

State of Drupal

DrupalCon San Francisco 2010

Dries Buytaert

<http://buytaert.net> - dries@butyaert.net - @Dries on Twitter



Meet Dries **10 years ago** when he started work on

Student dorm in Antwerp
where I started Drupal

Assembly books

Chess board

Collection of stamps

Compiler books

All furniture is from IKEA



5 years ago at the first DrupalCon

40 Drupal developers
DrupalCon Antwerp 2005



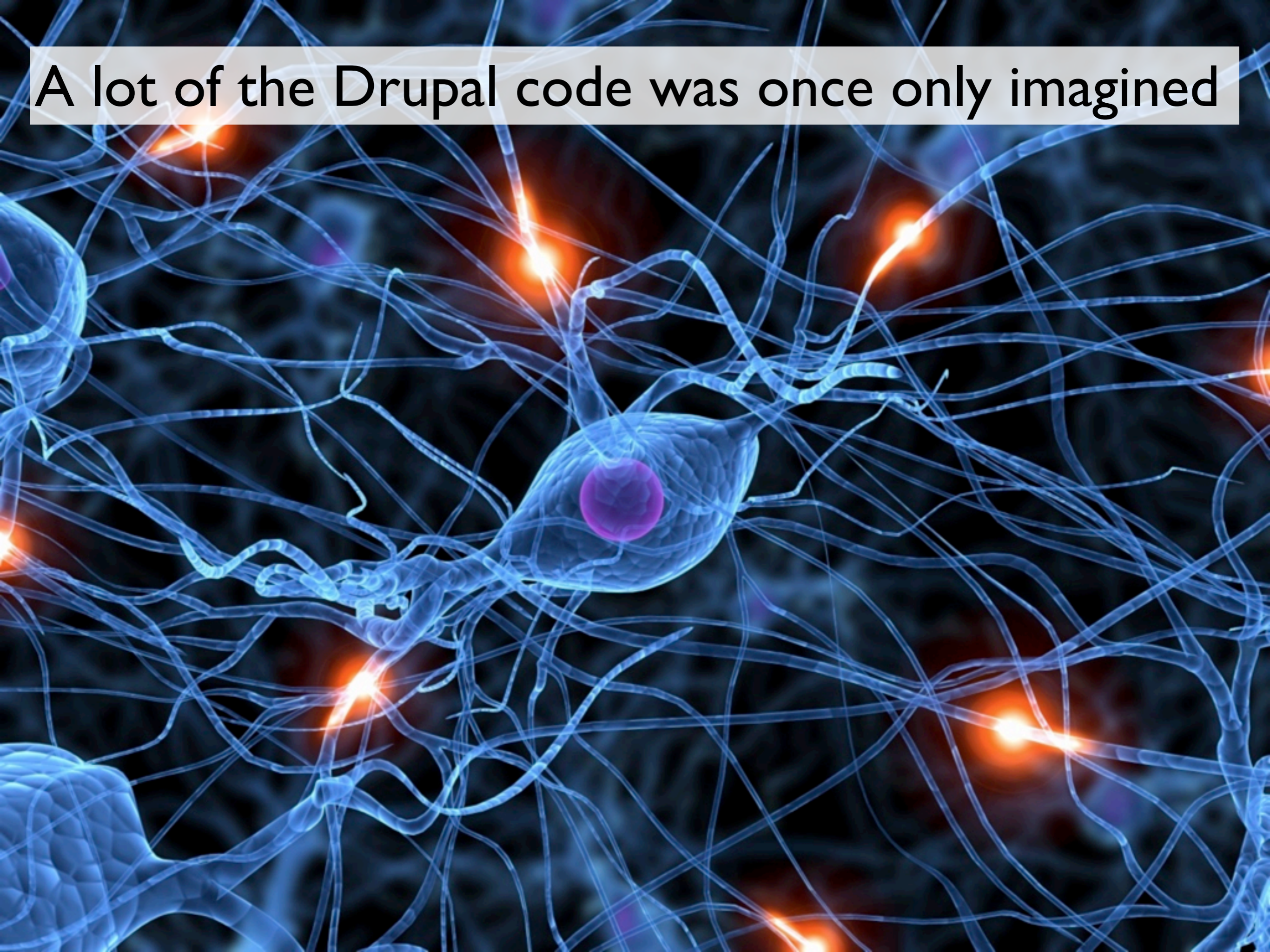
3000 Drupal developers

DrupalCon San Francisco 2010

WWDC06

Moscone center

A lot of the Drupal code was once only imagined



The Eyjafjallajökull volcano that shuts down Europe





Drupalistas stuck in Europe



A culture of passion and believing





*"If you want to go quickly, go alone.
If you want to go far, go together."*

– Al Gore

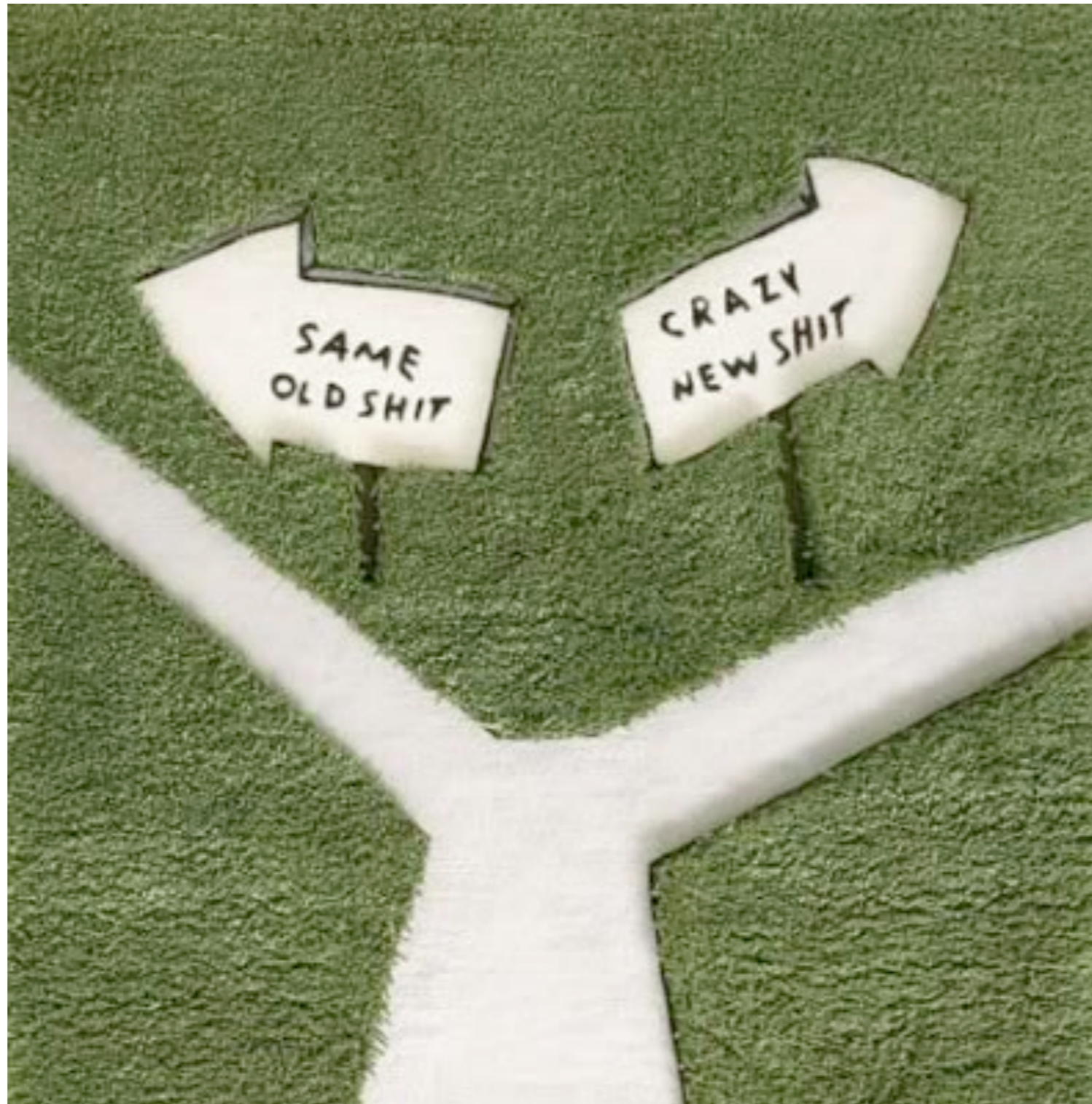


Drupal changed my life



Credit: <http://www.flickr.com/photos/algo/41942696/>

Let's look at some cool developments



Drupal 8 development will switch to Git

A dark grey gravestone with a relief of a face and the text 'RIP CVS'. The stone is set in a cemetery with other graves and green plants in the background.

RIP CVS

Currently offering

19 distributions

on drupal.org



Jacob Redding
Interim General Manager Drupal Association

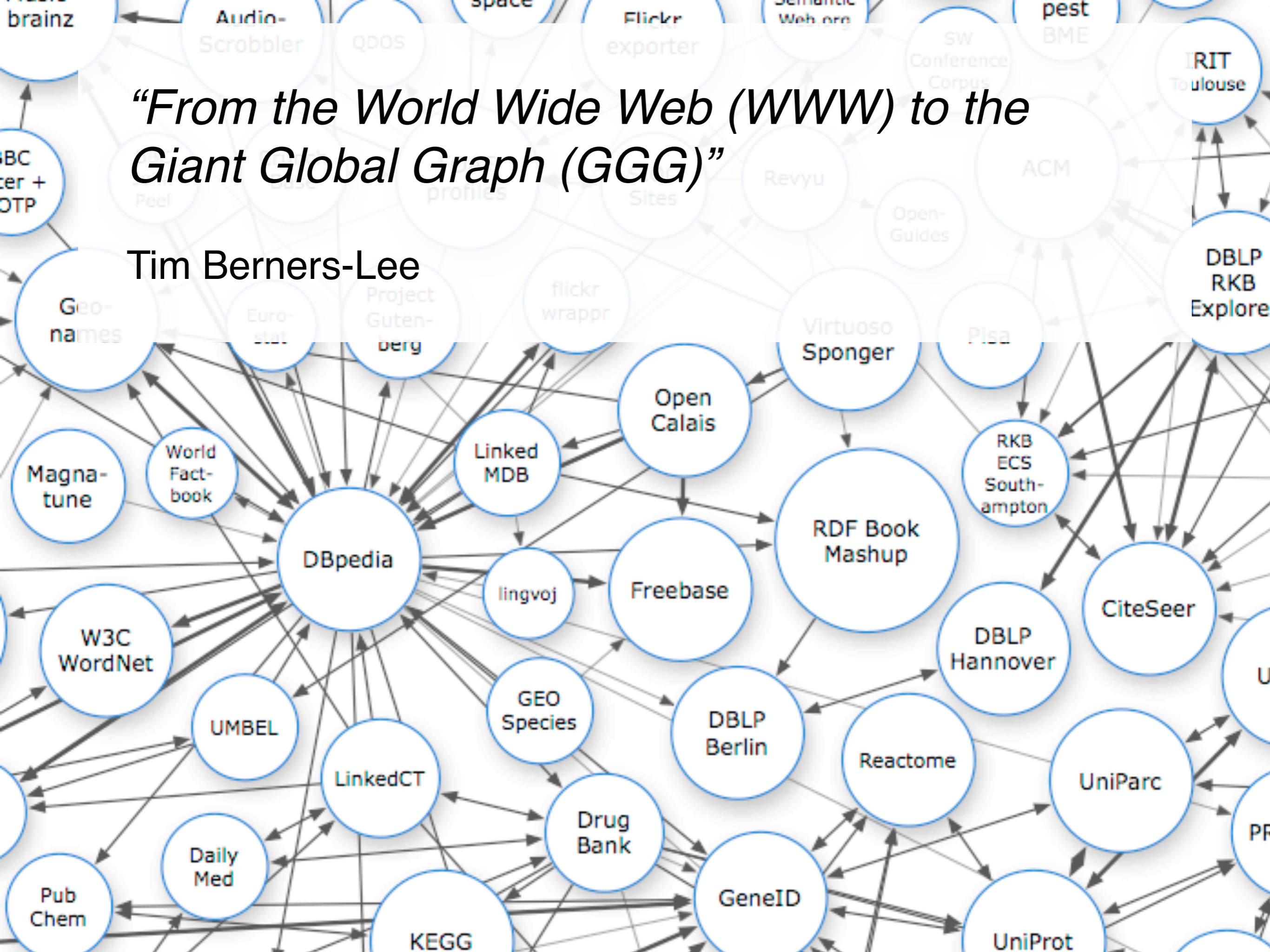


“We need to look at the **semantic web** and **linked data.**”

DrupalCon Boston 2008

“From the World Wide Web (WWW) to the Giant Global Graph (GGG)”

