

# STATE OF DRUPAL

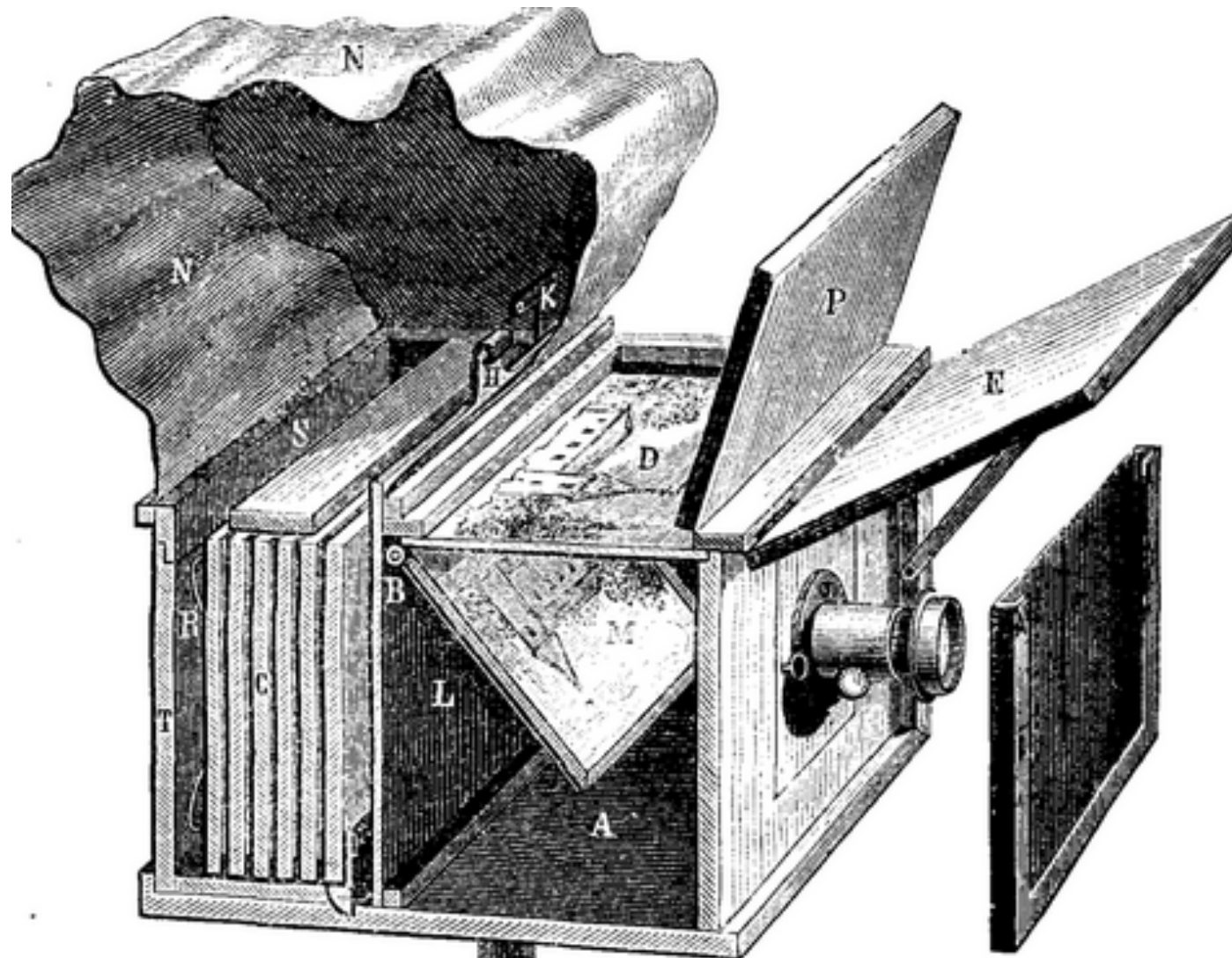


DRIES BUYTAERT // @DRIES ON TWITTER // #DRIESNOTE





# THE “PHOTOGRAPHIC APPARATUS”



“THE PHOTOGRAPHIC APPARATUS” 1839



# IT WAS SO SIMPLE!

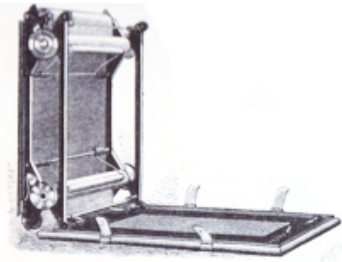


Fig. 1

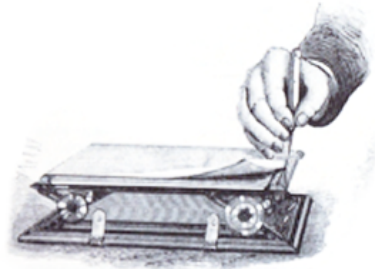


Fig. 2

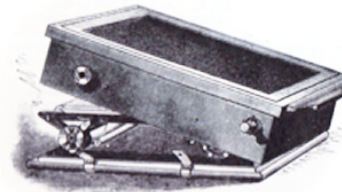


Fig. 3

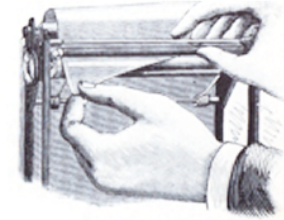


Fig. 4

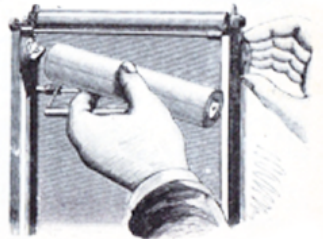


Fig. 5

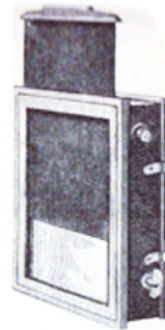


Fig. 6



Fig. 7



Fig. 8



Fig. 9

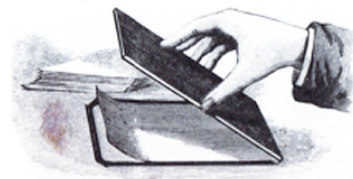


Fig. 12

# IT GOT SIMPLER



“THE KODAK” 1885





THE  
**KODAK**

(TRADE MARK.)

SEVEN NEW SIZES,  
**"YOU PRESS THE BUTTON,  
WE DO THE REST."**

---

ILLUSTRATED CATALOGUE FREE.

---

The EASTMAN PHOTO MATERIALS Co. Ltd.,  
115, OXFORD STREET, LONDON, W.

Paris: 4, Place Vendôme.



THE  
**KODAK**

(TRADE MARK.)

SEVEN NEW SIZES,

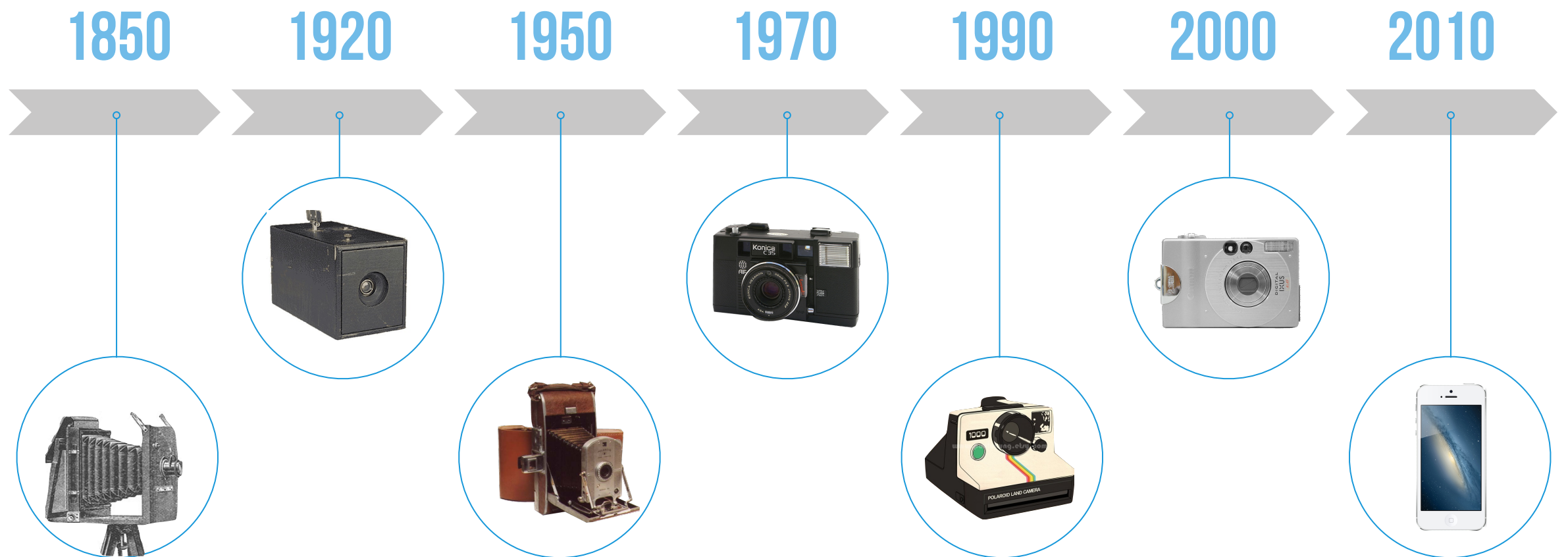
**"YOU PRESS THE BUTTON,  
WE DO THE REST."**

ILLUSTRATED CATALOGUE FREE.

