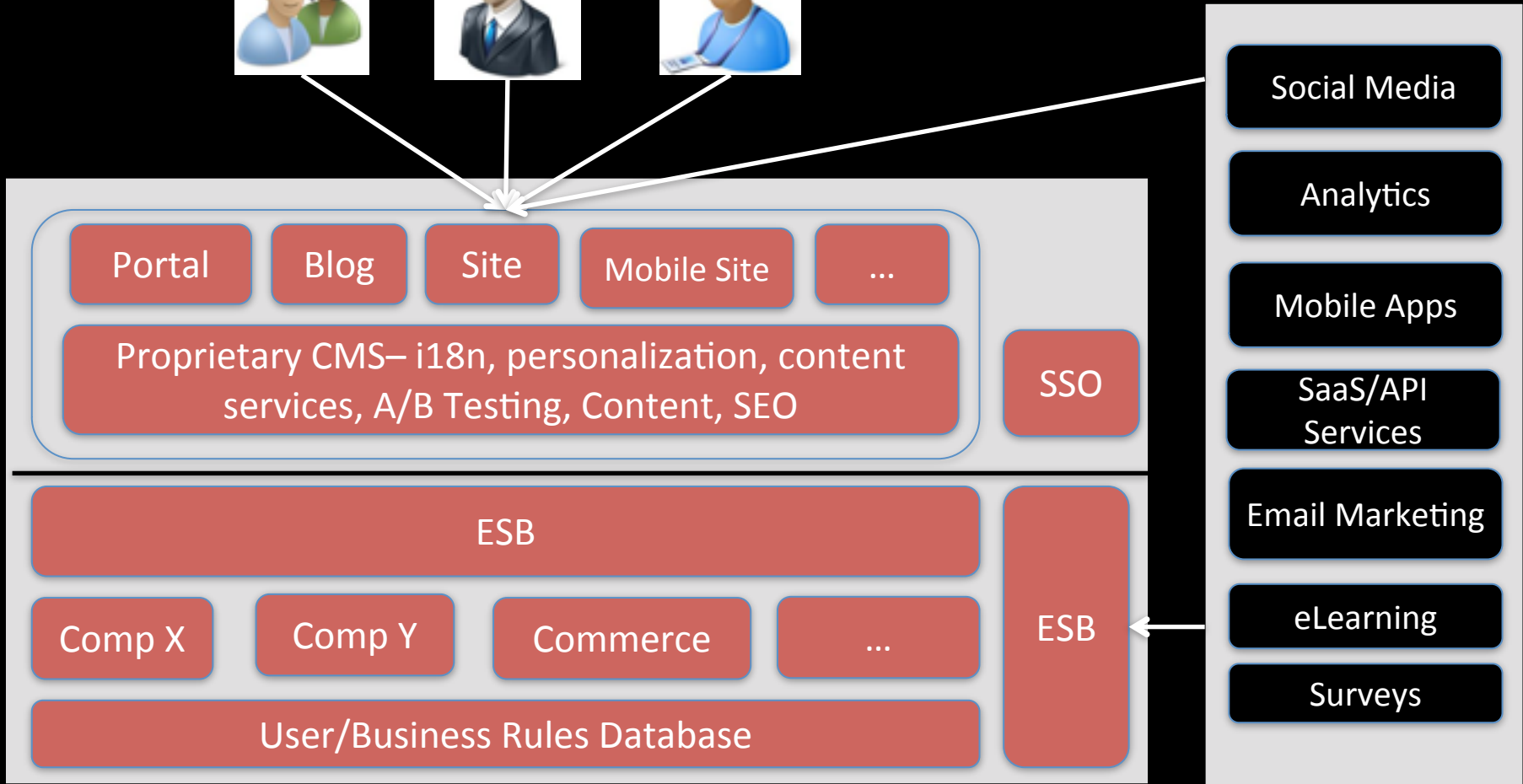
Consumer



Sales Rep



Content Editor



Innovation Fostering Scenario

Consumer



Sales Rep



Content Editor



Portal

Blog

Site

Mobile Site

...