Tim Berners-Lee



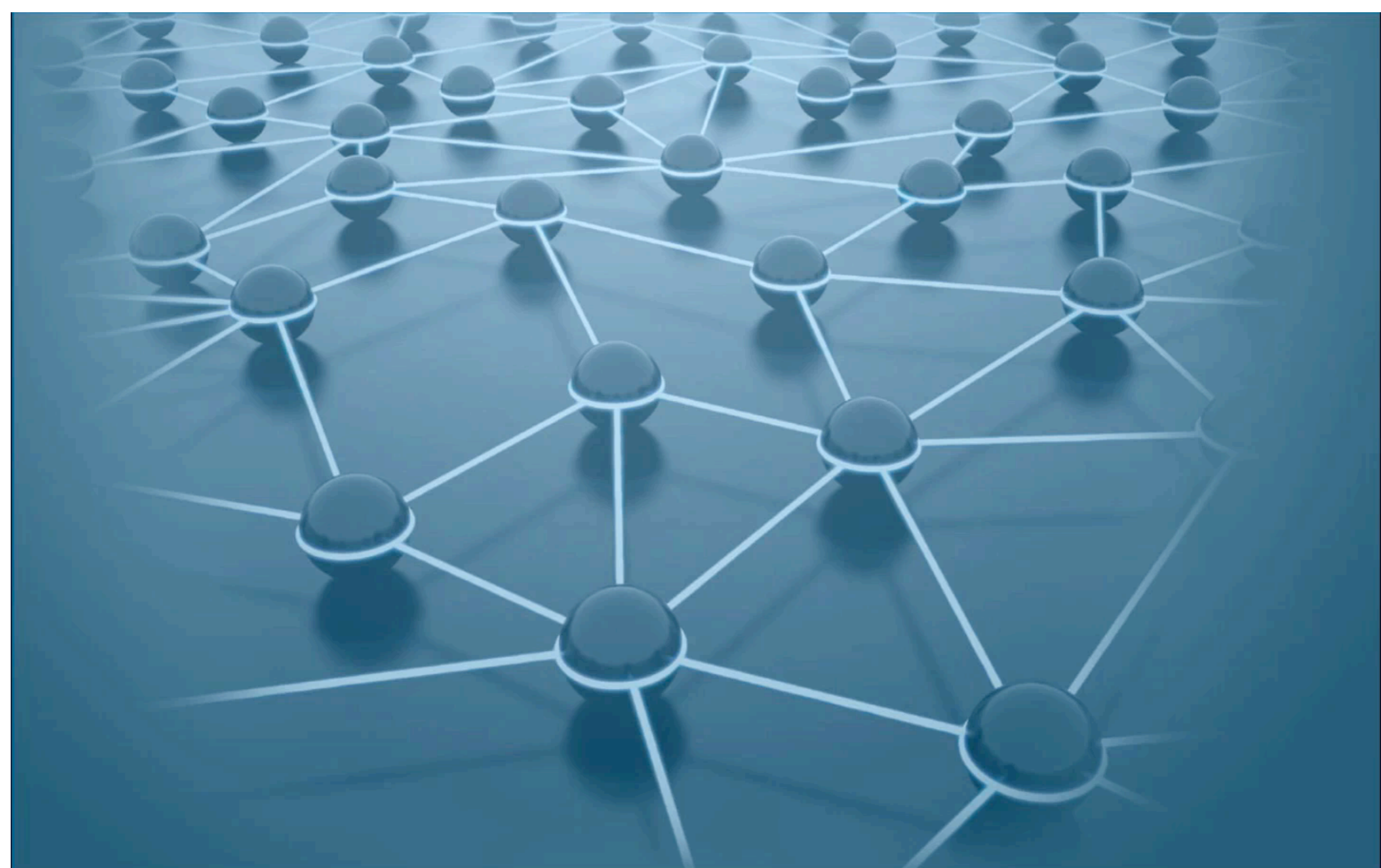
“We [Drupal] can leave our footprints
on the future of the Web”





Thanks to Lin Clark for building the demo

Stéphane Corlosquet for leading the RDF in Drupal 7 efforts



Thanks to Lin Clark for building the demo

Stéphane Corlosquet for leading the RDF in Drupal 7 efforts



Get ready to dance with the elephants



- 90,000 employees
- \$9 billion Euros in revenues

accenture

- 177,000 employees
- \$22 billion USD in revenues



- 410,000 employees
- \$96 billion USD in revenues

Microsoft[®]

Microsoft[®]

- Acquia Drupal on Microsoft Web Platform Installer

Microsoft[®]

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 - Supported Commerce Guys who made Drupal 7 run with SQL server (beta)

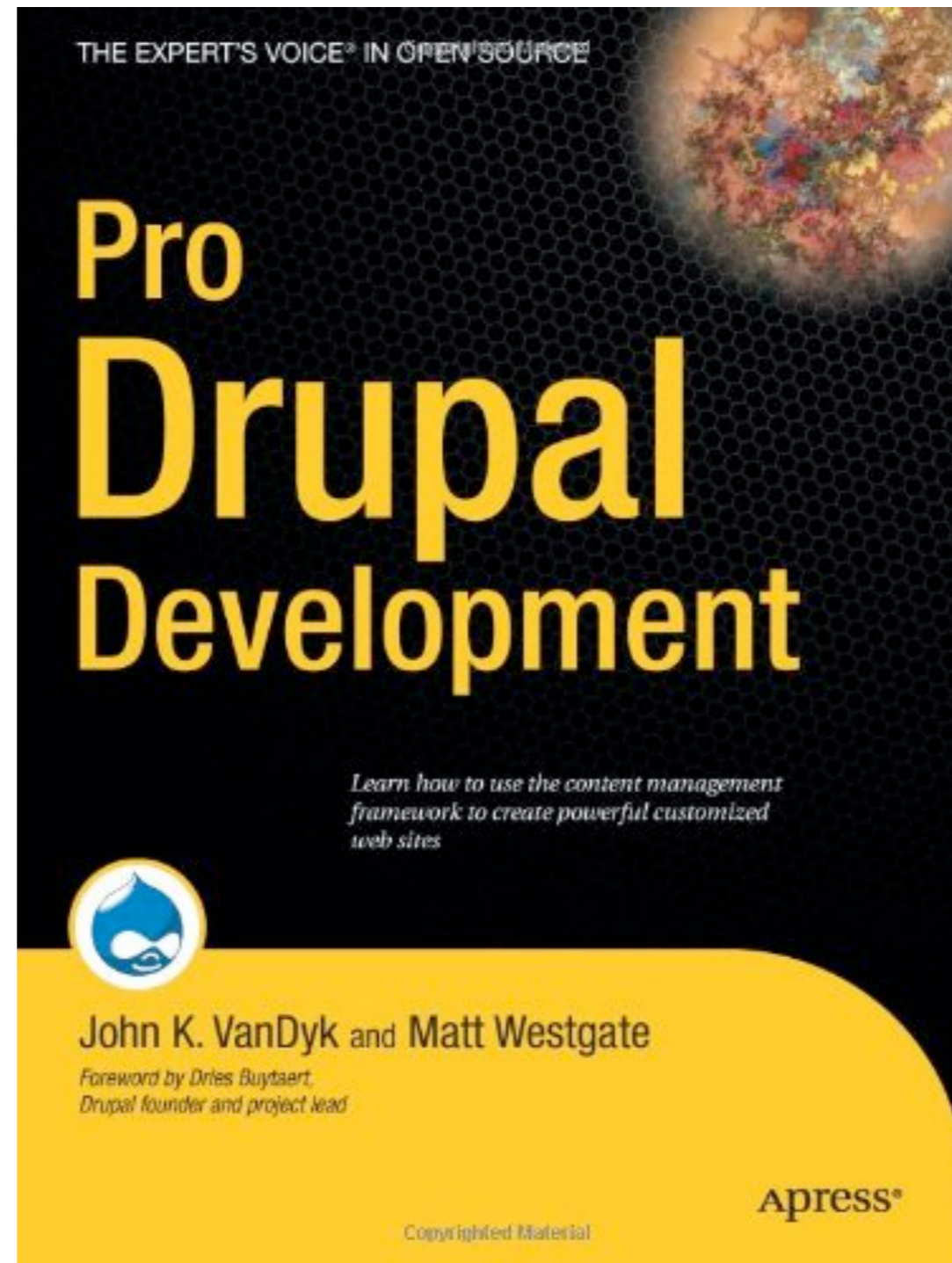
Microsoft[®]

- Acquia Drupal on Microsoft Web Platform Installer
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 - A new SQL Server driver for PHP with PDO (beta)
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NoSQL and Drupal 7 field API



“Pro Drupal Development” will be updated for Drupal 7



- Git
- Distributions
- Drupal Association managing director
- Semantic web update
- Elephants
- Microsoft SQL support
- NoSQL
- Pro Drupal Development book
- ...

Let's take a step back and look at the Drupal world



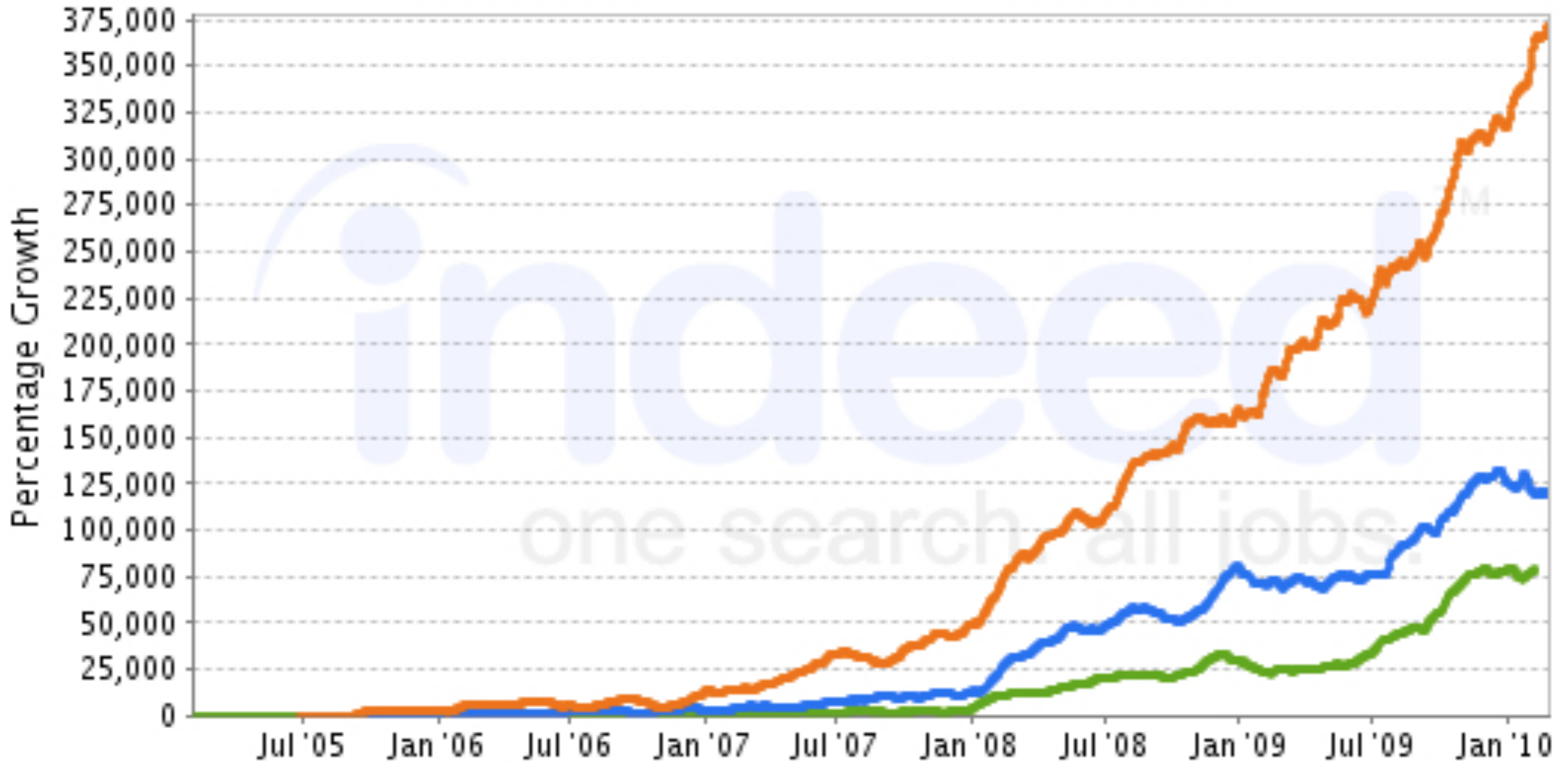
Drupal core was
downloaded **230,000** times
in March 2010

There are more than **6,700**
contributed projects

(up from **5,000** a year ago)

Job Trends from Indeed.com

— drupal — joomla — wordpress



Source: Indeed.com. Indeed.com searches millions of jobs from thousands of job sites.



How many Drupal sites are there?



- Built a web crawler that counts all Drupal sites
- Looked at top 1 million sites according to Alexa



Drupal now powers more than 1% of the web!



Drupal now powers more than 1% of the web!

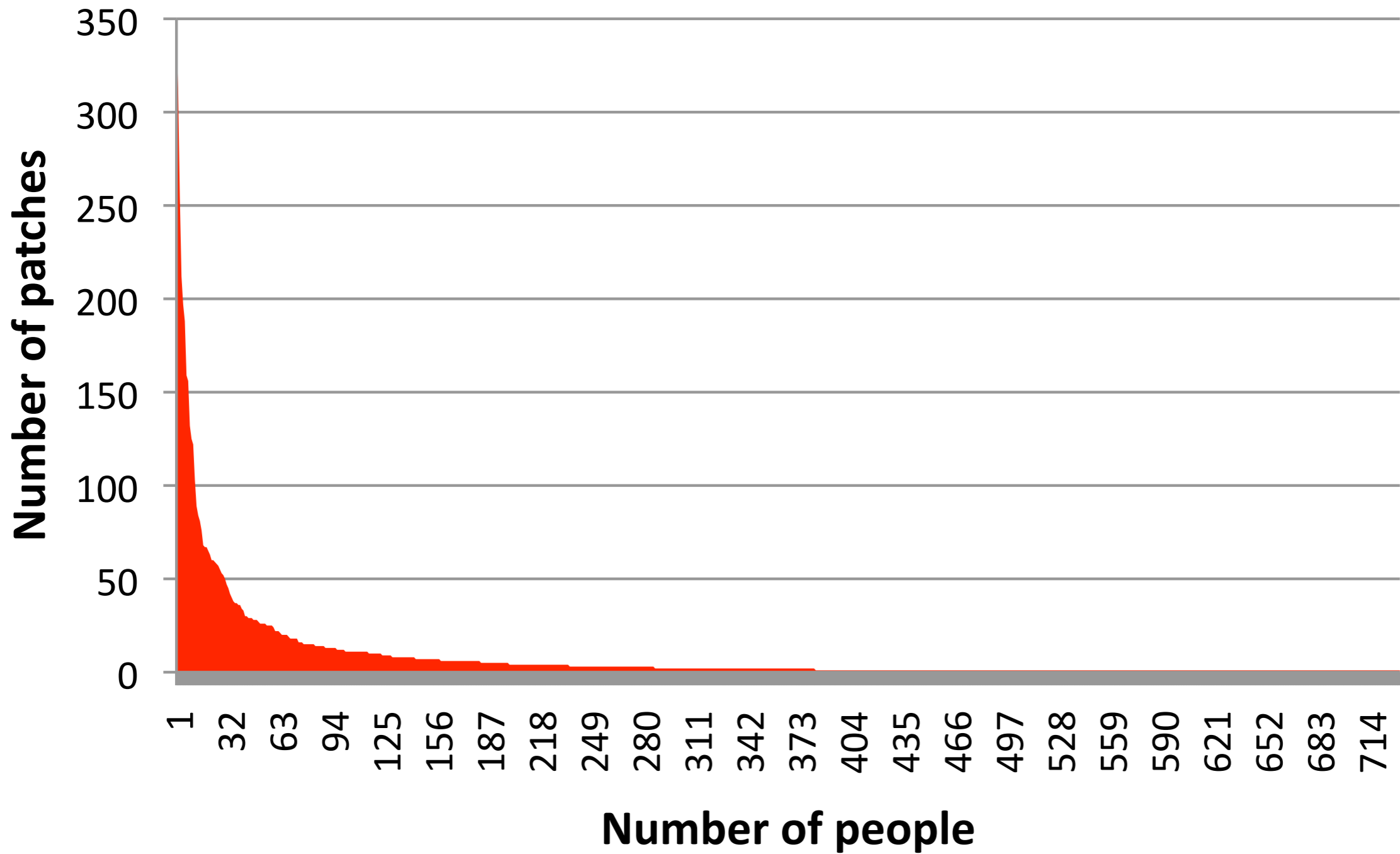
Oh my!