The EASTMAN PHOTO MATERIALS Co. Ltd.,  
115, OXFORD STREET, LONDON, W.

Paris: 4, Place Vendôme.

# BUT THAT WAS JUST THE BEGINNING









**STEENBECK**®



**PENTAX**



*Leica*

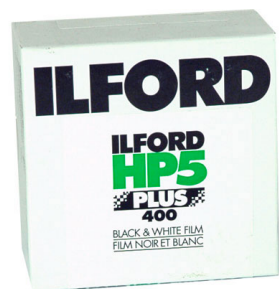
**Canon**



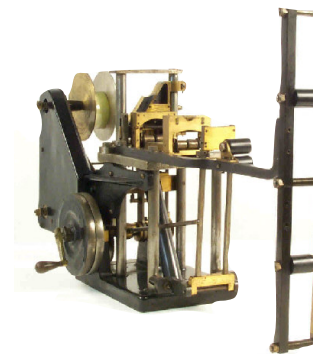
**Kodak**



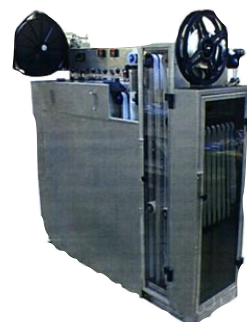
# 35MM SPAWNED A WHOLE ECOSYSTEM



**PANAVISION**®



**Nikon**®



**Technicolor**®



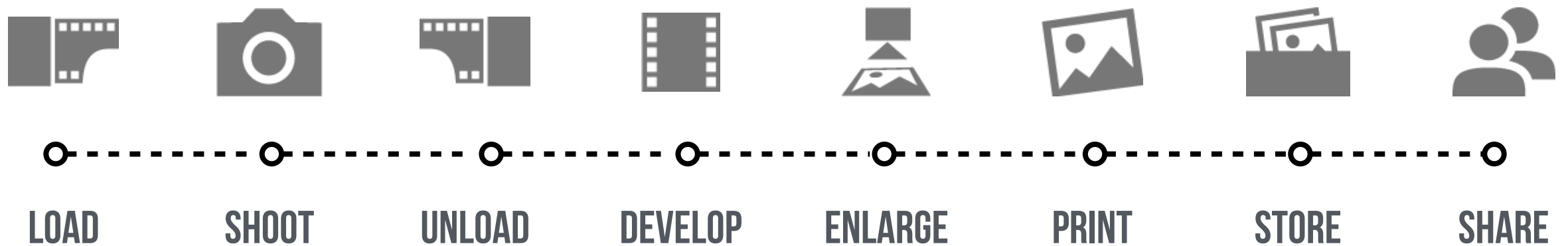