Drupal – i18n, personalization, content services,
A/B Testing, Content, SEO

SSO

ESB

Comp X

Comp Y

Commerce

...

ESB

User/Business Rules Database

Social Media

Analytics

Mobile Apps

SaaS

Email Marketing

eLearning

Surveys

Consumer



Sales Rep



Content Editor



Portal

Blog

Site

Mobile Site

...

Drupal – i18n, personalization, content services,
A/B Testing, Content, SEO



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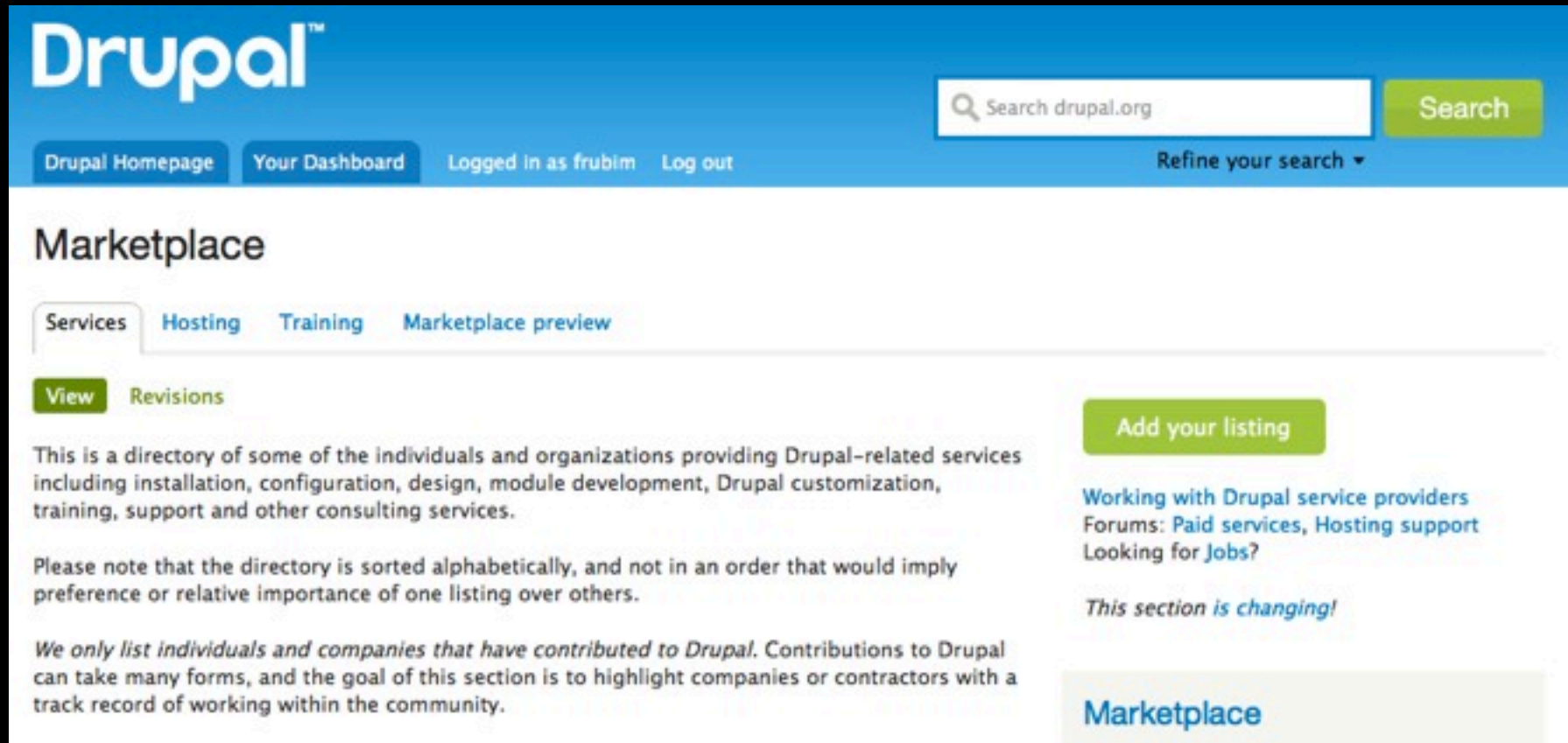
SaaS