Drupal 7, I want you!

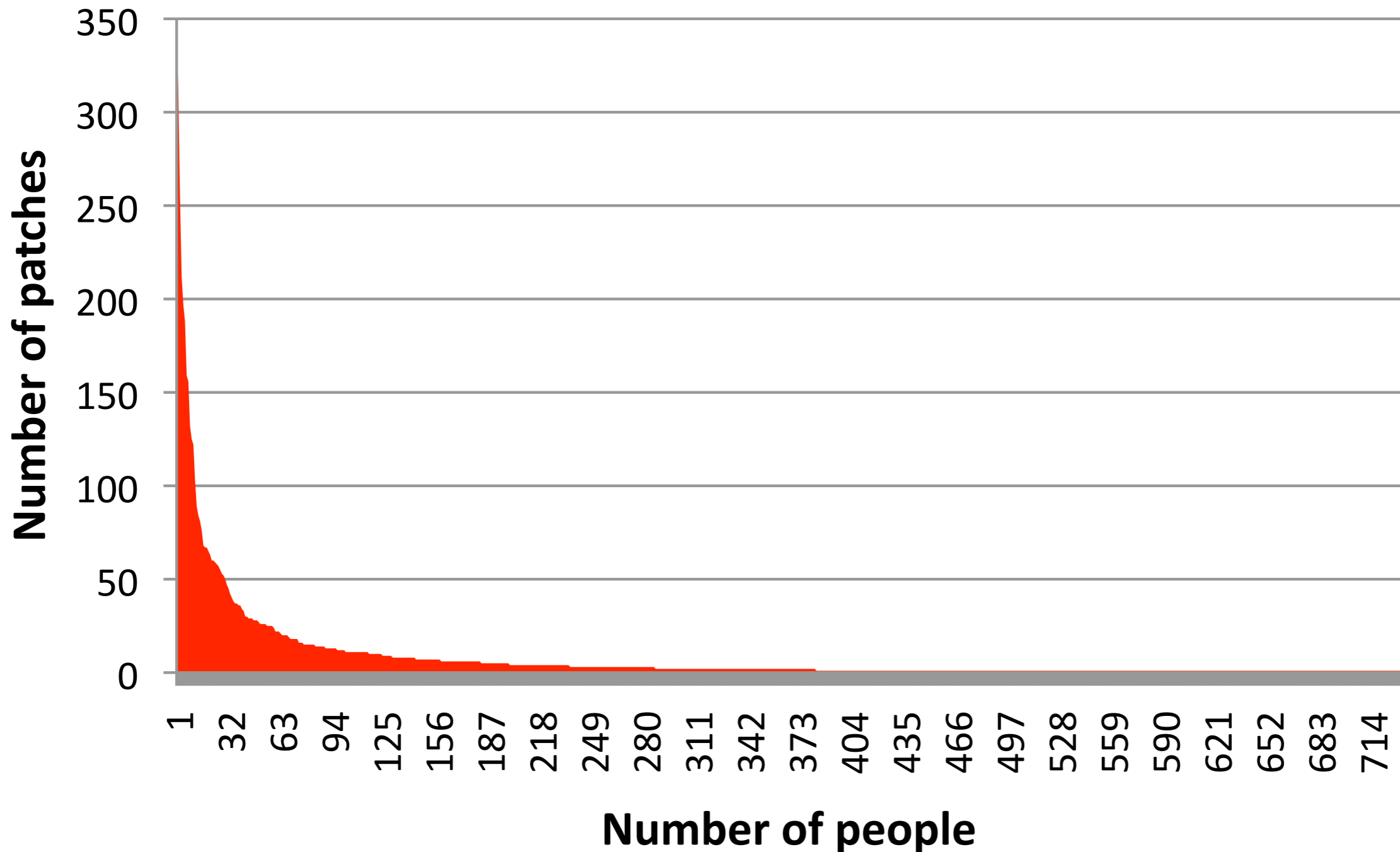
7UP

YOU LIKE IT.. IT LIKES YOU

Accepted **6611** patches
from **732** different people
into Drupal 7 core



25 contributors are responsible for
50% of the Drupal 7 core patches



	Nickname	Patches	Supporting organization(s)
1	catch	337	Independent developer + CivicActions + Examiner.com
2	sun	313	Unleashed mind
3	damien tournoud (damz)	255	Commerce Guys + AF83
4	yched	212	Independent developer teamed with Adyax
5	chx	197	NowPublic
6	dave reid	188	Independent developer
7	jhodgdon	159	Poplar ProductivityWare
8	pwolanin	156	Acquia
9	david_rothstein	132	Acquia
10	boombatower	125	Boombatower Development + Acquia + Examiner.com
11	c960657	122	Peytz & Co. + Reload! + Berlingske Media
12	Crell	103	Palantir.net
13	moshe weitzman	89	Cyrve
14	dww	84	3281d Consulting
15	berdir	81	MD Systems
16	gabor hojtsy	76	Acquia
17	andypost	68	Independent developer
18	quicksketch	67	Lullabot
19	drewish	67	Sticky
20	johnalbin	65	Palantir.net

Source: Greg Knaddison (greggles)