**CINEFLEX**®



# IF WE MAP THE USER'S JOURNEY...



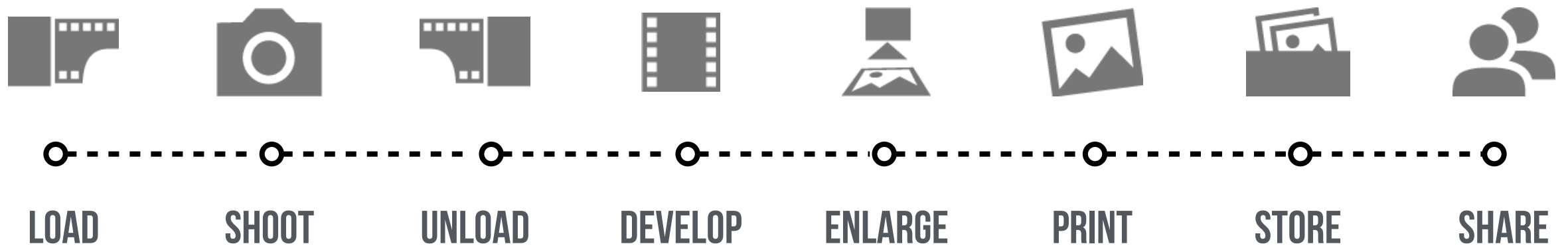
35MM



# IF WE MAP THE USER'S JOURNEY...



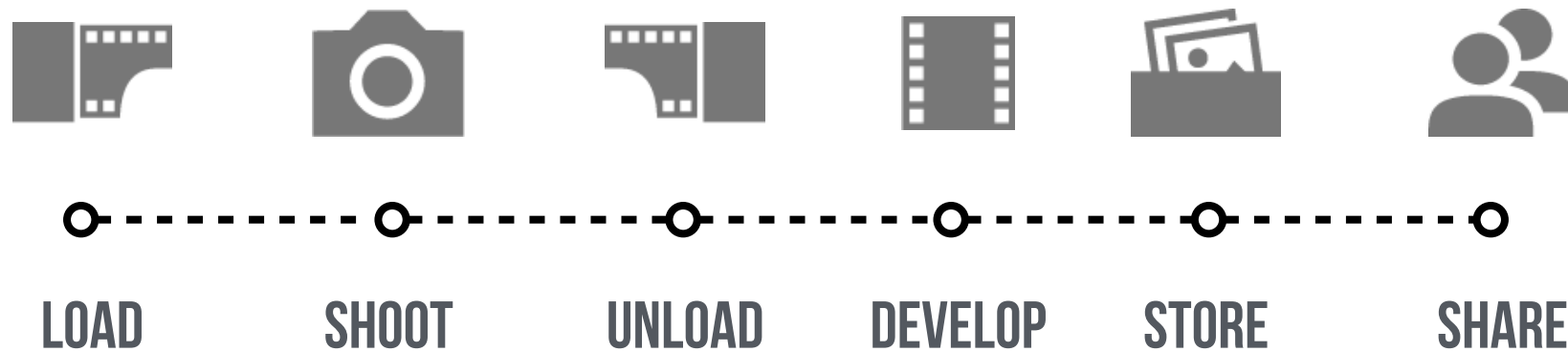
35MM



# EACH ADVANCE REMOVES STEPS...



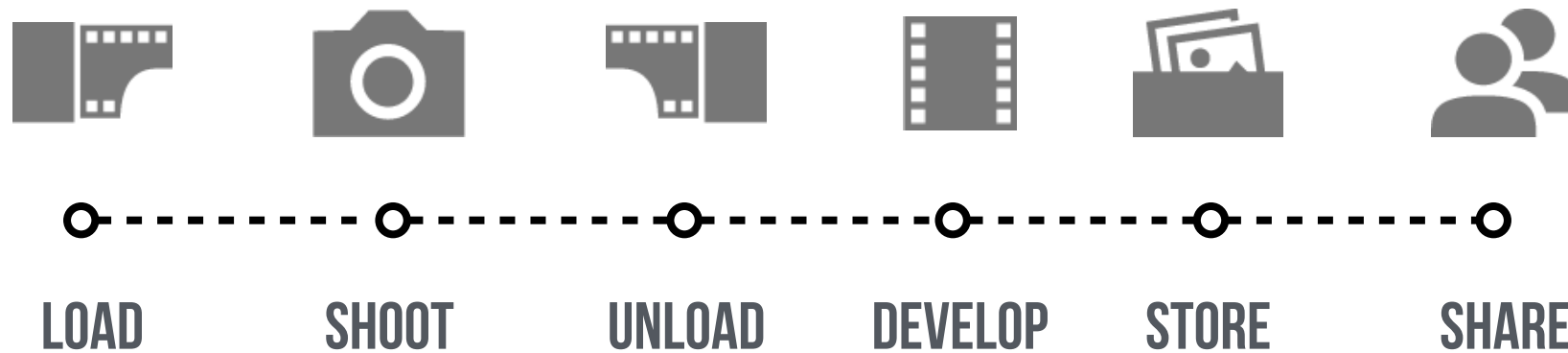
35MM INSTAMATIC 1985



# EACH ADVANCE REMOVES STEPS...



35MM INSTAMATIC 1985



# REDUCES EFFORT...



POLAROID 1970



LOAD

SHOOT

STORE

