



# Drupal Europe

## Darmstadt, Germany

Sep 10 - 14, 2018

[www.drupaleurope.org](http://www.drupaleurope.org)



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10 - 14 September 2018



# Digital Transformation + Enterprise

TRACK SUPPORTED BY

**Acquia**<sup>TM</sup>



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# Successfully Proving Enterprise Drupal 8

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At Bayer

George Steven



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## George Steven

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Chief Architect (Drupal) @ Bayer

 [curiouslygeorge](#)



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# Successfully Proving Enterprise Drupal 8

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Summed up in less than 20 minutes...

# The Recipe for Success

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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



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# Thoughts of the Technical Evaluator

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## Responding to the OOTB experience initiative\*



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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

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## 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





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**The Sexiest Back-End**

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*Senior Bayer Stakeholder*

# Demonstrating a Successful Story

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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

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Help the big company understand the value of Open Source



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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

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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



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**The single greatest thing  
about Drupal is it's Community”**

*Senior Bayer Technical Evaluator*

# Become a Drupal contributor Friday from 9am

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- First timers workshop
- Mentored contribution
- General contribution