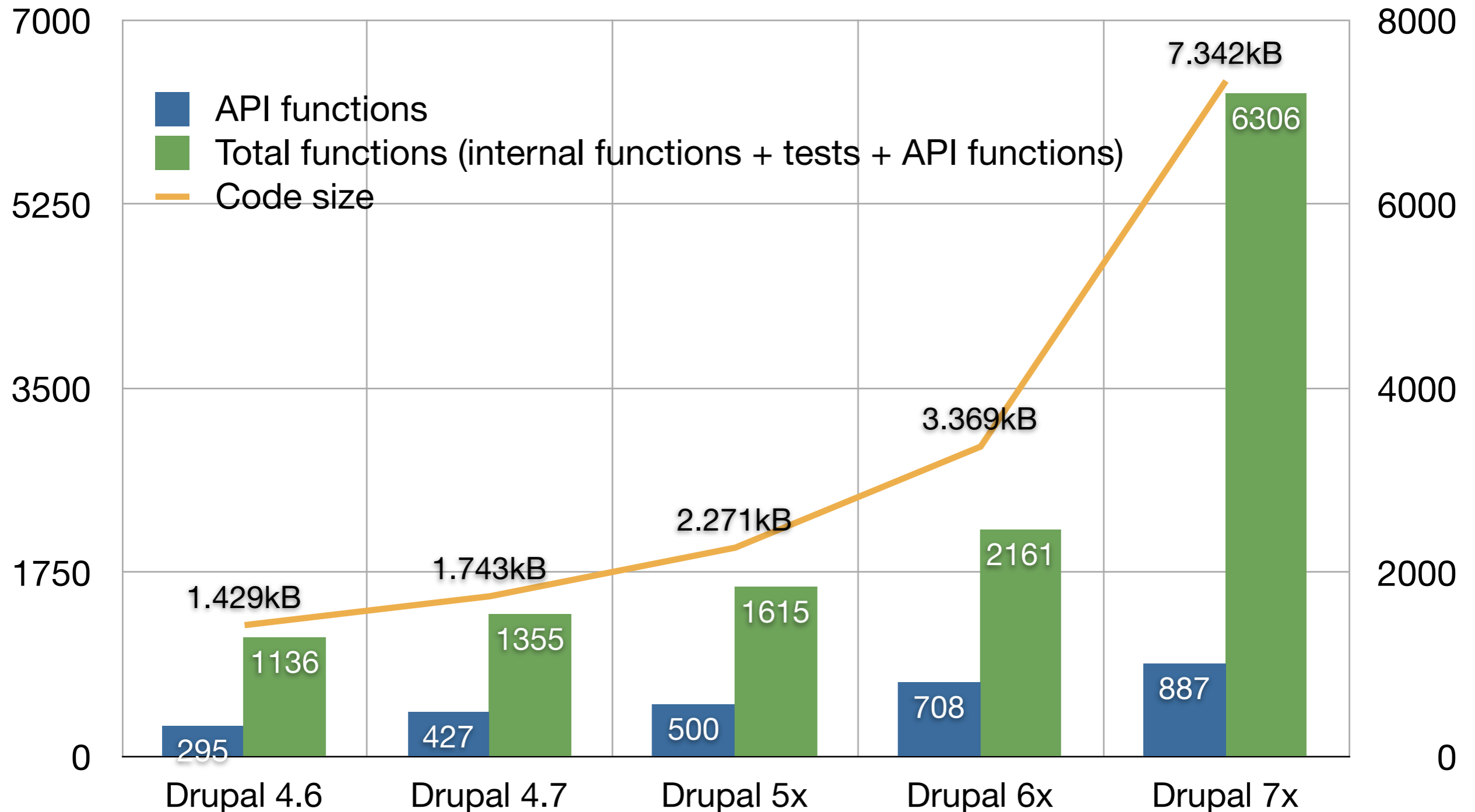
A culture of passion and believing

Angela “webchick” Byron
My Drupal 7 co-maintainer



More than **70** contributed
modules moved to core

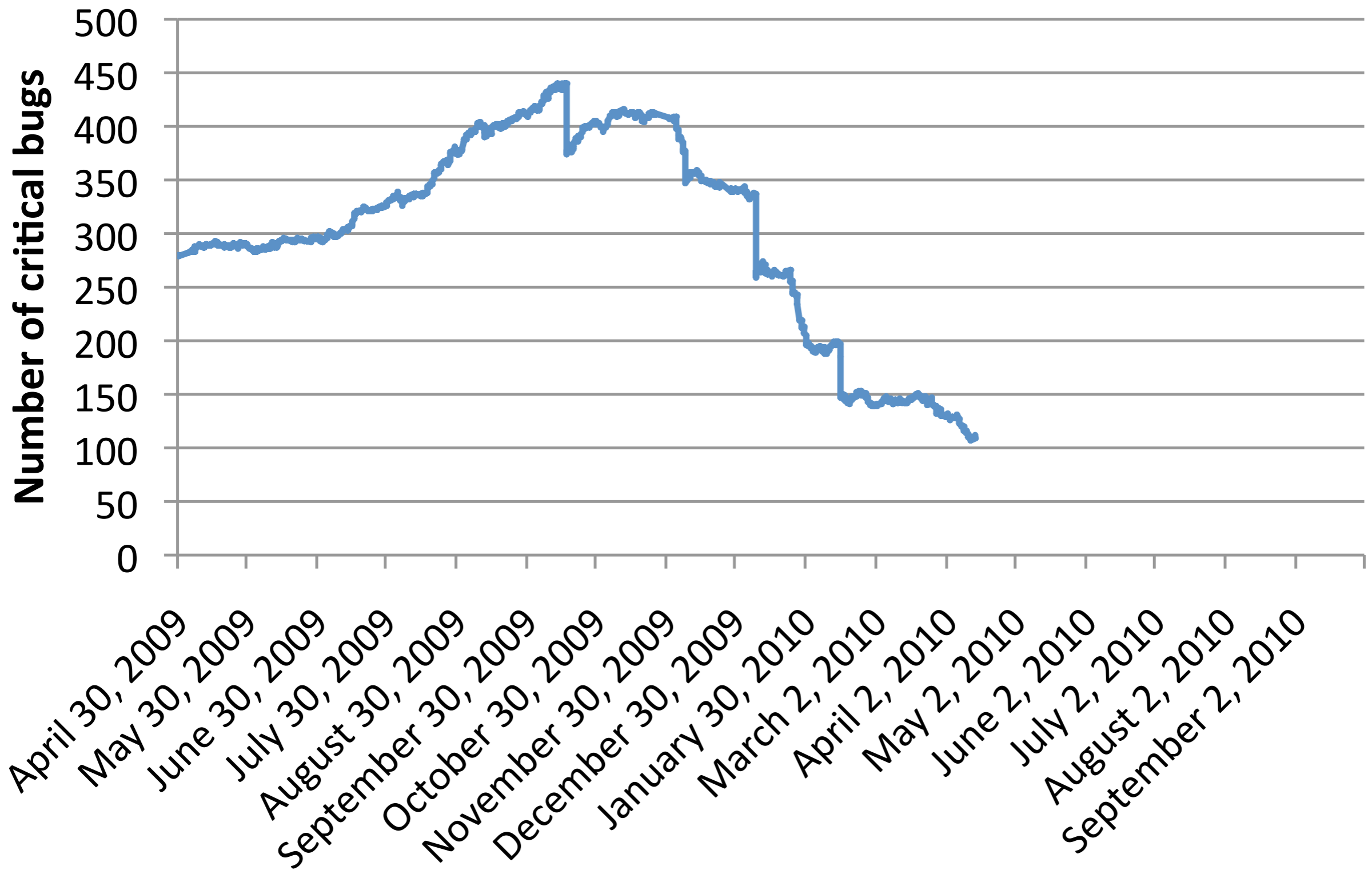
Drupal 7 has a lot more code



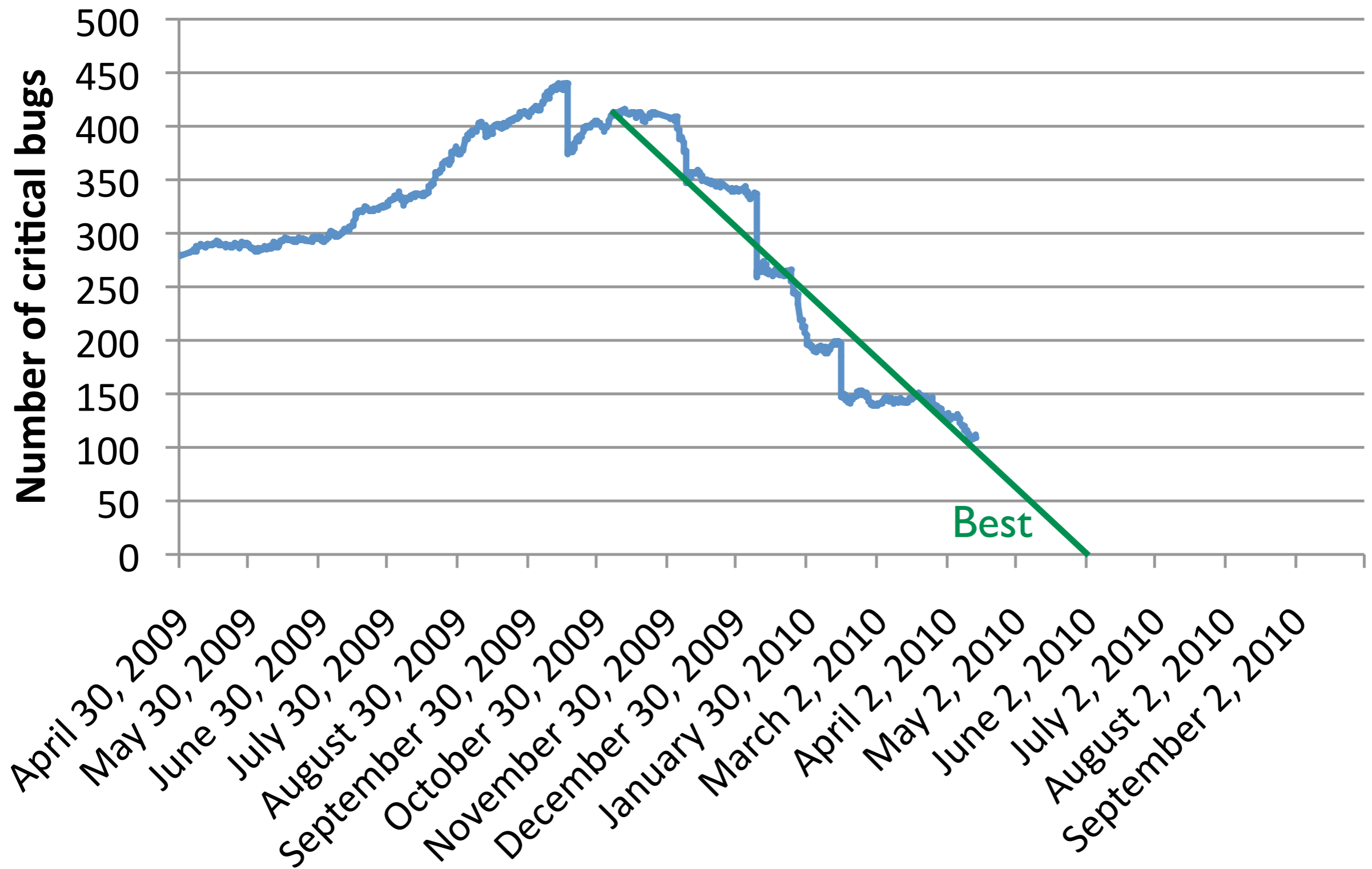
Source: Djun Kim

As of this morning still **114**
critical bugs left

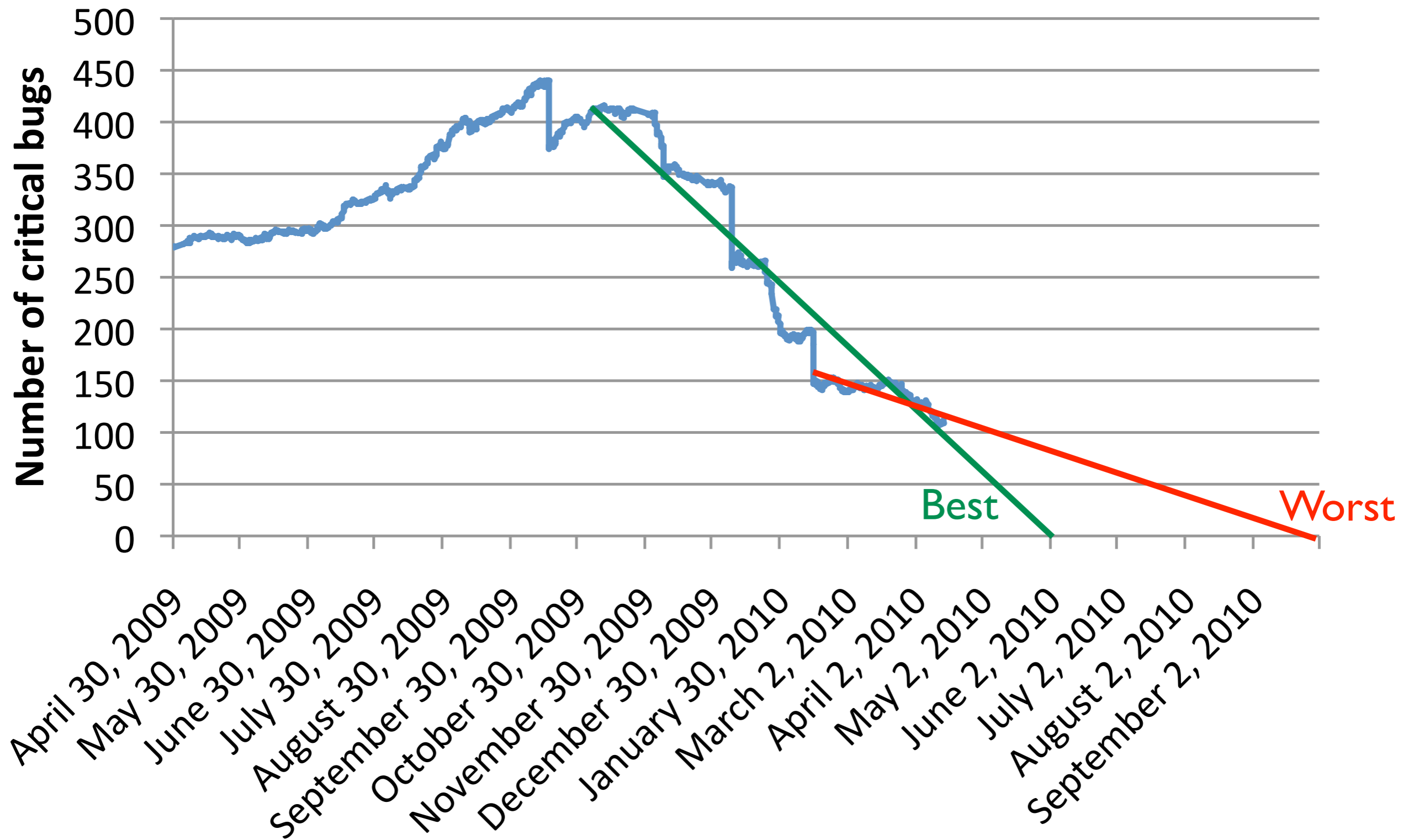
When will Drupal 7 be released?



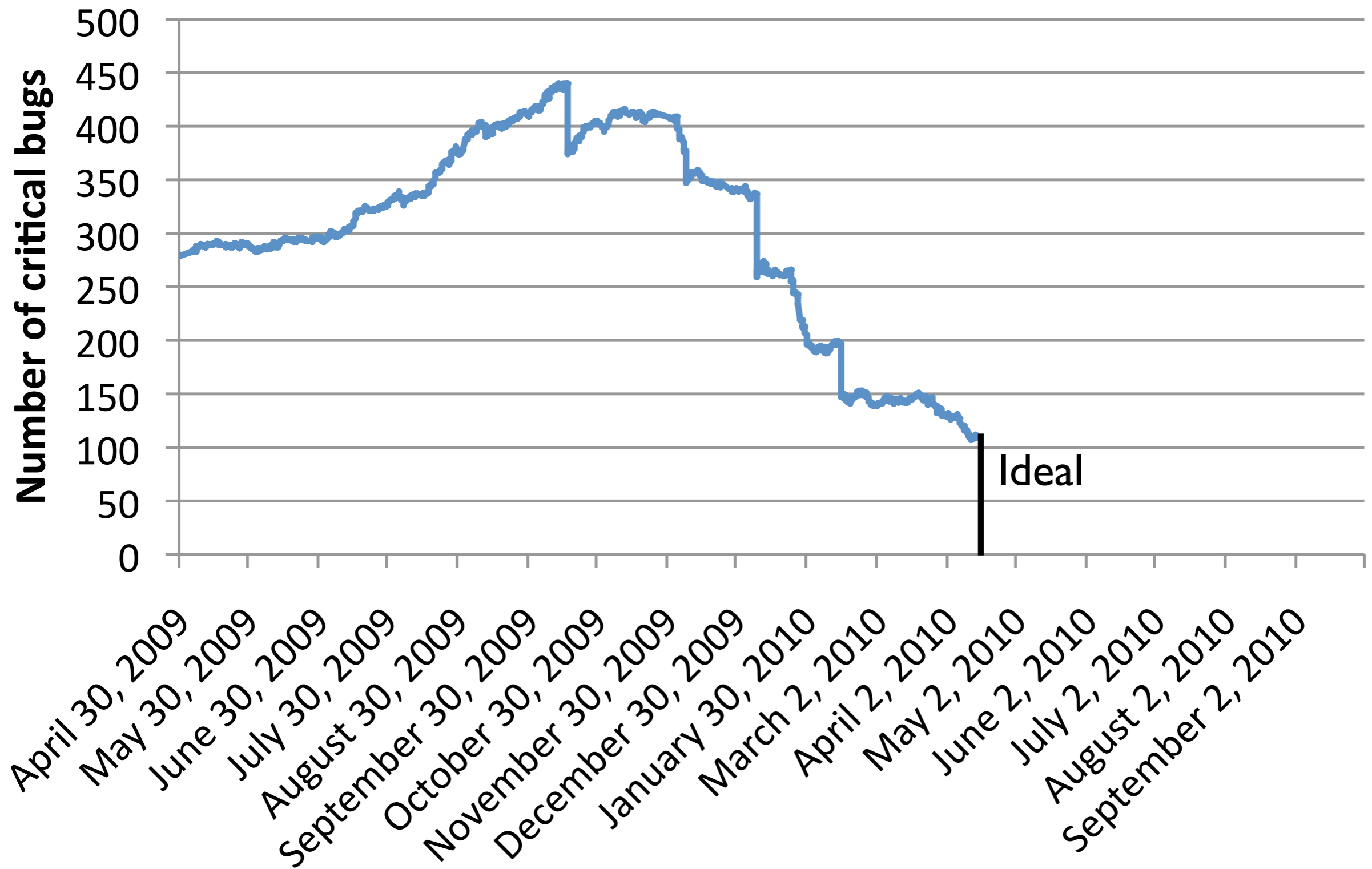
When will Drupal 7 be released?



When will Drupal 7 be released?



When will Drupal 7 be released?



1. Biggest DrupalCon to date
2. Lots of cool new developments
3. Drupal now powers more than 1% of the web
4. Drupal 7 will help drive Drupal adoption



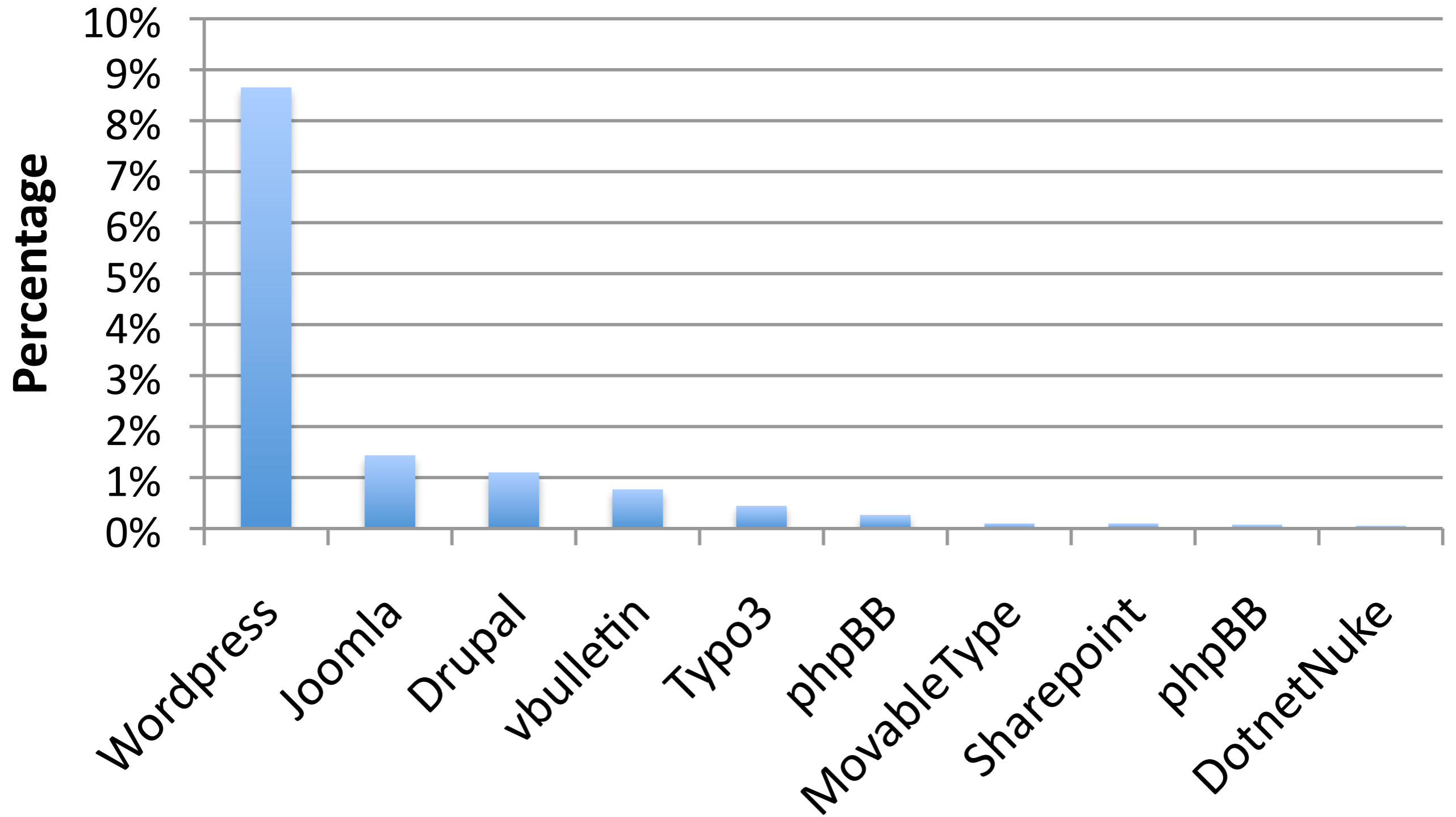
- 
- A silhouette of a person with their arms raised in a crowd at night, set against a background of blurred lights.
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The State of Drupal is strong!