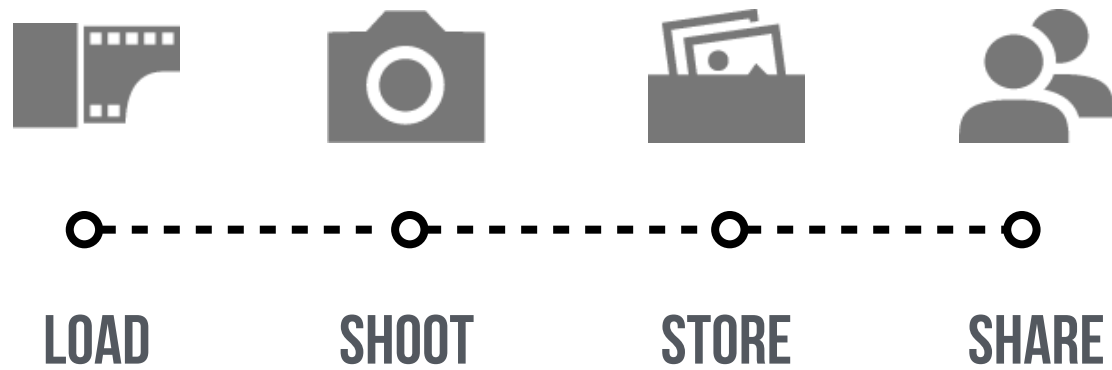
SHARE



# REDUCES EFFORT...



POLAROID 1970



# AND SIMPLIFIES THE PROCESS



CANON DIGITAL 2000



SHOOT

STORE

SHARE



# AND SIMPLIFIES THE PROCESS



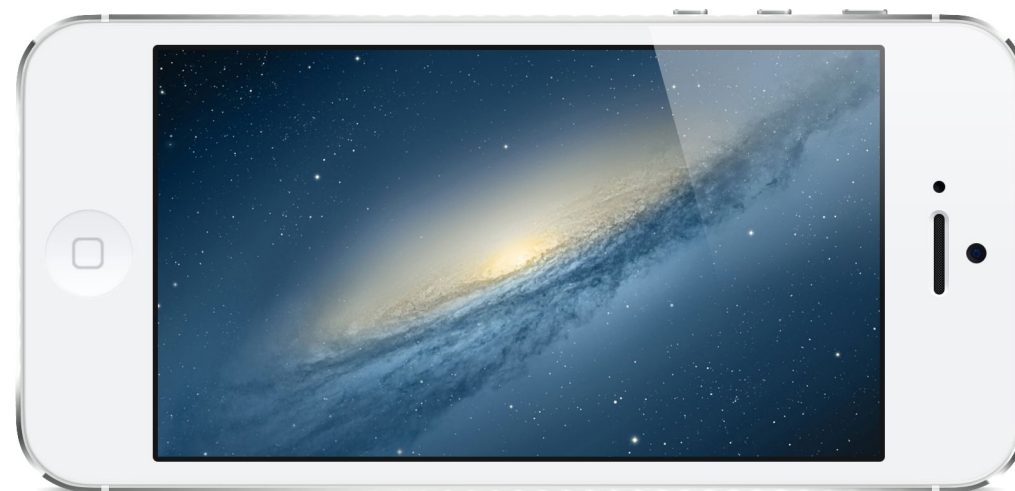
CANON DIGITAL 2000



SHOOT

STORE

SHARE



IPHONE 2005



SHOOT

STORE  
SHARE









**IT'S ALL ABOUT THE EXPERIENCE**



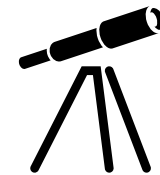
# INNOVATION ENABLES EXPERIENCE

1600

PHYSICS  