Email Marketing

eLearning

Surveys

Rest assured, there is plenty of support available



The image is a screenshot of the Drupal Marketplace page. At the top, there is a blue header with the Drupal logo on the left. To the right of the logo is a search bar with the placeholder text "Search drupal.org" and a green "Search" button. Below the search bar, there are links for "Drupal Homepage", "Your Dashboard", "Logged in as frubim", and "Log out". To the right of these links is a "Refine your search" dropdown menu.

Marketplace

Below the header, there are four tabs: "Services", "Hosting", "Training", and "Marketplace preview". The "Services" tab is currently selected and highlighted with a green background.

Under the "Services" tab, there are two buttons: "View" (green) and "Revisions" (light green).

The main content area contains the following text:

This is a directory of some of the individuals and organizations providing Drupal-related services including installation, configuration, design, module development, Drupal customization, training, support and other consulting services.

Please note that the directory is sorted alphabetically, and not in an order that would imply preference or relative importance of one listing over others.

We only list individuals and companies that have contributed to Drupal. Contributions to Drupal can take many forms, and the goal of this section is to highlight companies or contractors with a track record of working within the community.

On the right side of the page, there is a green button labeled "Add your listing". Below this button, there are links for "Working with Drupal service providers", "Forums: Paid services, Hosting support", and "Looking for Jobs?". A note below these links states "This section is changing!".

At the bottom right, there is a light blue box with the word "Marketplace" in blue text.

PERFORMANCE



Performance is well under control,
thanks for asking!



Key: use the right add-ons to boost Drupal performance

such as:

- APC
- Nginx
- Memcache
- Varnish
- CDN

No influence on Roadmap



Organization should get involved in the community



Community

[Add Contributor Links to dashboard](#) +

[Community Home](#) [Getting Involved](#) [Chat](#) [Mailing Lists](#) [Member Directory](#) [Forum](#)

Getting Involved

“ It's really the Drupal community and not so much the software that makes the Drupal project what it is. So fostering the Drupal community is actually more important than just managing the code base.
- Dries Buytaert

Drupal is an open source project built by a team of volunteers from around the world. We don't have employees to provide Drupal improvements and support. We acquire those valuable assets through the volunteer community members, who bring deep and diverse experience to us. Many people think these community members work mostly on Drupal code, but the truth is that they also work on [documentation](#), marketing, [user support](#), test results, [translations](#), and many other contributions from people with a wide range of abilities and interests.

[Getting Involved Guide](#)

Community Spotlight

We love open source because it means anyone can get involved, making the community vibrant and the web full of inspirational sites. See why we love Drupal and how we got involved:


Community Spotlight: Jess (xjm)

Posted by webchick on December 31, 2011 at 10:47pm

Jess (Drupal.org username [xjm](#)) is a Drupal developer, core contributor, module maintainer, and mentor, and just plain all-around awesome! She is a web developer for the University of Wisconsin's [Department of Family Medicine](#). She also volunteers at the [University of Wisconsin-Madison Arboretum](#).

Jess has made many contributions to Drupal, including roles as:

- maintainer of the [Taxonomy Access Control](#) and [Taxonomy Lineage](#)



Ways to Get Involved

[Forums](#) - Get advice and give advice.

[IRC](#) - Start chatting now with other community members.