Cockroach

Market share based on top 1 million sites



Source: Acquia Crawler

Only **??%** of the Drupal sites are in
the top 1 million

Only **2%** of the Drupal sites are in
the top 1 million

(Read: most Drupal sites are small and run on shared hosting.)

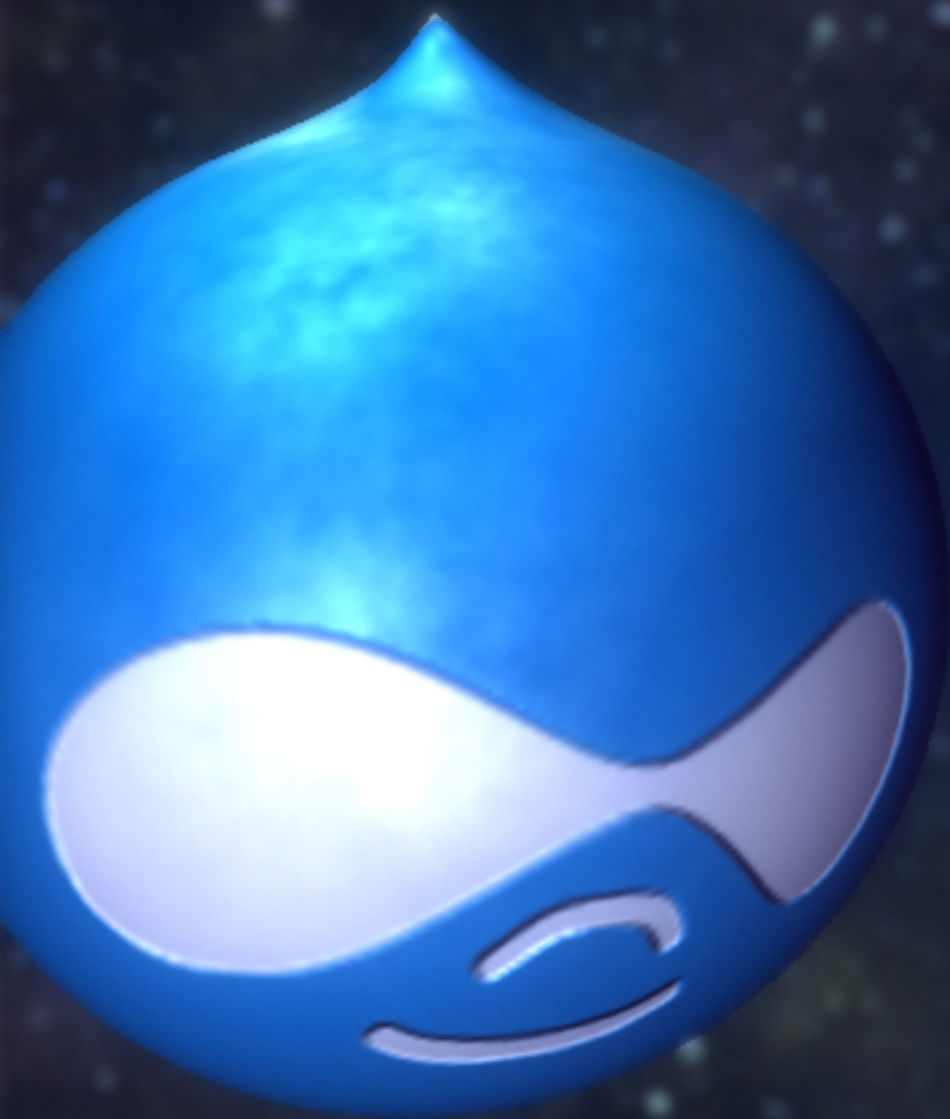


Time to look at the bigger picture



django

jive



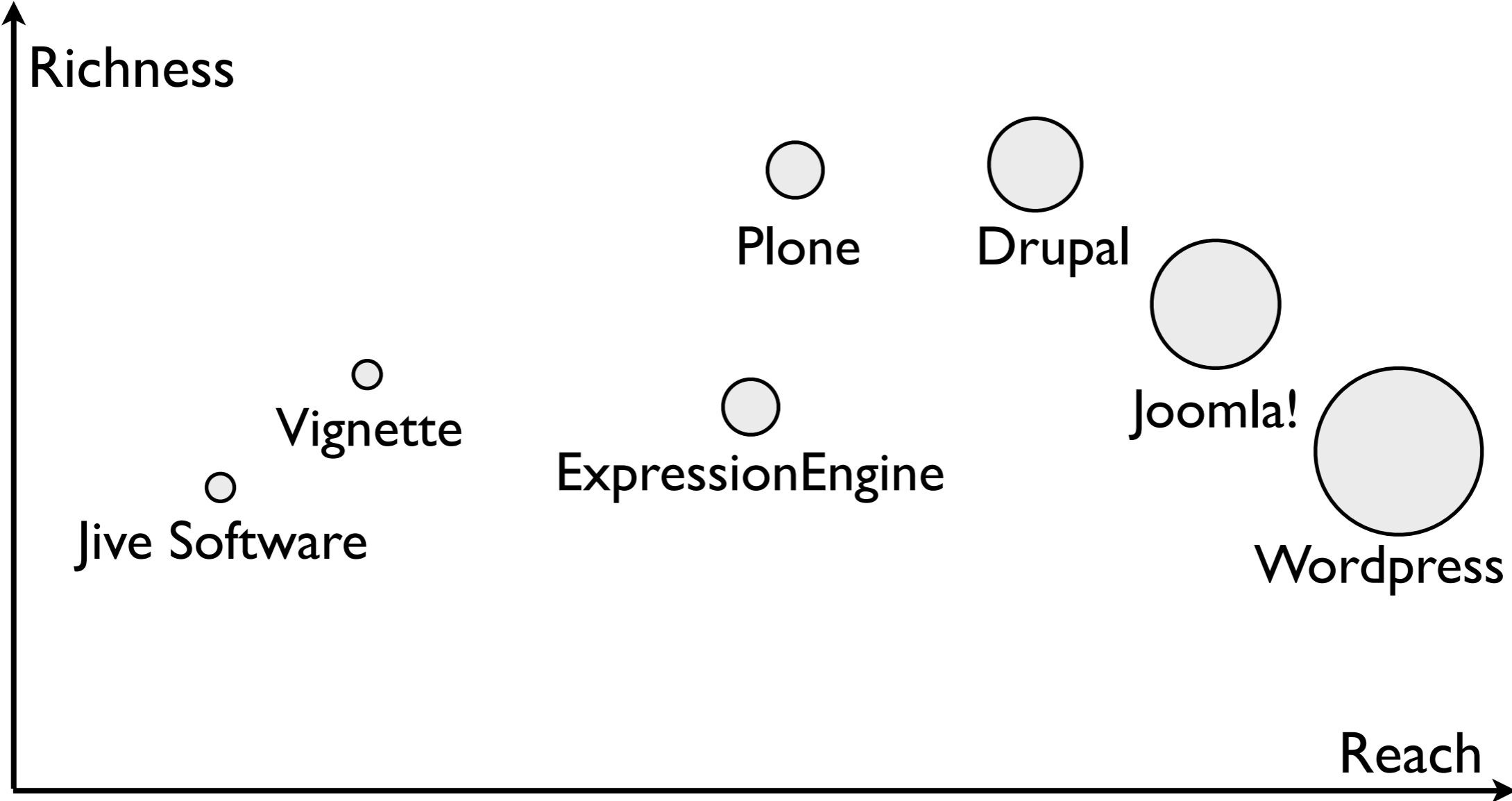


Consolidation = one winner followed by a number of runner-ups

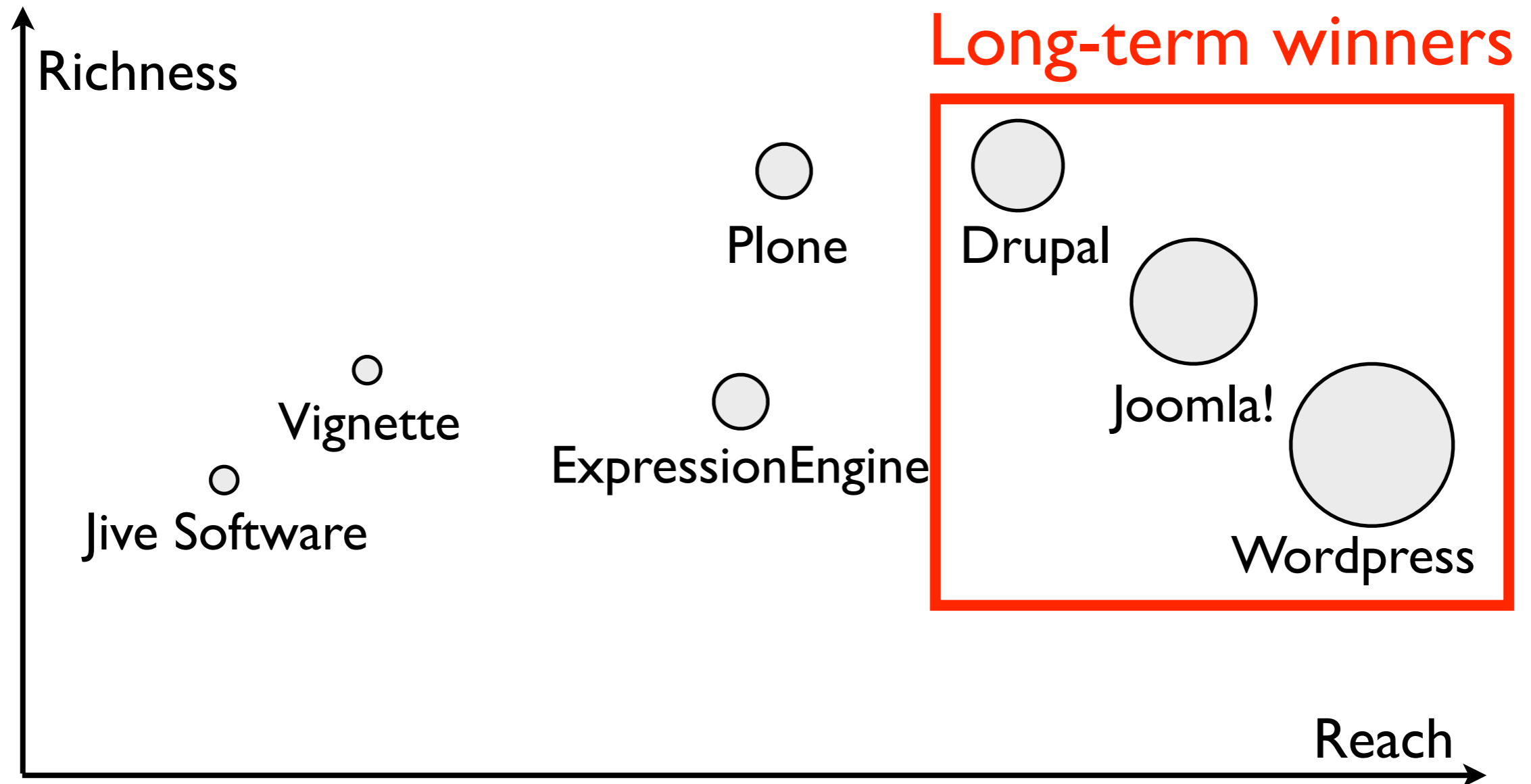
Richness + reach = success



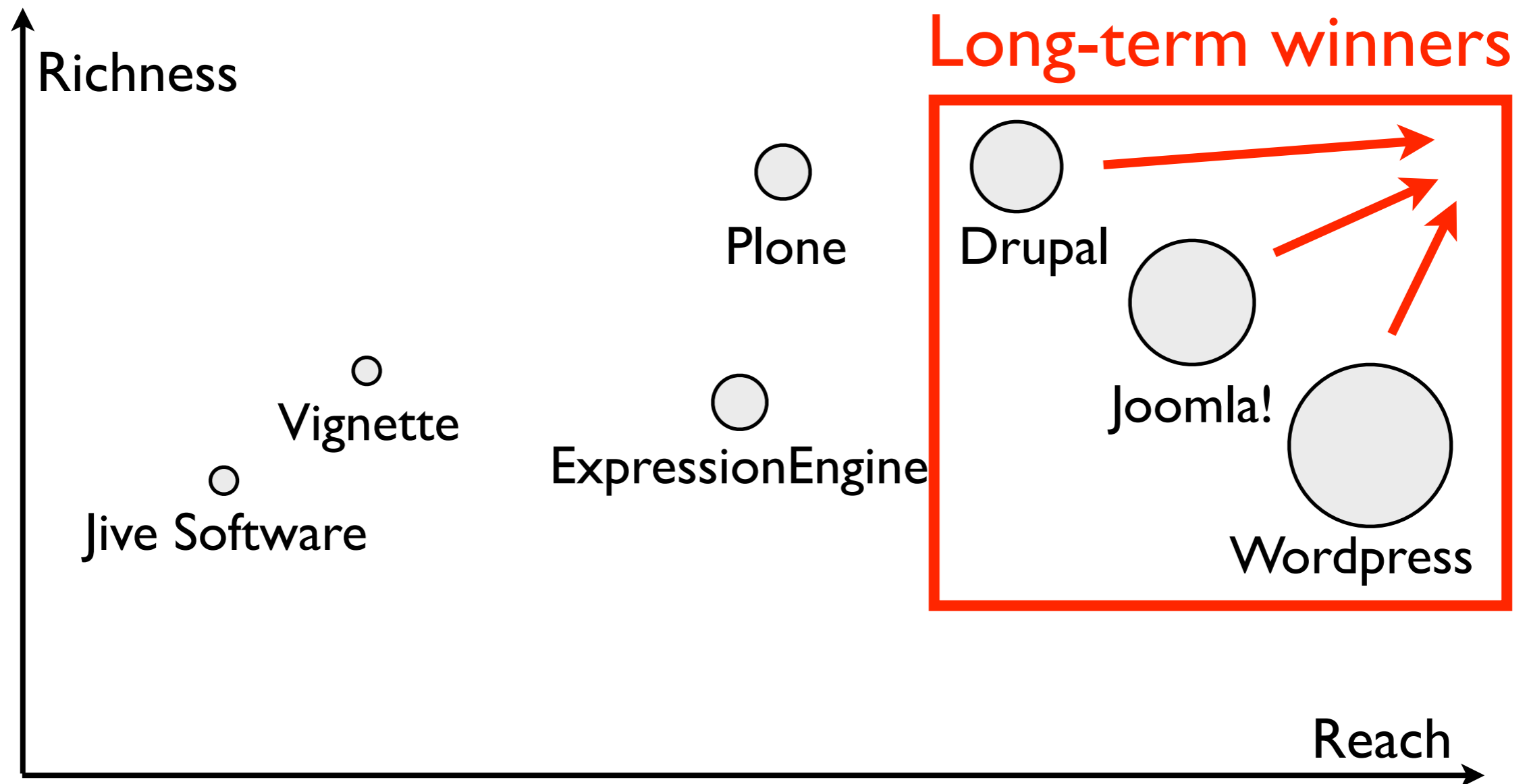
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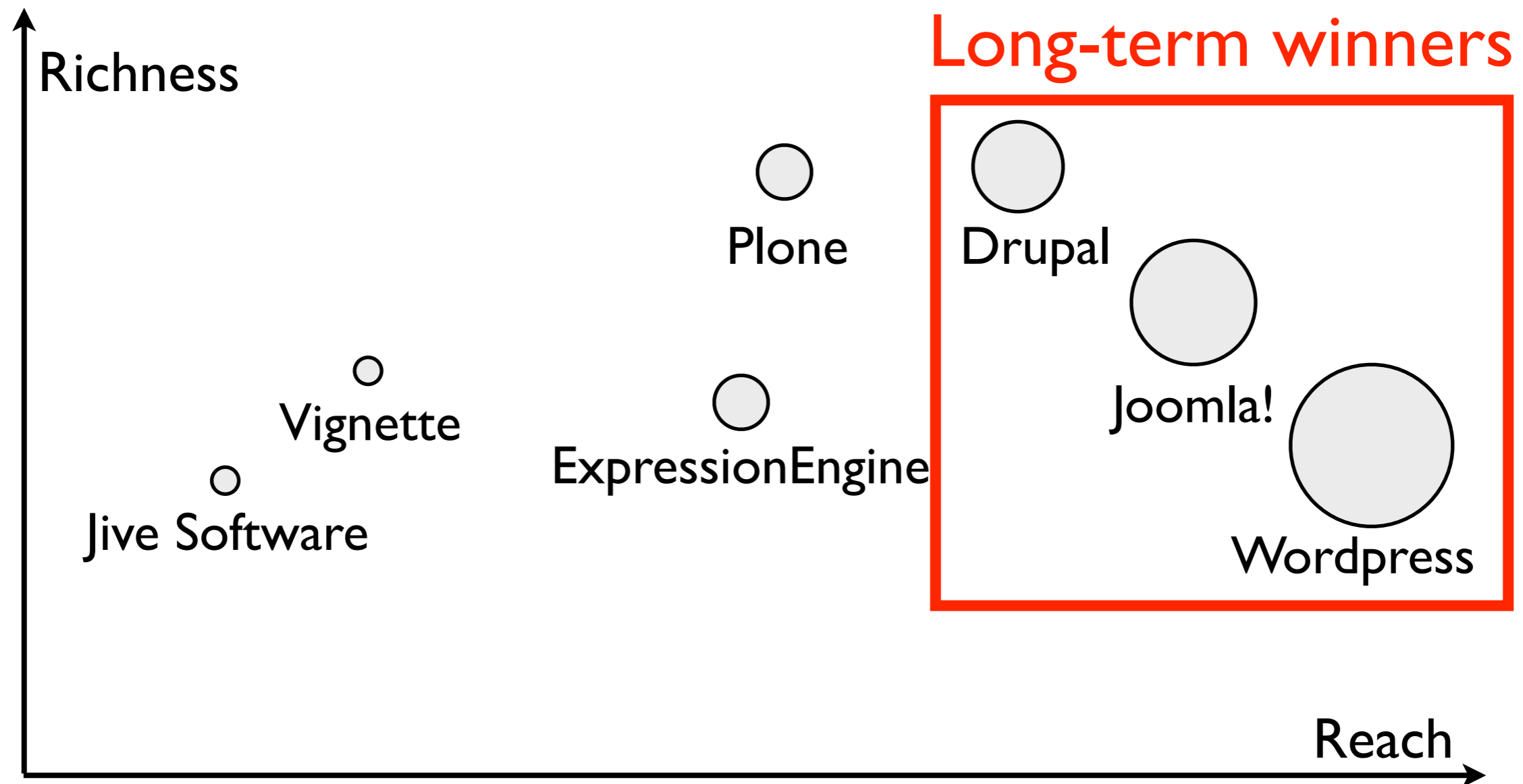
Richness + reach = success



Richness + reach = success



It will be difficult for proprietary vendors to charge license fees and to get reach