MECHANICS  
LENSES



**OPTICS**  
eyeglasses

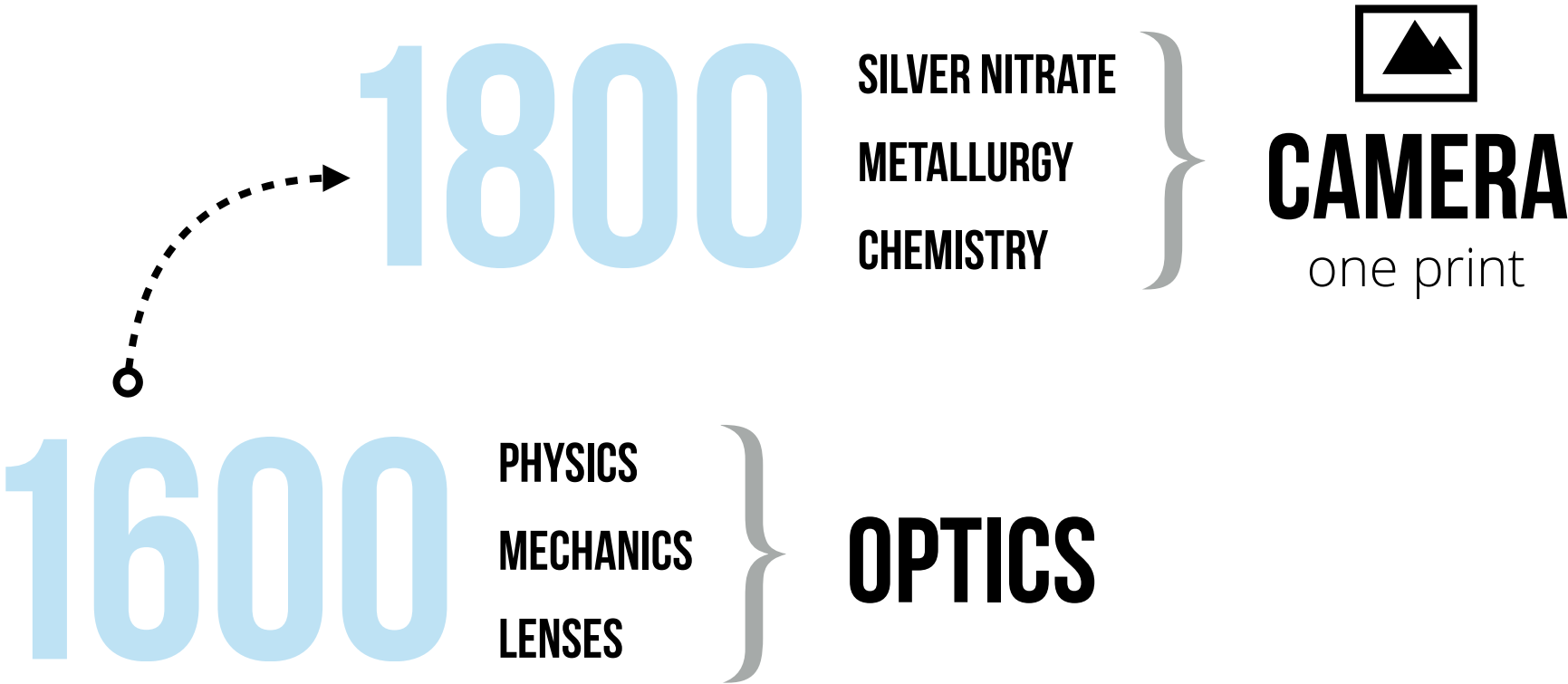


**TELESCOPE**

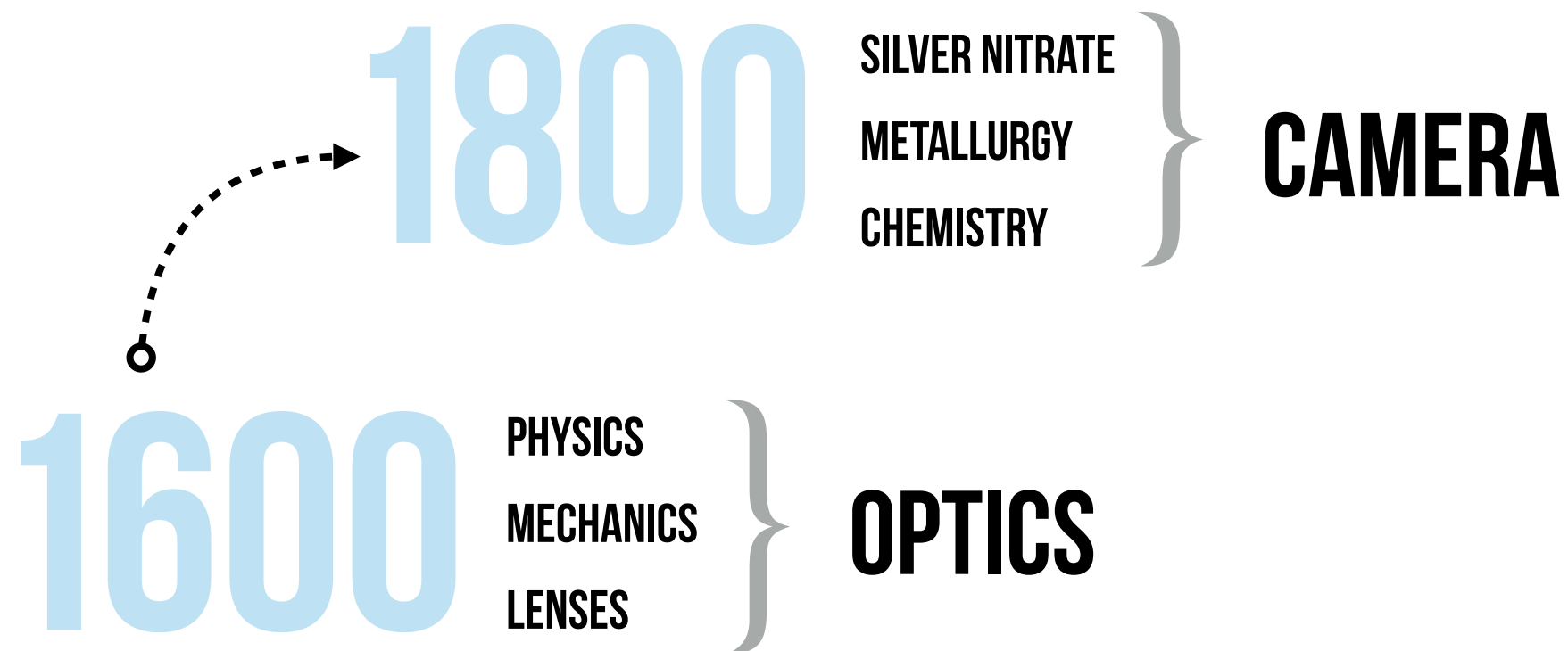
# INNOVATION ENABLES **EXPERIENCE**

1600 **PHYSICS  
MECHANICS  
LENSES** } **OPTICS**

INNOVATION ENABLES  
**EXPERIENCE**

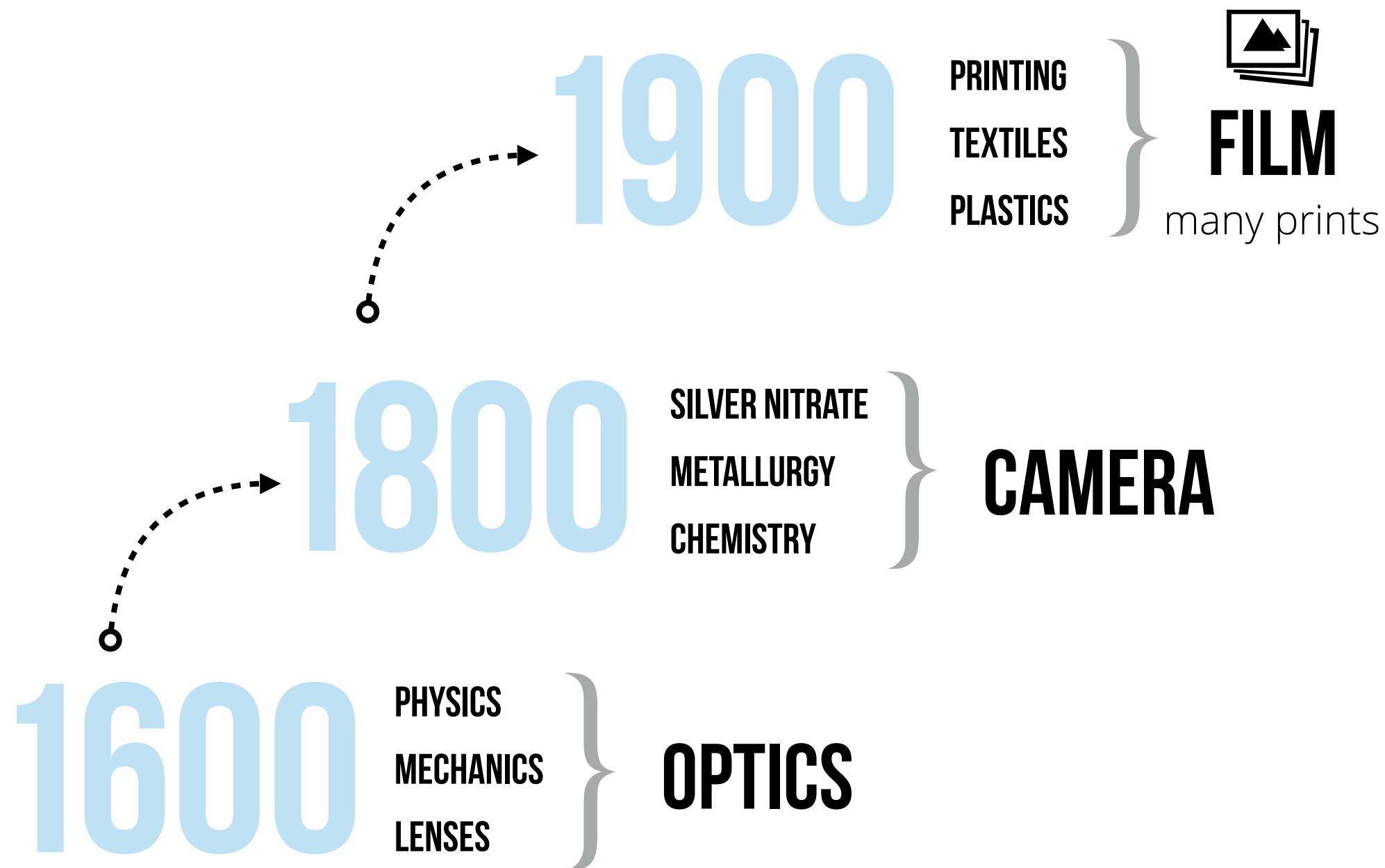


# INNOVATION ENABLES EXPERIENCE

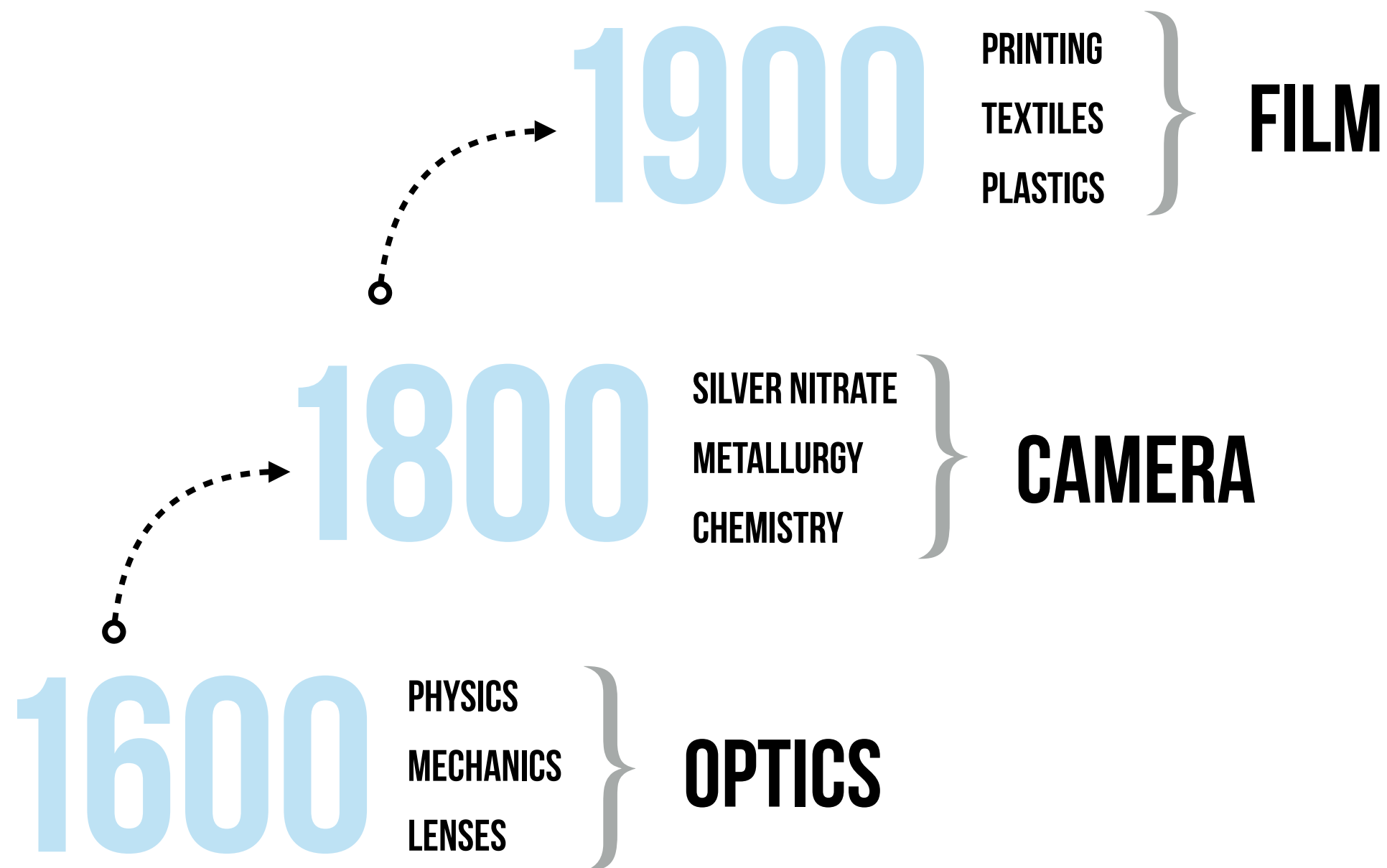




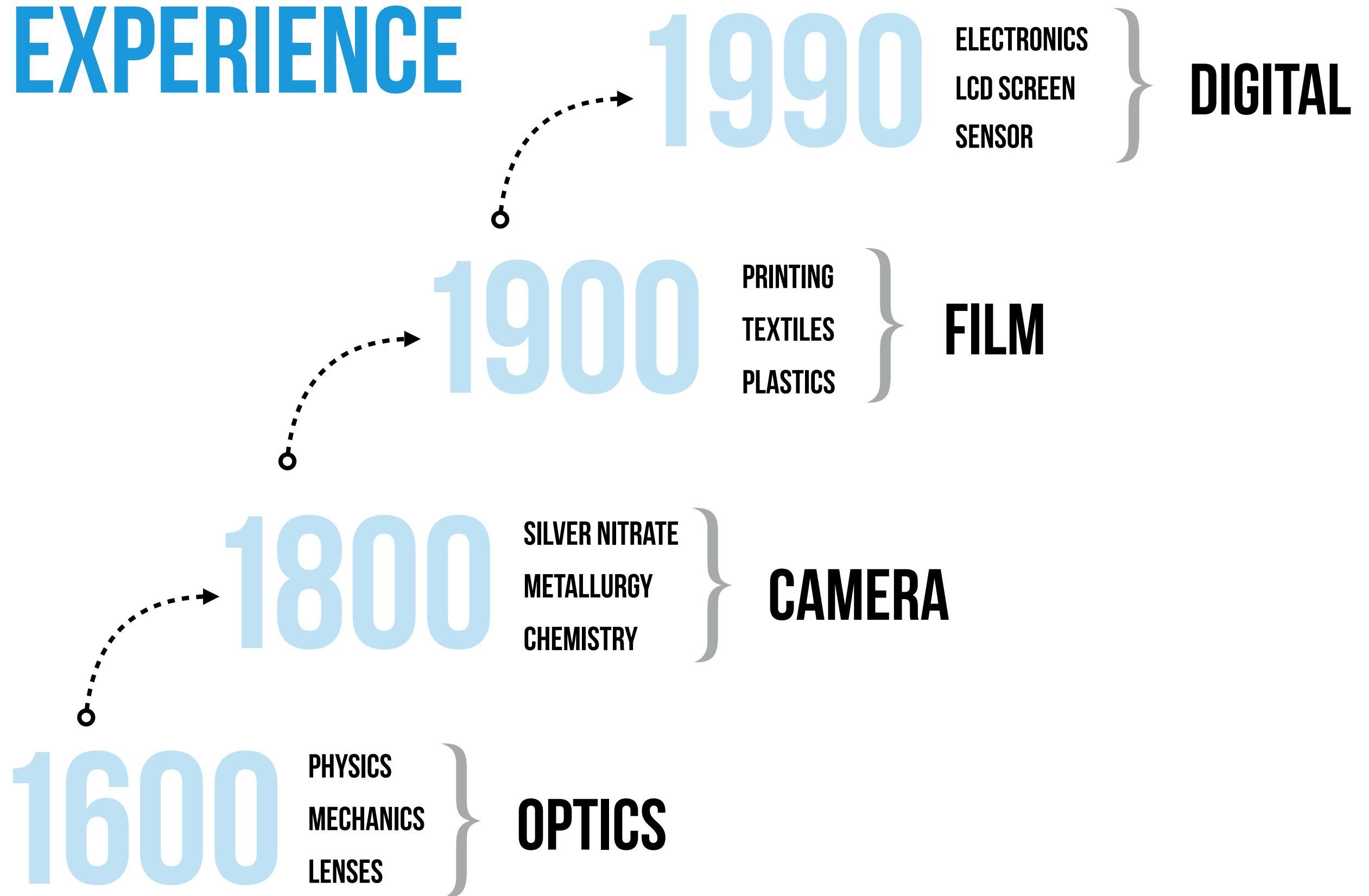