[Community Initiatives](#) - Get involved with an active longer-term project, such as improving [Drupal core](#) or [documentation](#) processes and infrastructure.

[Modules](#) - Build a module that other Drupal users can enjoy.

[Themes](#) - Feeling creative? Design a theme for other people to customize their site with.

[Translations](#) - Fluent in French or a speaker of Spanish? Translate Drupal for other users around the world.

[Groups](#) - A place for groups to organize, plan, and work on projects and meetups.

[Events](#) - Come to a Drupal event and have fun with the community.

HILLSDALE



The Beginning Of
Something Wonderful.

NORDSTROM • MACYS • EMPORIUM

• MERVYN'S

www.CandySmokes.com



<http://2012.badcamp.net/program/sessions/large-scale-drupal-how-organizations-succeed-open-source>

<http://www.largescaledrupal.com/>

Drupal Talent





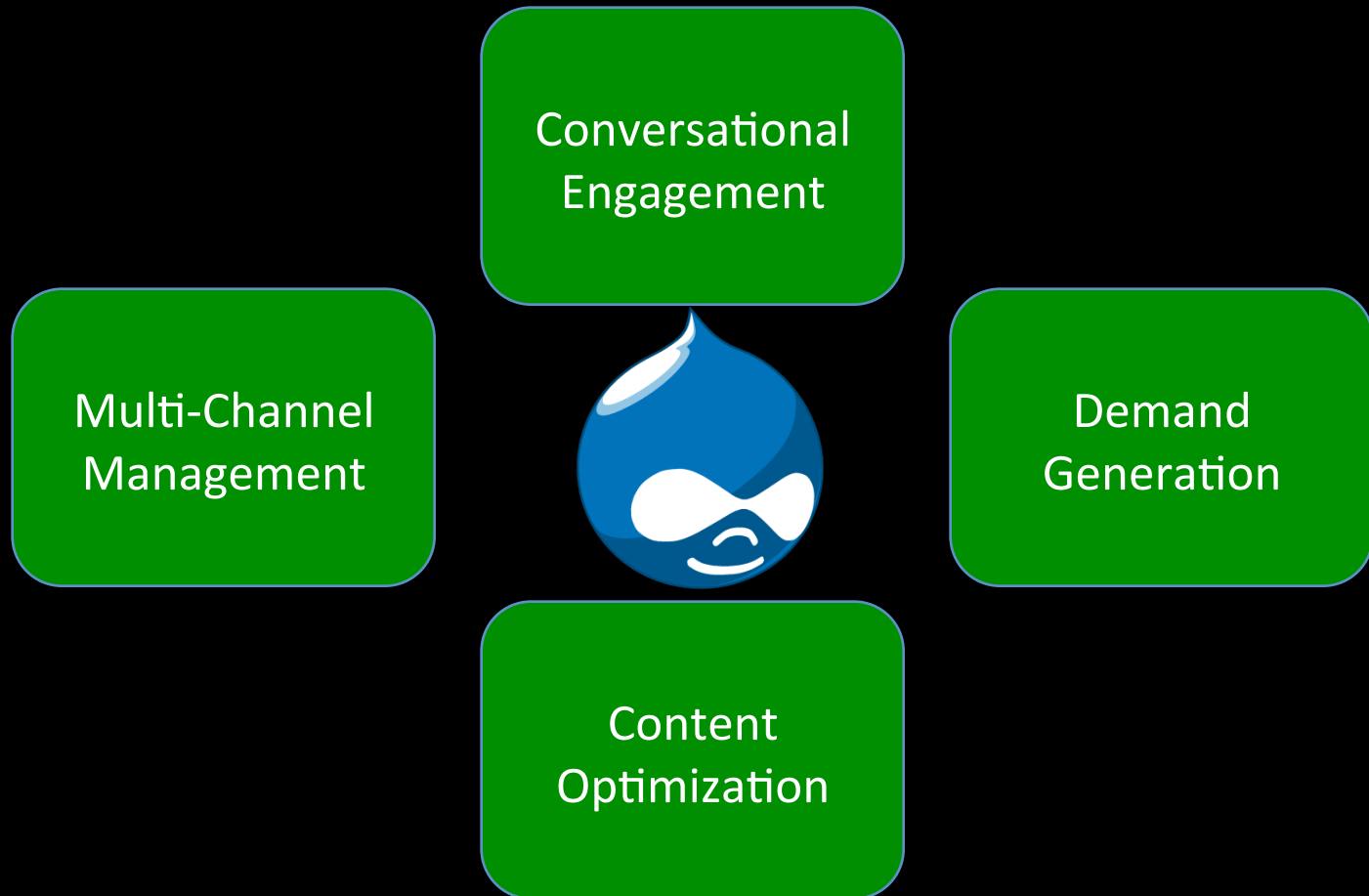
- Universities
- Training Companies
- (D8) Symfony