Cloud computing and SaaS is hot



Electricity has transformed from an innovation to a service



William Hyde Wollaston
1828



Electricity grid

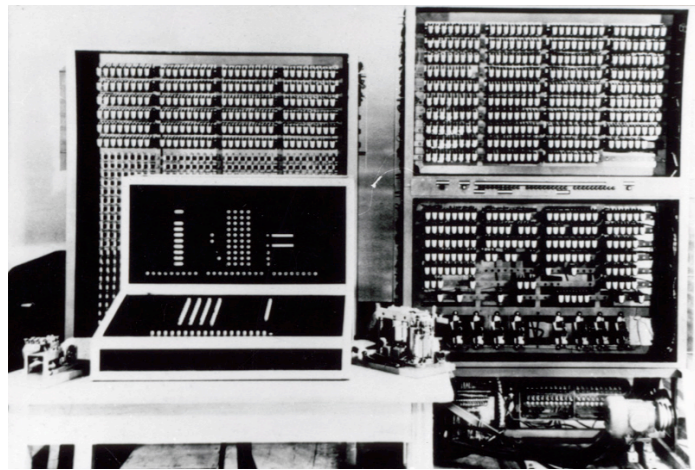
Innovation

Bespoke

Products

Service / Utility

Computing is transforming from an innovation to a service



Z3, 1941



Cloud computing

Innovation

Bespoke

Products

Service / Utility





COLLINS BUSINESS ESSENTIALS

CLAYTON M. CHRISTENSEN

National Bestseller

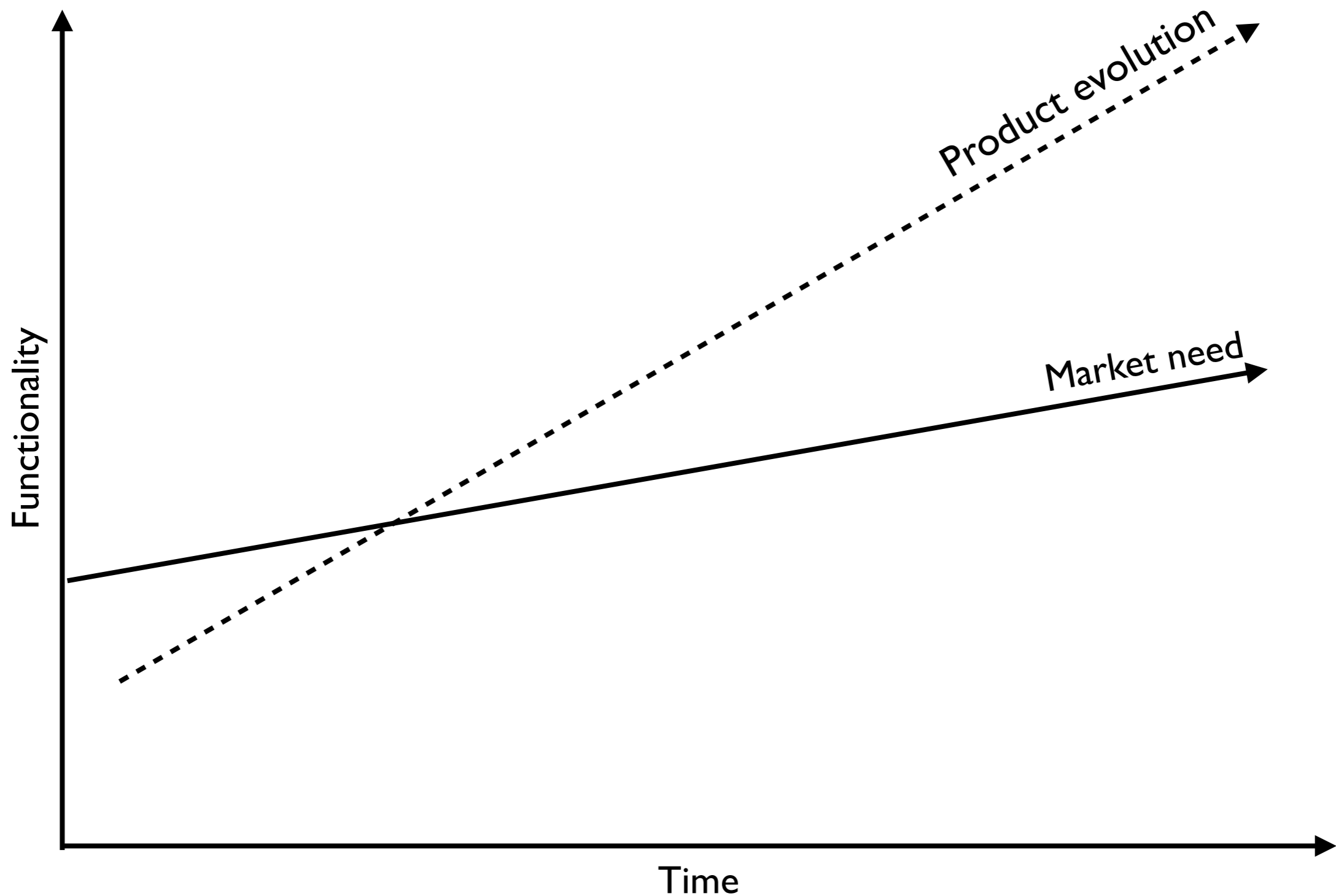
THE INNOVATOR'S DILEMMA

"This book addresses a tough problem that most successful companies will face eventually. It's lucid, analytical—and scary."

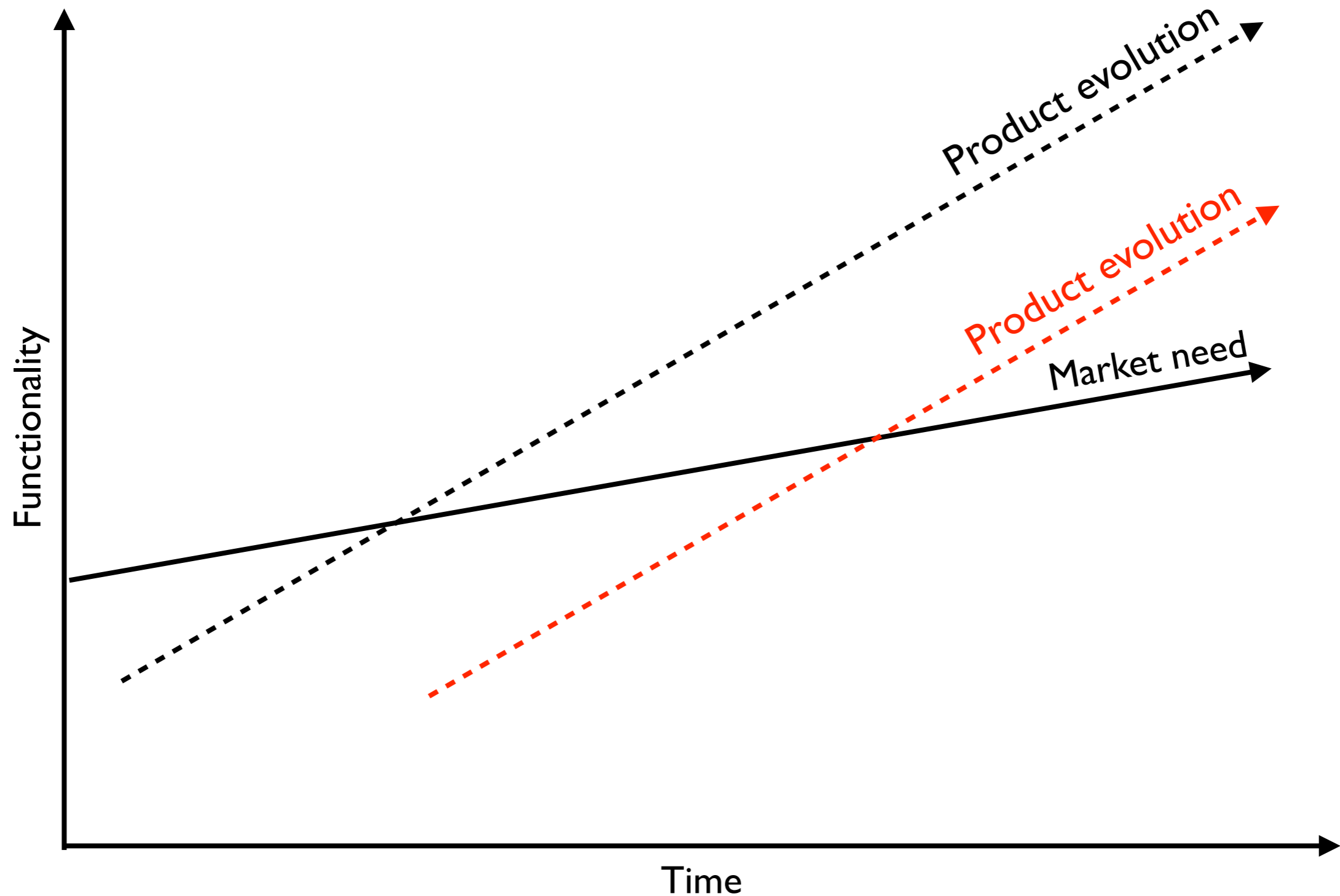
—Andrew S. Grove, Chairman and CEO,
Intel Corporation