# INNOVATION ENABLES EXPERIENCE



# INNOVATION ENABLES EXPERIENCE



# INNOVATION ENABLES EXPERIENCE



# LET'S APPLY THIS TO **THE WEB**

1990

BROWSER  
HTML  
HTTP



**STATIC WEB**

1990

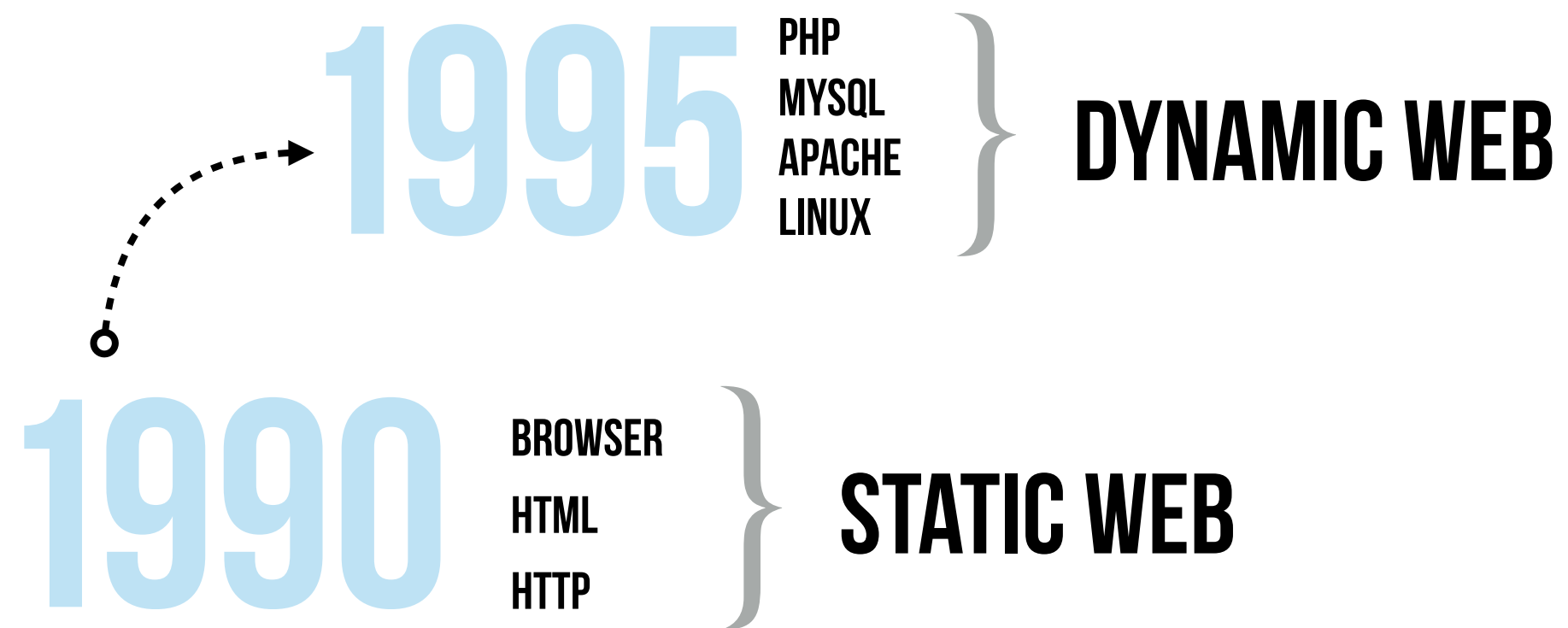
BROWSER

HTML

HTTP

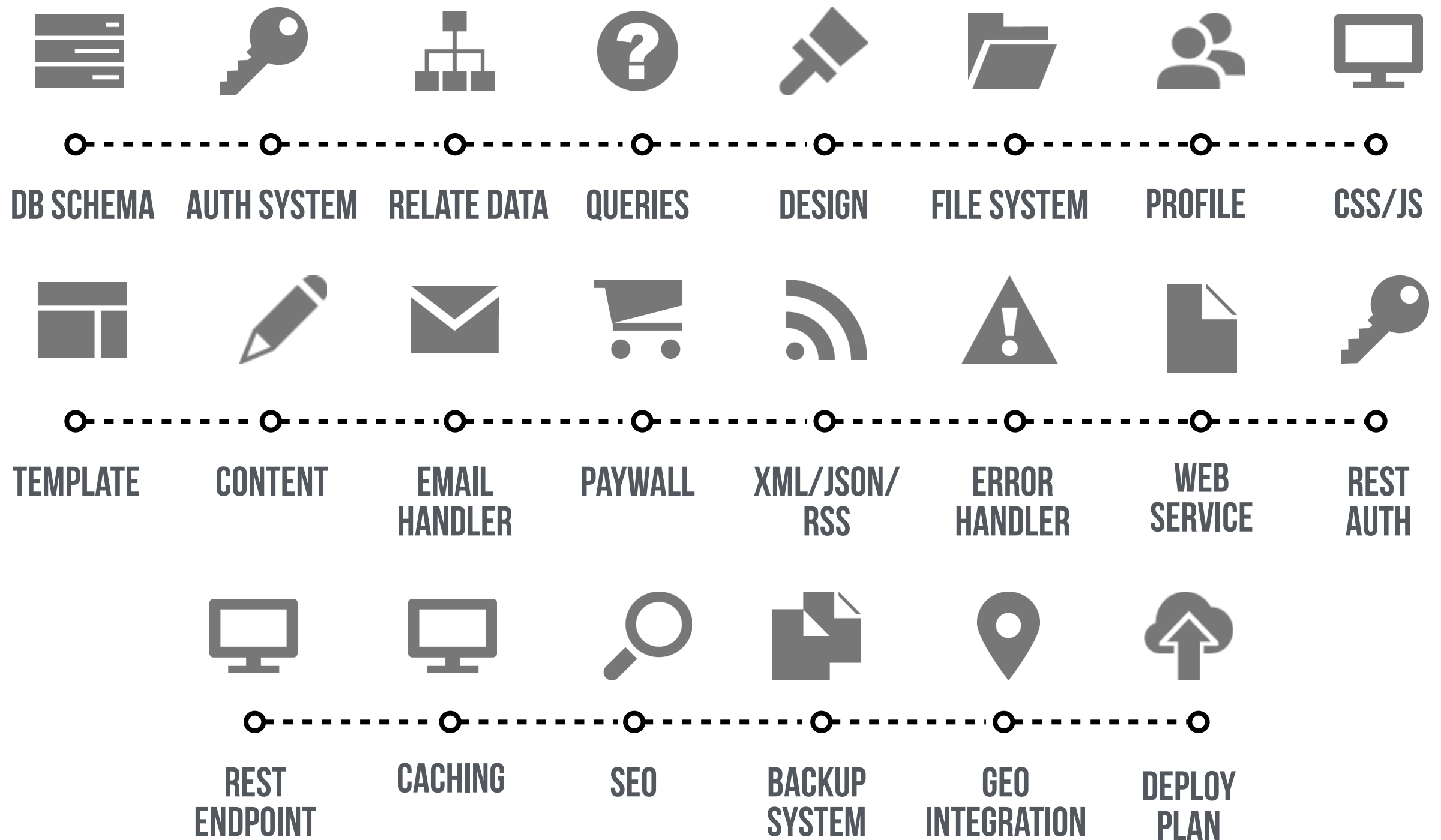


**STATIC WEB**

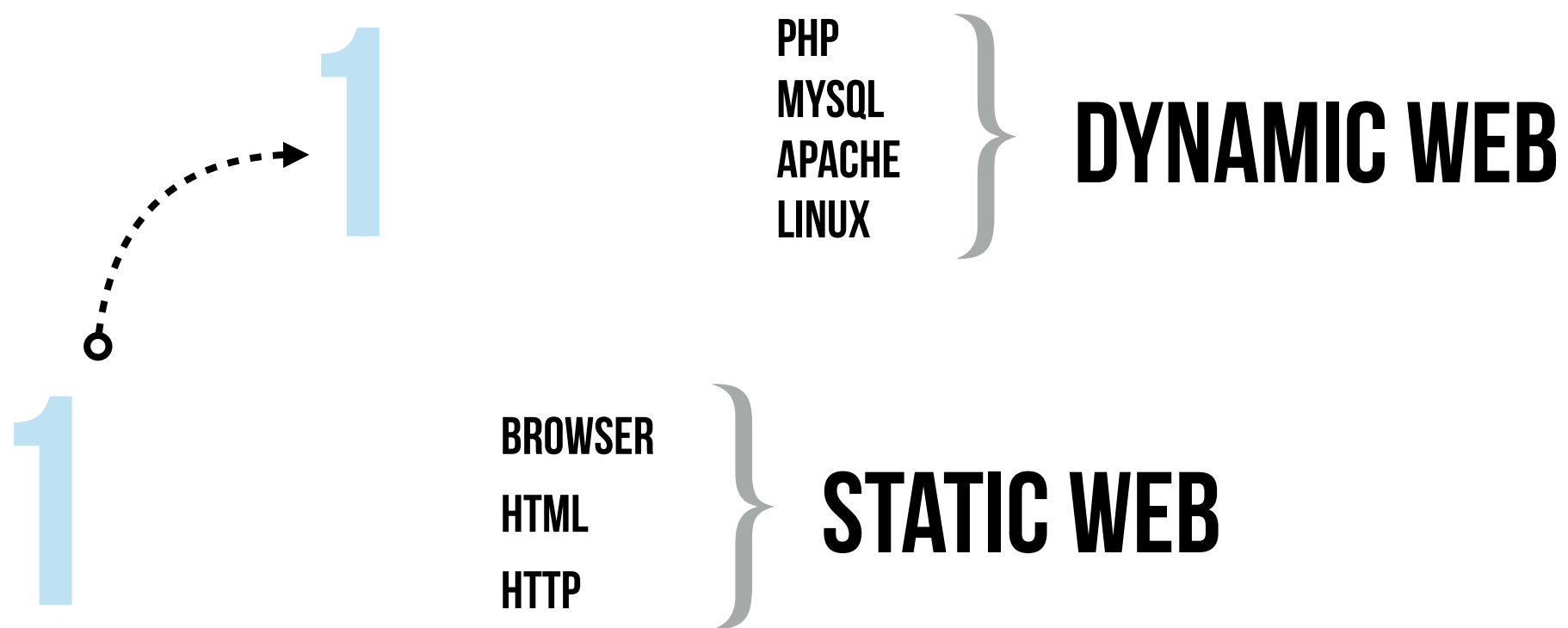


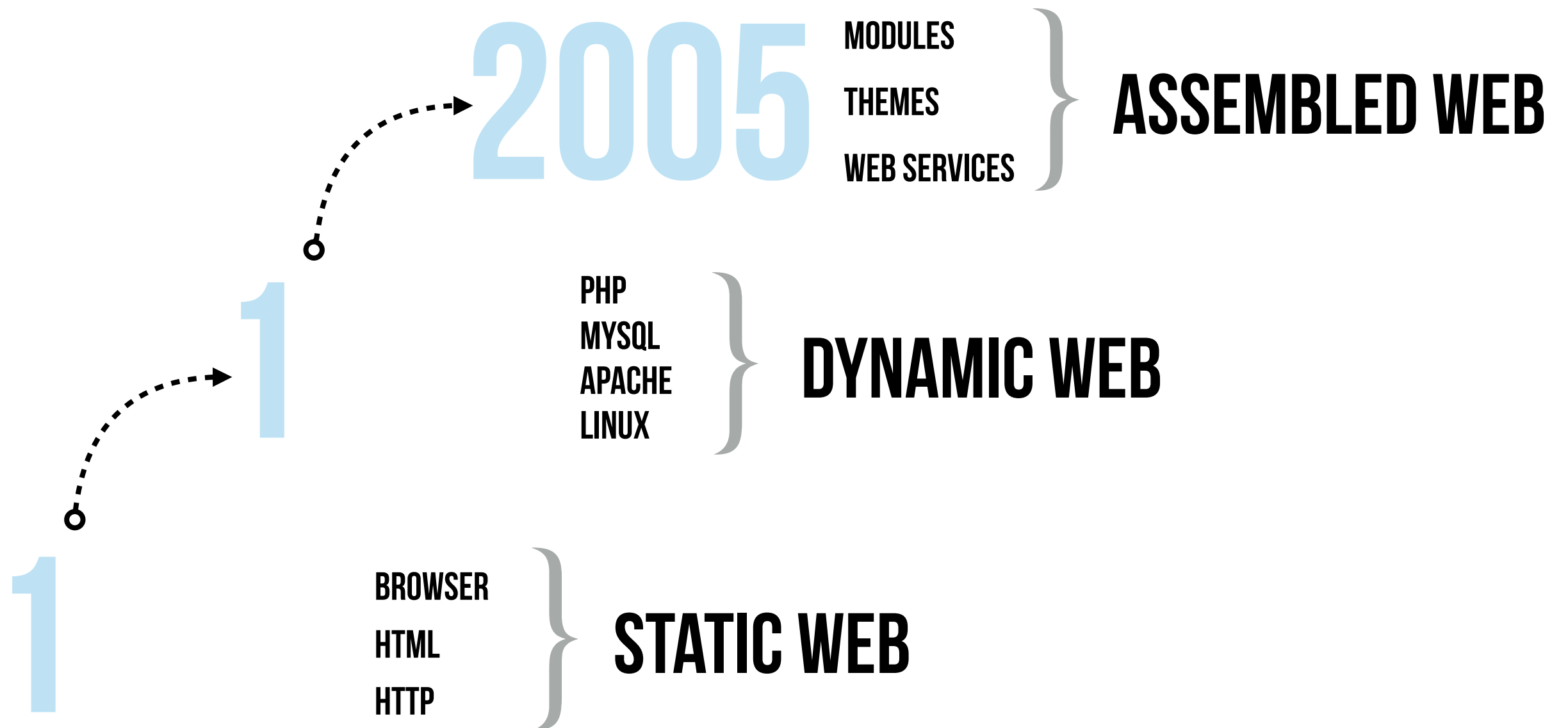
The **site builders** journey in the dynamic web