Understanding Web Experience Management



Components of Web Experience Management






Do your Pre-Sales
101 and support it
with the
Community

Do your Pre-Sales
101 and support it
with the
Community



CMS Enterprise Pre-Sales 101

Help build a “requirements score” matrix

CMS Evaluation Matrix							
Products Being Evaluated >	 DRUPAL		 LIFERAY		 SHAREPOINT		
Product Summary	DRUPAL		LIFERAY		SP 2010		
Technology	.PHP		Java		.NET		
Platform	.LAMP		J2EE		MOSS		
1st Release	2001		2000		2010		
Current Version	Drupal 7 - Jan 2011		6.0.5 - Aug 2010		MOSS 2010		
Module coverage (re: below requirements)	high		medium		medium		
Community	large - very good		medium		n/a		
Support	Available - (fee)		Available - (fee)		n/a		
Section 1 - Priority Requirements	Wt.	Raw	Net	Raw	Net	Raw	Net
<i>Requirements related to Content Management that are consistent across majority of eMarketing web/mobile initiatives</i>							
Ability for eMarketing to...							
Make frequent updates to reflect promotions	100%		0		0		0
Create, manage, tweak online marketing campaigns	100%		0		0		0
Create/upload content without writing any code	100%		0		0		0
Easily adapt the site taxonomy/IA within the CMS	100%		0		0		0
Moderate comments made by end-users	100%		0		0		0
Route site changes through workflow review/approval	100%		0		0		0
Easily revise web pages & revert back quickly if needed	75%		0		0		0
Track online activity of specific user roles (rule out admin activity)	50%		0		0		0
Utilize basic editing tools (e.g. spelling/grammar check)	25%		0		0		0

Understand the business gap

IT

- Total Cost to support
- Application Management
- Decrease dependency from IT
- Cross-brand leverage
- Boost ability to innovate
- Responsiveness to business demands
- That's impossible to implement!
- Approval process and compliance
- Let's reuse assets!