The Revolutionary Book that Will
Change the Way You Do Business

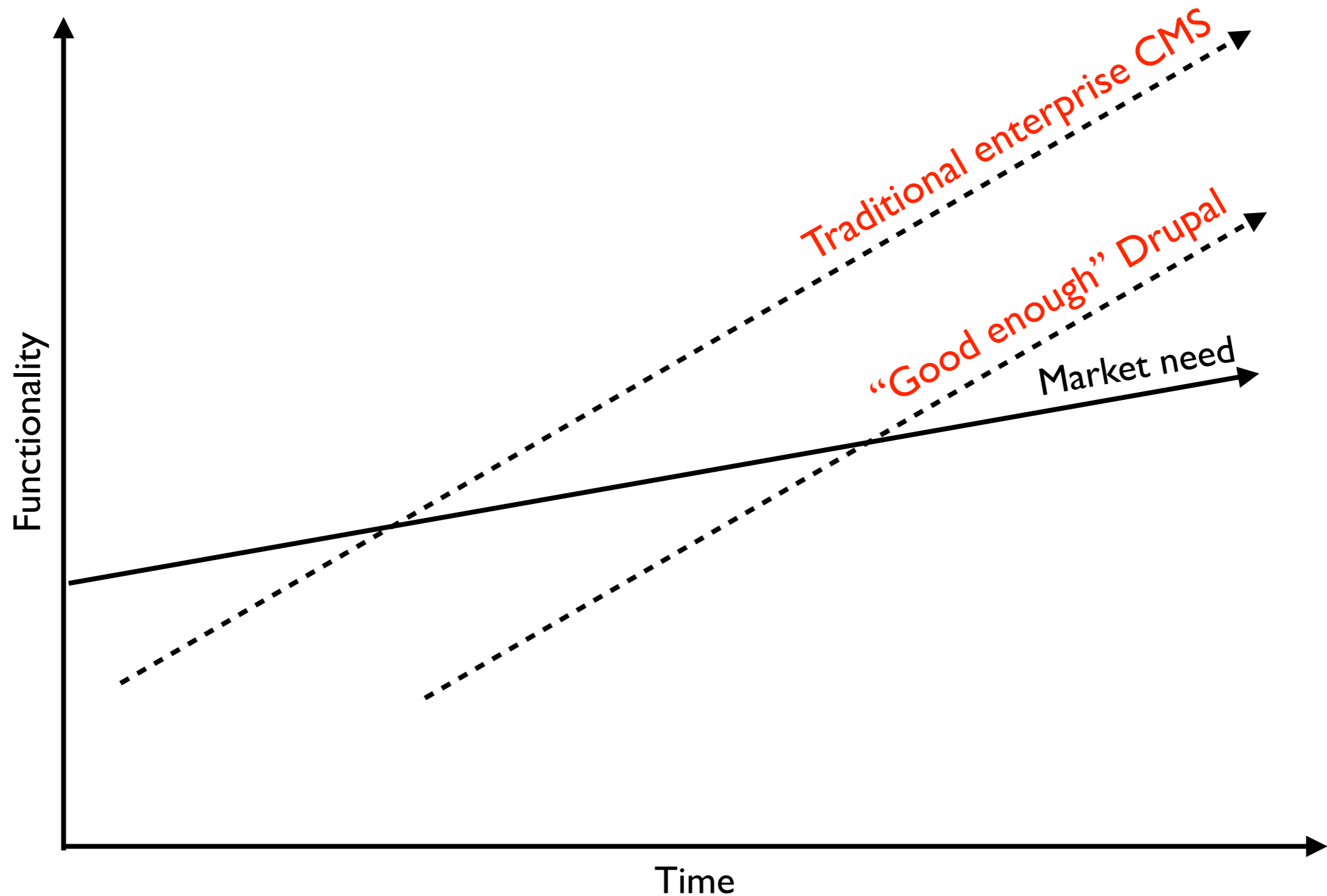
At some point, products over-satisfy market requirements



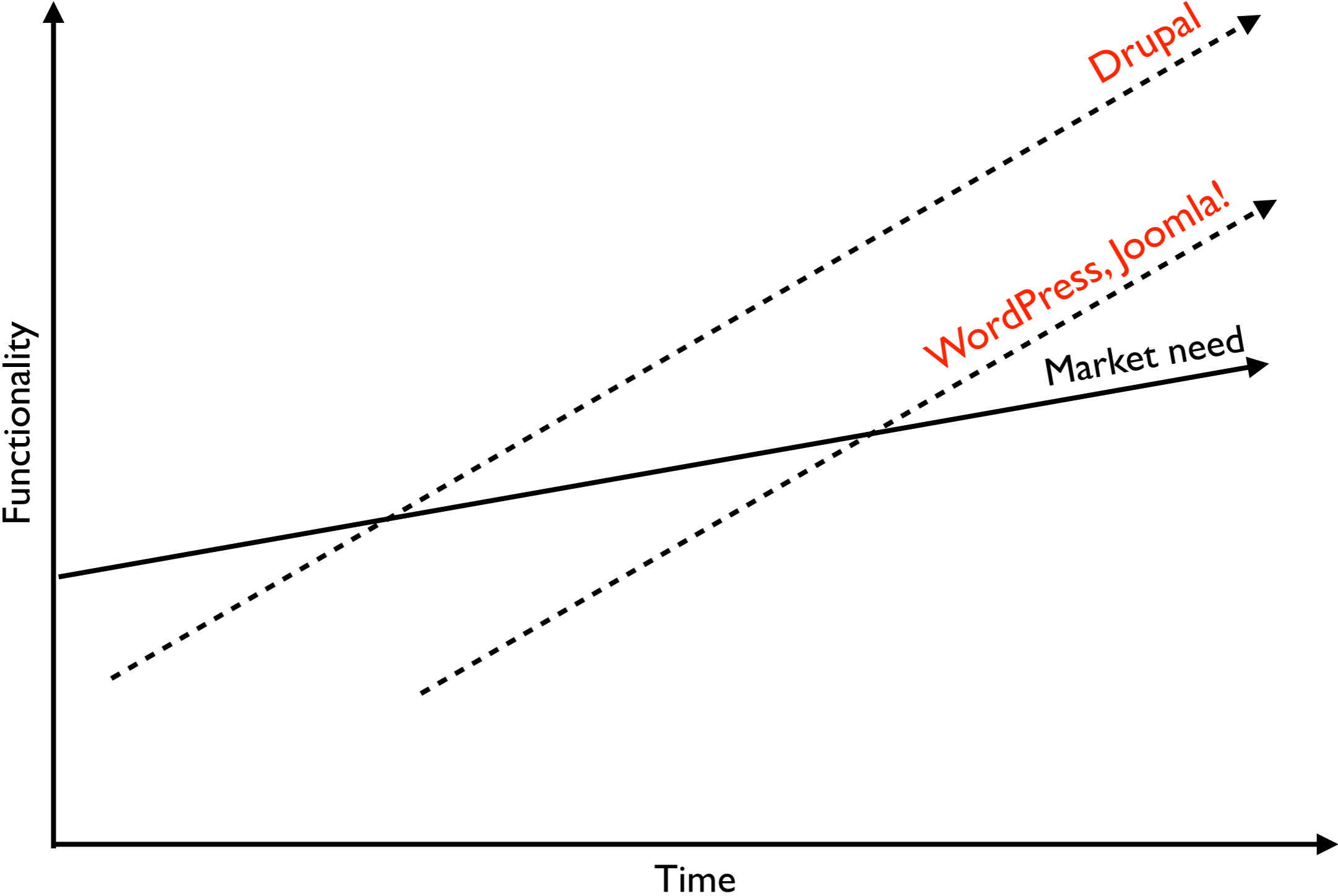
Makes room for a lower-end product
often causing the original product to fail



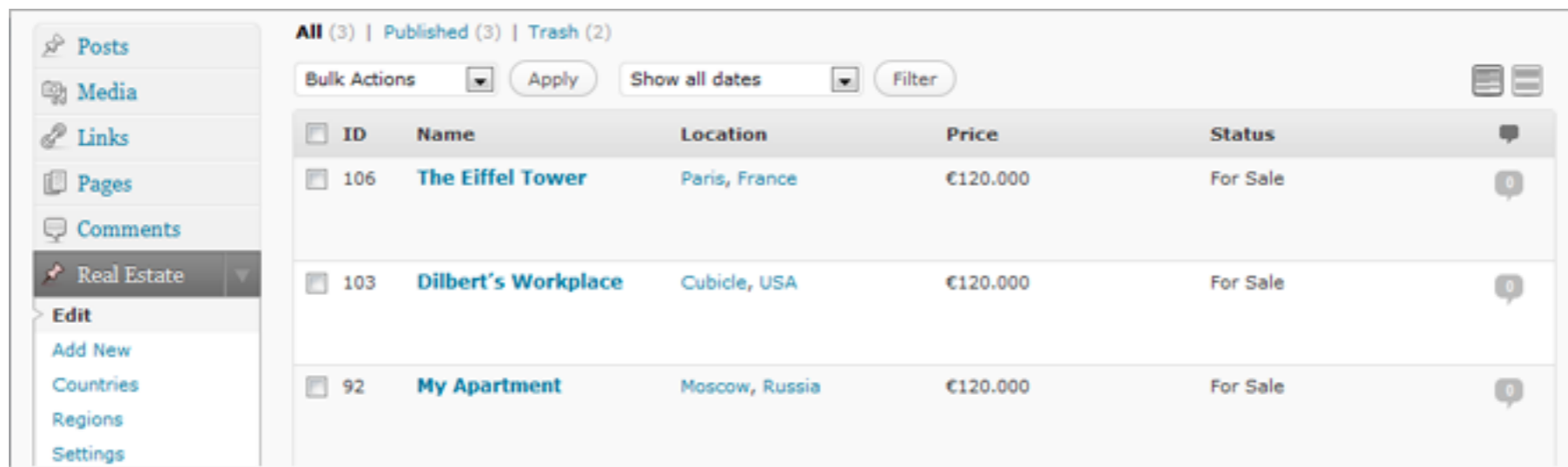
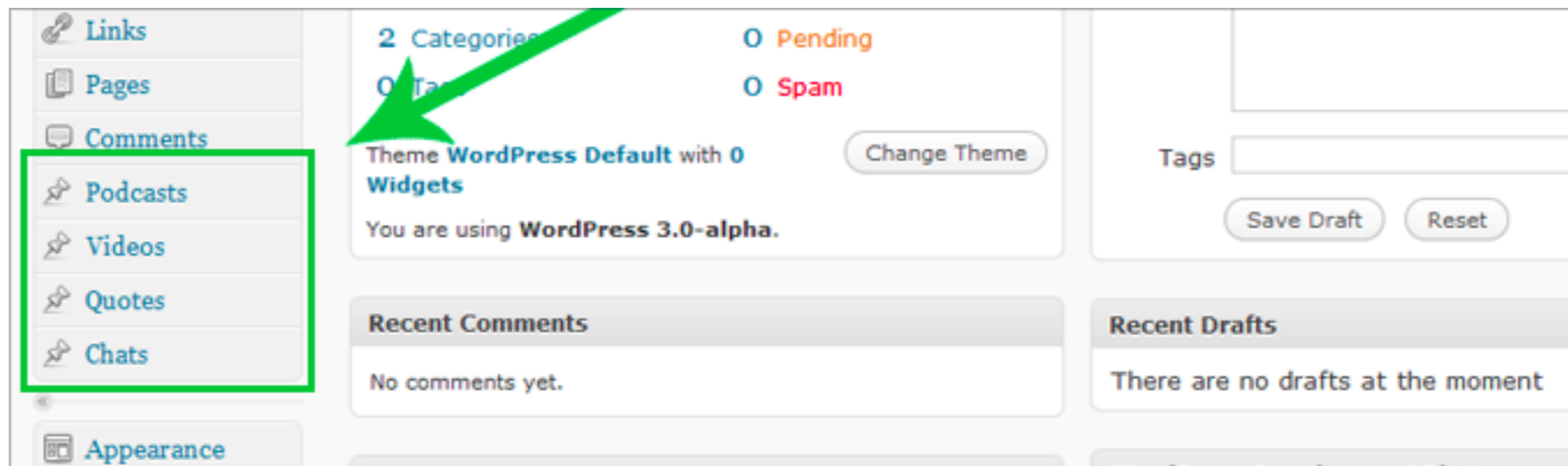
Often, Drupal is the lower-end product



