Digital Transformation + Enterprise

TRACK SUPPORTED BY

[Acquia Logo]
Successfully Proving Enterprise Drupal 8

At Bayer

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Successfully Proving Enterprise Drupal 8

Summed up in less than 20 minutes...
The Recipe for Success

Enterprise migrations are not common

- Senior Digital Marketing Lead who has a vision (Business)
- A known in-house Drupal Expert (IT)
- An astute and agile Project Lead (Business)
- An excellent Project Manager
- A validated outstanding development partner
- Thorough Discovery
- Knowledge of the Competition
- Understanding of the status quo pain

... and more Discovery
Thoughts of the Technical Evaluator

Responding to the OOTB experience initiative*

Assess how the system fits or supports target states:

1. Security
2. Access Control
3. Revision Control
4. Platform Architecture
5. Speed to Market Technology
6. Component Library
7. Workflow Management
8. Developer Availability
9. Content Editor Experience
10. Supportive of Modern governed UX

*https://www.drupal.org/node/2847582
Demonstrating the Power

Making that first impression

Showing stakeholders the Quick Wins of Drupal:

1. Security*
2. Access Control
3. Revision Control
4. Platform Architecture
5. Speed to Market Technology*
6. Component Library
7. Workflow Management
8. Developer Availability
9. Content Editor Experience
10. Supportive of Modern governed UX

*Not easy to demonstrate in an easy-to-understand way to stakeholders
“The Sexiest Back-End”

Senior Bayer Stakeholder
Demonstrating a Successful Story

And governing it all the way

Security is the prime consideration of large organisations. But security extends beyond Cyber Security. E.g.

- Protecting brand image from deviation
- Protecting brand message from deviation
- Protecting content from malicious edition
- Protecting sites from functional deviation

Demonstrate the Governance Prowess of Drupal.
Address the Elephant in the Room

Help the big company understand the value of Open Source

Some big companies are very Open Source mature, others are not. Demonstrate to big companies the value of Open Source software.

Big companies need help from Open Source communities to build Open Source Charters, in order to become big contributors. Demonstrate the value of the Community.
Keep it Simple

The kind of feedback you want to hear:

“This is so easy to use, I didn’t even need training!...”

That sexy back-end...
See and edit content in situ
Drag and drop page builder
Secure workflows
Simple to use
Easy to manage
“The single greatest thing about Drupal is its Community”

Senior Bayer Technical Evaluator
Become a Drupal contributor
Friday from 9am

- First timers workshop
- Mentored contribution
- General contribution