# The **site builders** journey in the dynamic web











DB SCHEMA

AUTH SYSTEM

RELATE DATA

QUERYs

DESIGN

FILE SYSTEM

PROFILE

CSS/JS



TEMPLATE

CONTENT

EMAIL  
HANDLER

PAYWALL

XML/JSON/  
RSS

ERROR  
HANDLER

WEB  
SERVICE

REST  
AUTH



REST  
ENDPOINT

CACHING

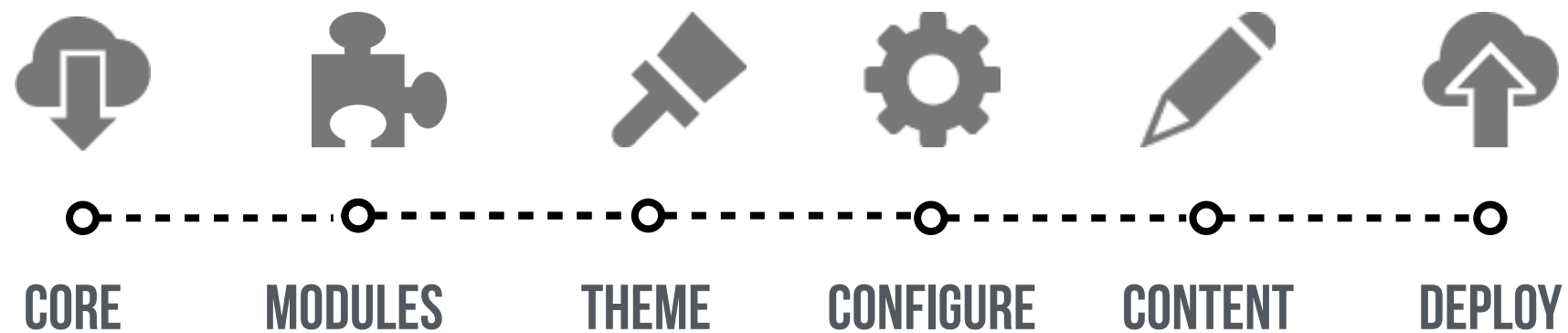
SEO

BACKUP  
SYSTEM

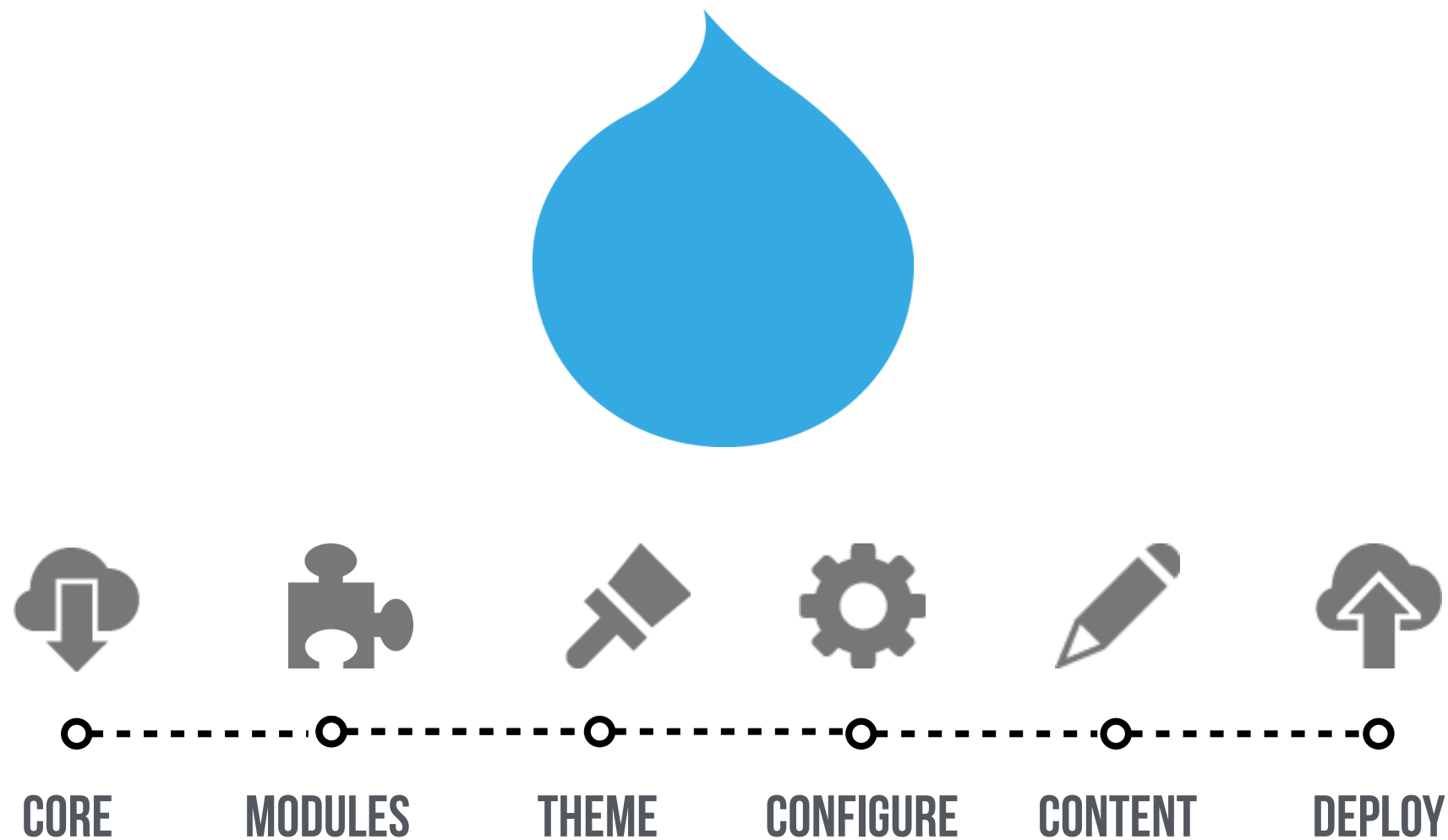
GEO  
INTEGRATION

DEPLOY  
PLAN

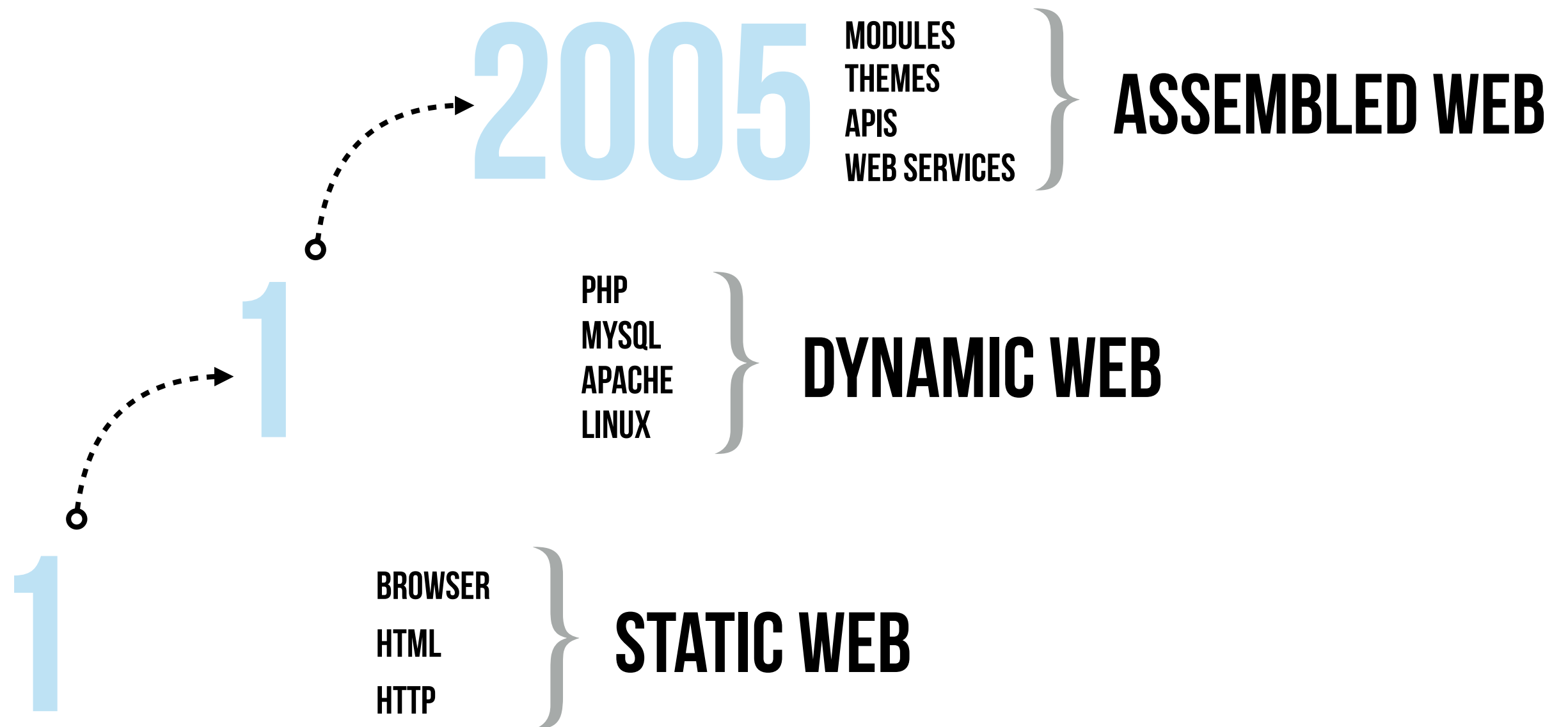
The **assembled web** made the journey many times simpler