Sometimes, Drupal is the higher-end product



WordPress 3.0 will ship with custom content types



Screenshots from WVP 3.0 development snapshot



COLLINS BUSINESS ESSENTIALS

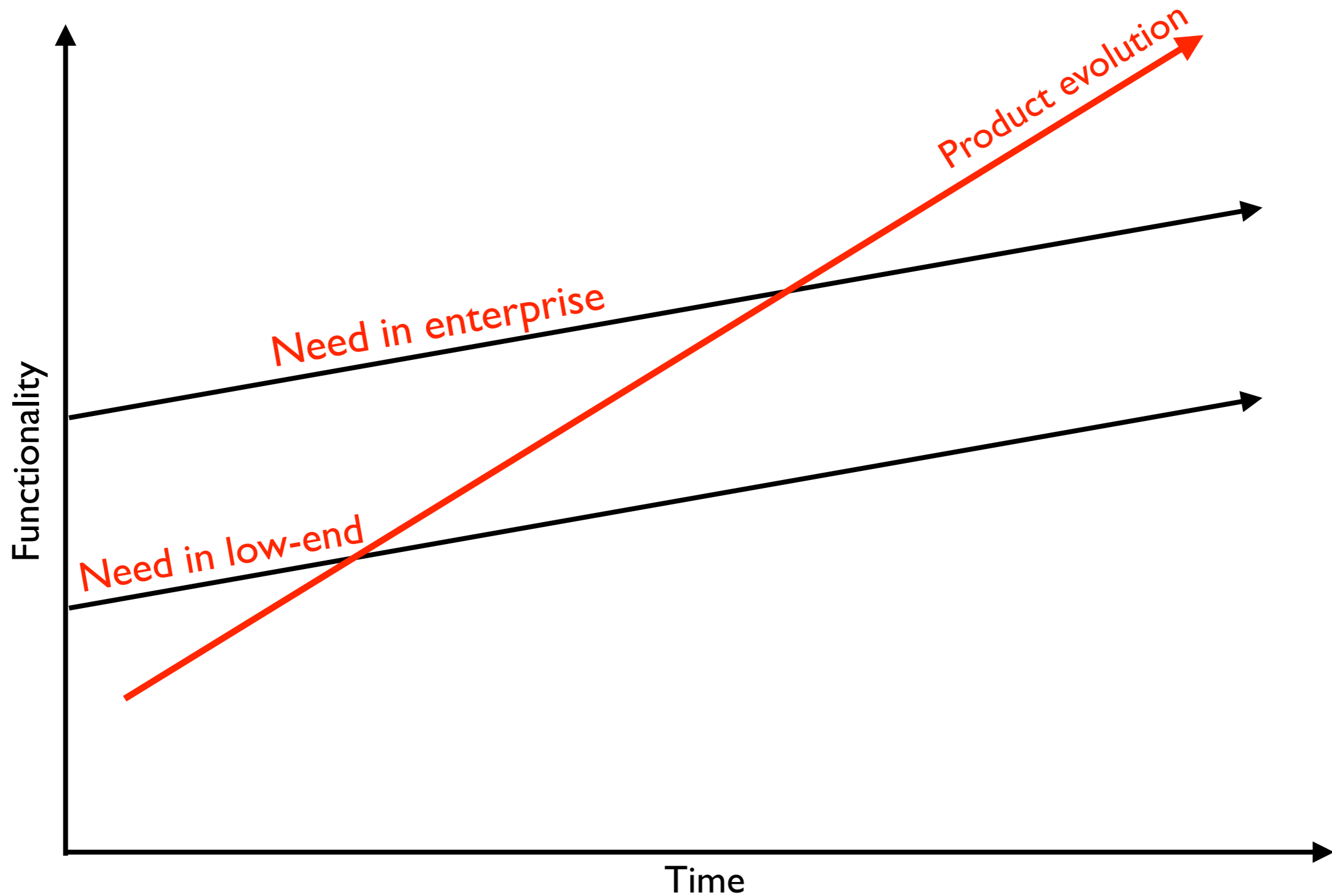
CLAYTON M. CHRISTENSEN
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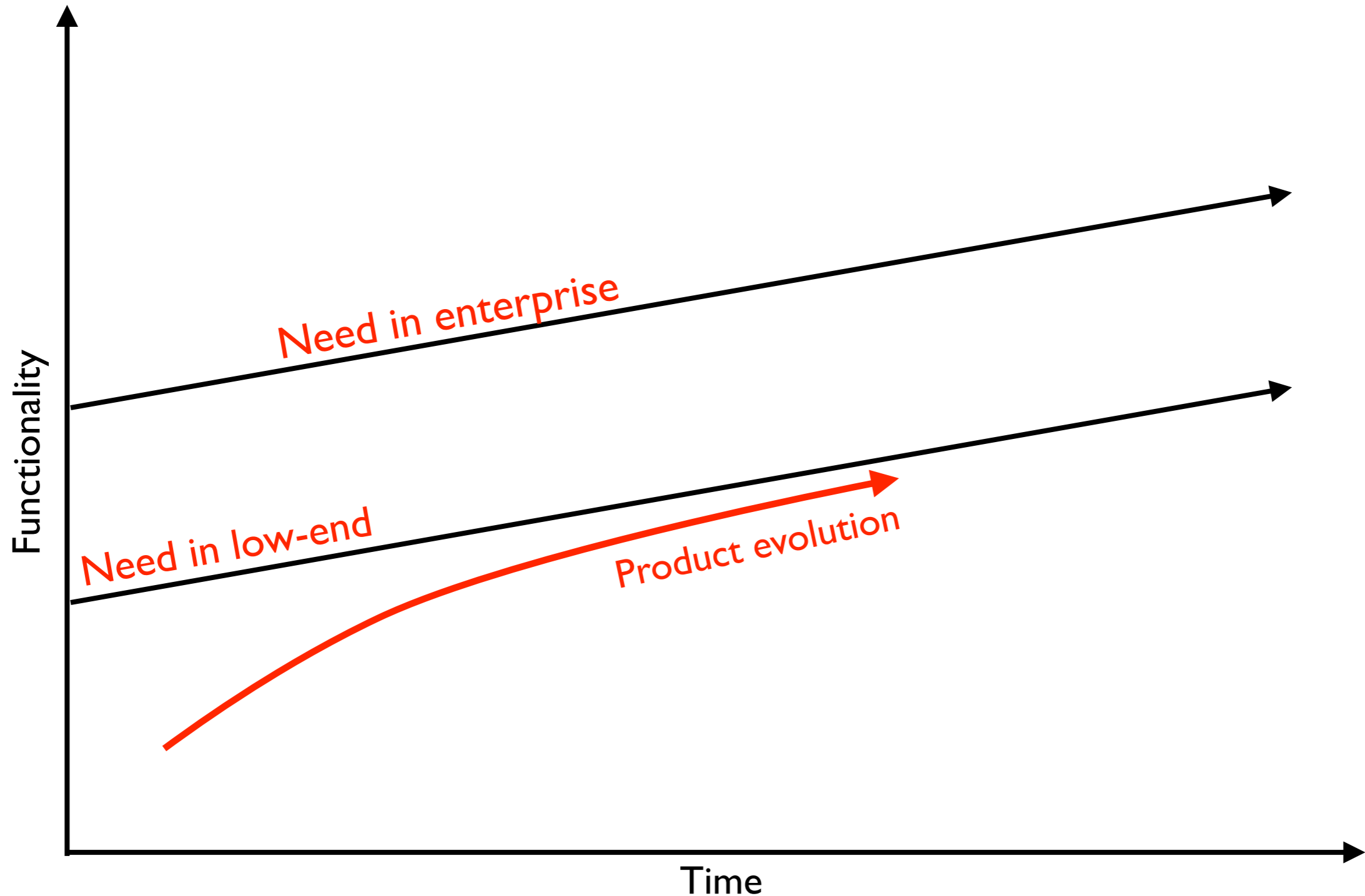
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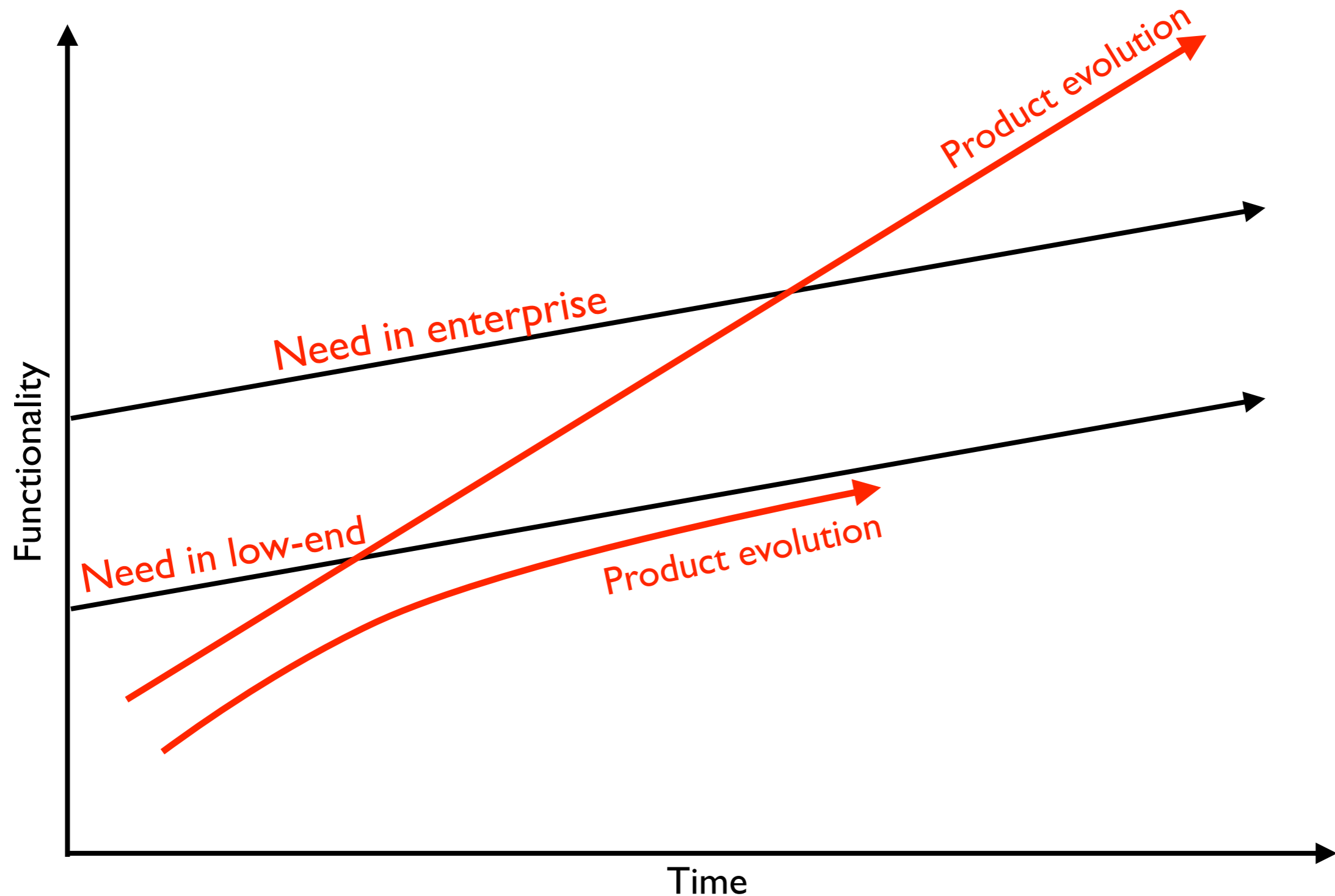
We created two parallel tracks



The more challenging strategy is to follow the market



I think we can do **both**, but following the market is required to remain relevant







To succeed in the **enterprise**, we still need to focus on **missing features** (e.g. configuration management and staging in Drupal 8)

To succeed in the **low-end**, we need to focus on creating better **experiences** (e.g. continue UX effort in Drupal 8)

Both require us to improve **usability**, to improve **performance** and to improve the **framework**

We have a choice





Cockroach

Dominant web platform





We have a lot of growing (up) to do



Growing means many more people

Drupal might be like ... **their day job**



A black and white photograph showing a dense, chaotic network of white pipes or rods. The pipes are interconnected in a complex, overlapping pattern, creating a web-like structure that fills the entire frame. The perspective is from within the network, looking through the tangle of pipes. The lighting is even, highlighting the texture and three-dimensional nature of the structure.

Growing means adding complexity



**As we grow, we must hold on
to our core values and culture**

40 Drupal developers

DrupalCon Antwerp 2005





A culture of sharing and collaboration

**Make time to collaborate.
If you don't schedule it, it is not going to happen.**



A culture of passion and believing



A culture of self-organizing



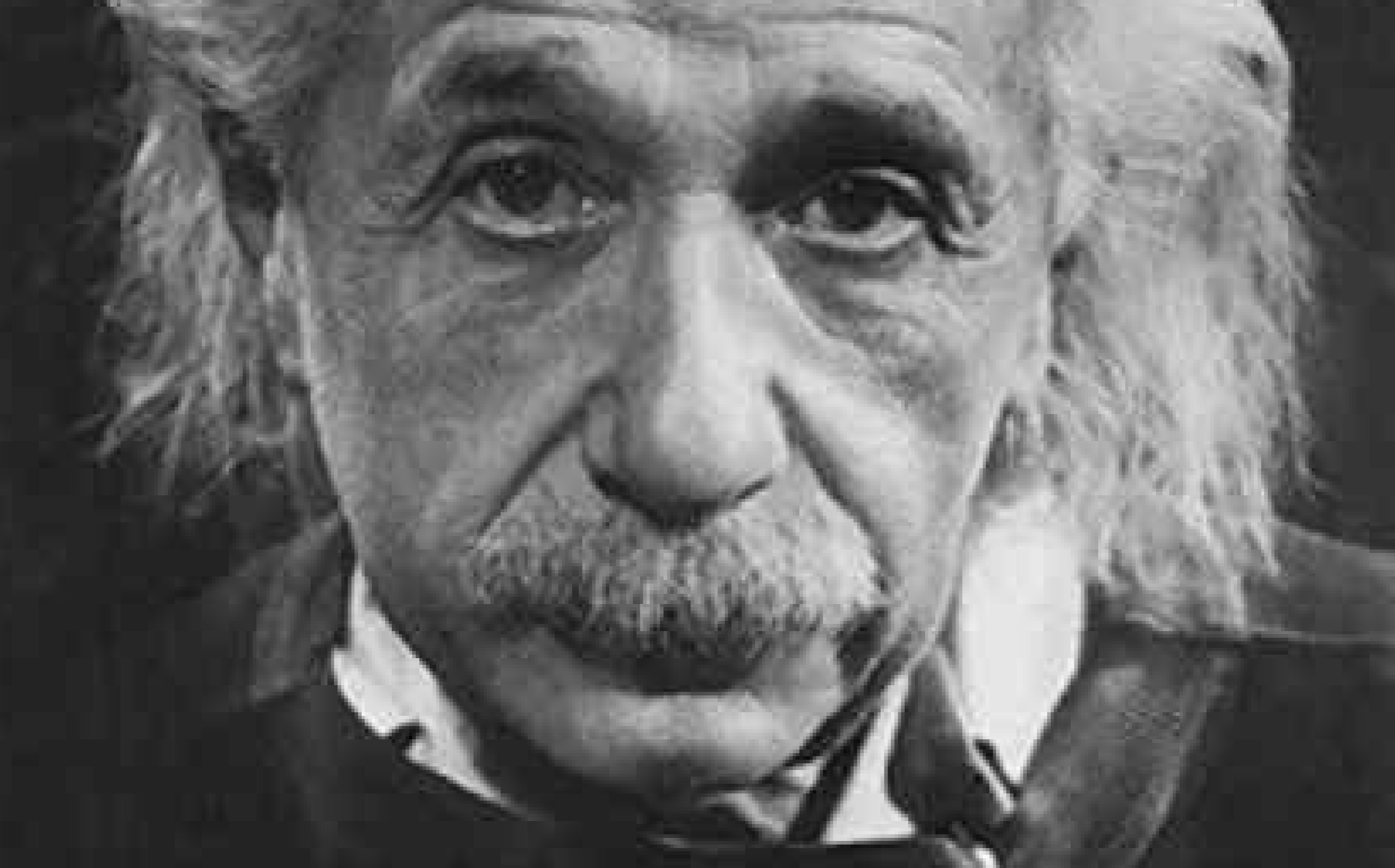
... where everyone is



... a respected
leader



...and a dedicated
follower



A culture of innovation

Culture of execution



“Talk is silver, code is gold”

Culture of having fun (and not taking yourself too serious)



Assembly books

Chess board

Collection of stamps

Compiler books

**“AWESOME
HAPPENS”**

Thank you!

dries@buytaert.net :: <http://buytaert.net> :: @Dries on Twitter