Marketing

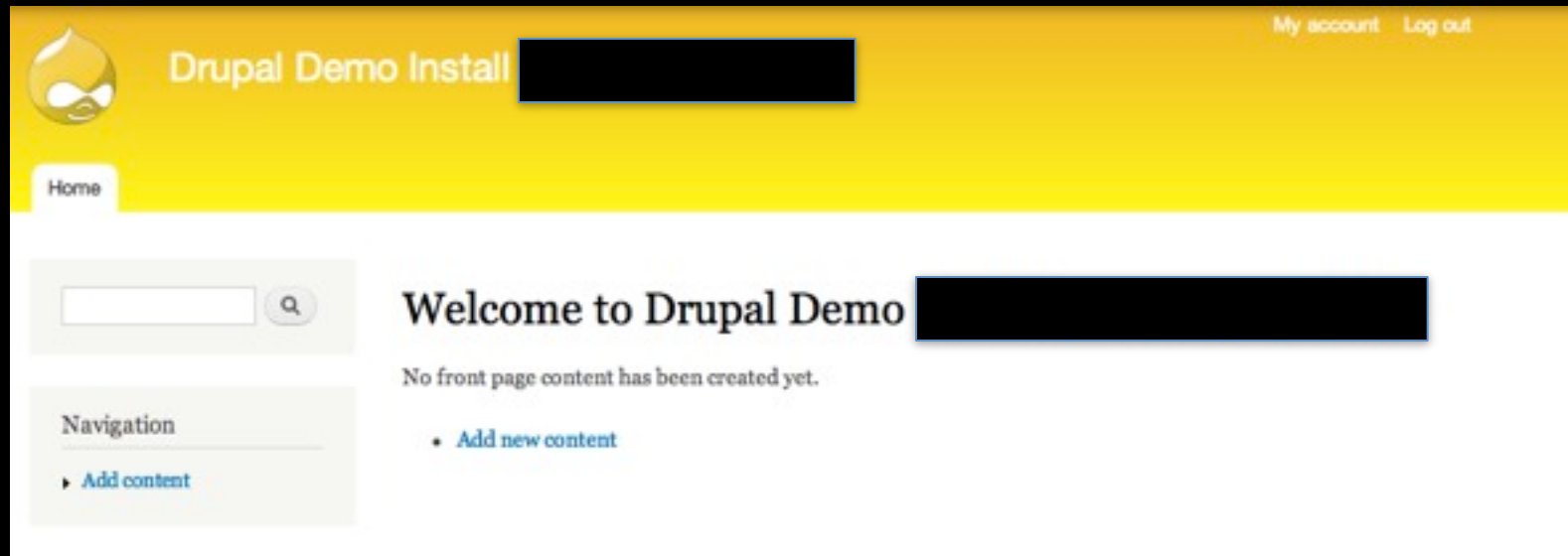
- Generate more revenue
- Create loyalty and brand awareness
- Speed, speed, speed
- Really leverage digital
- Flexibility, freedom to be creative
- IT should not restrict me
- IT must be less expensive
- After the creative is done, why IT takes so long?!

Work with IT Research/Advisory
Organizations to help increase
Drupal success cases mindshare



Build the best strategy for your
Drupal sales team

Demos: Not the plain flavor!



Demo: Tailor Drupal to your customer

Demo: Tailor Drupal to your customer



Team up during Pre-Sales



Know when to give
up



Drupal failed in requirements score matrix

CMS Evaluation Matrix									
Products Being Evaluated >				 Drupal		 LIFERAY		 SharePoint	
Product Summary						LIFERAY		SP 2010	
Technology						Java		.NET	
Platform						J2EE		MOSS	
1st Release						2000		2010	
Current Version						6.0.5 - Aug 2010		MOSS 2010	
Module coverage (re: below requirements)						medium		medium	
Community						medium		n/a	
Support						Available - (fee)		n/a	
Section 1 - Priority Requirements						Net		Raw	
Requirements related to Content Management that are co						Raw		Net	
Ability for eMarketing to...						Raw		Net	
Make frequent updates to reflect promotions						0		0	
Create, manage, tweak online marketing campaigns						0		0	
Create/upload content without writing any code						0		0	
Easily adapt the site taxonomy/IA within the CMS						0		0	
Moderate comments made by end-users						0		0	
Route site changes through workflow review/approval						0		0	
Easily revise web pages & revert back quickly if needed						0		0	
Track online activity of specific user roles (rule out admin activity)				50%		0		0	
Utilize basic editing tools (e.g. spelling/grammar check)				25%		0		0	







Drupal Enterprise Sales Team







Who would we rather be,
the mouse or the fox?

Thank you!

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- @frubim

Please provide feedback @ DrupalCon website:

<http://sydney2013.drupal.org/selling-drupal-large-enterprises>