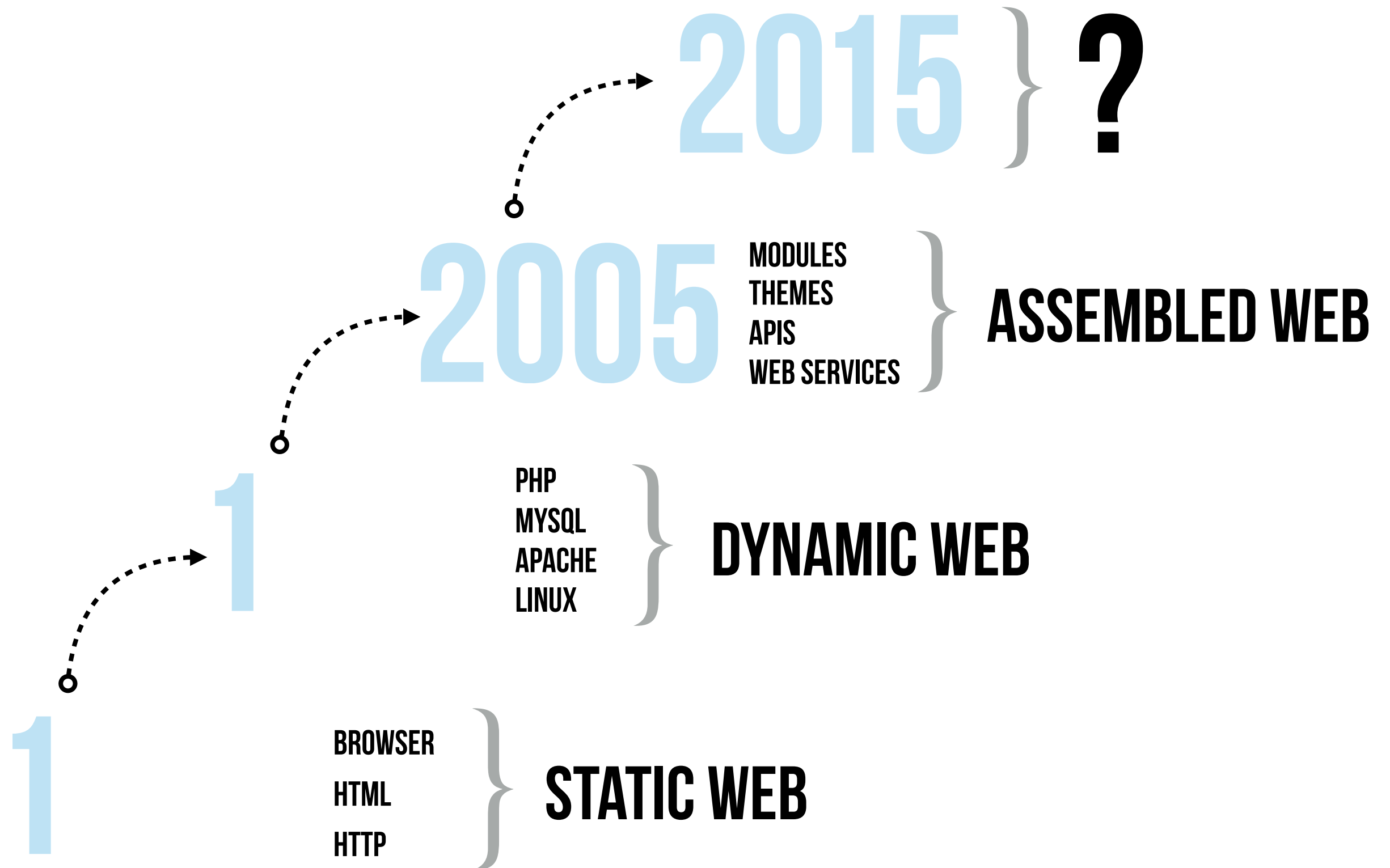
The **assembled web** made the journey many times simpler



# WHAT IS **NEXT?**



# WHAT IS **NEXT?**

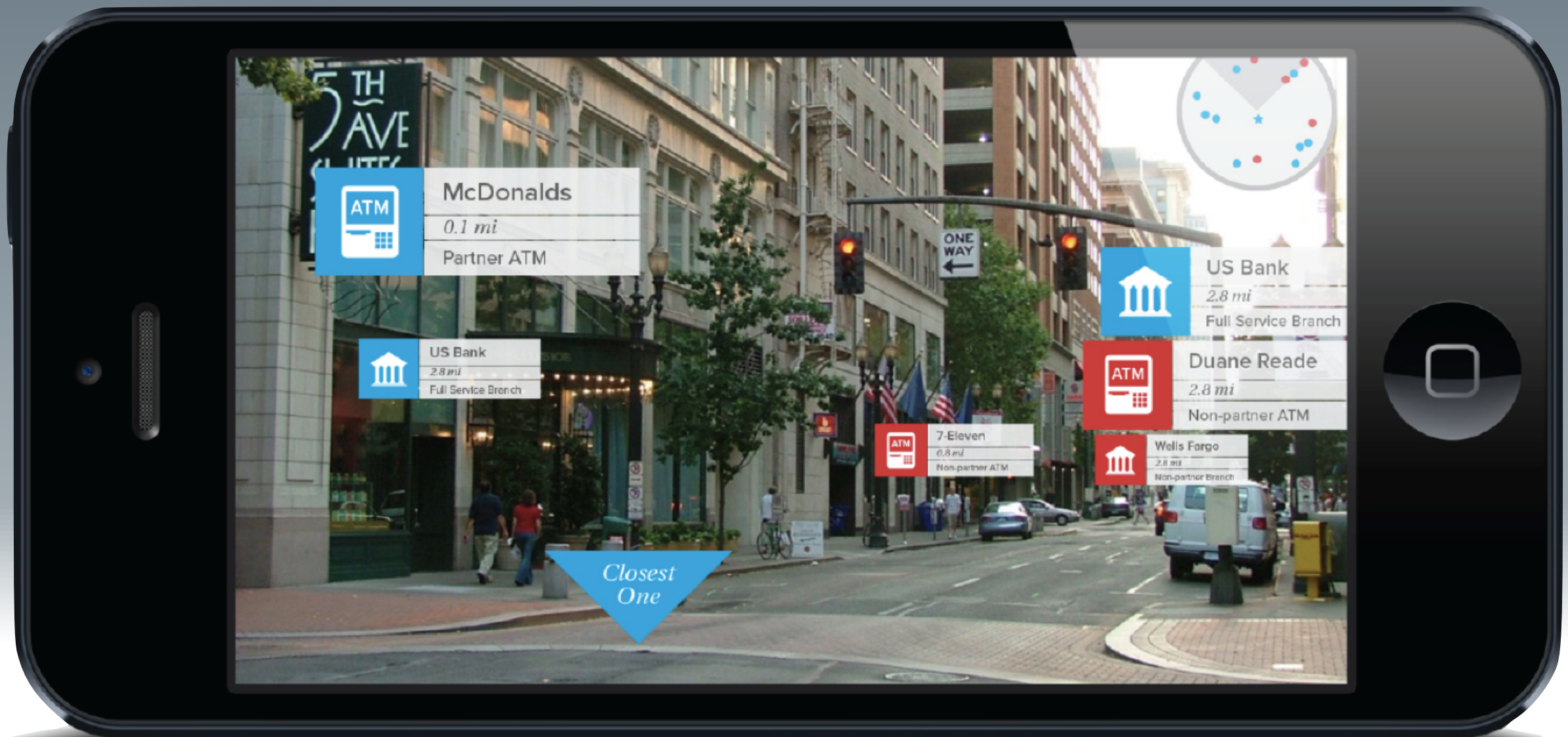




THE NEXT 10 YEARS WILL BRING A  
**NEW WAVE OF  
INNOVATION**







McDonalds

0.1 mi

Partner ATM



US Bank

2.8 mi

Full Service Branch



US Bank

2.8 mi

Full Service Branch



Duane Reade

2.8 mi

Non-partner ATM



7-Eleven

0.8 mi

Non-partner ATM



Wells Fargo

2.8 mi

Non-partner Branch

Closest  
One

# AUGMENTED REALITY

*Machine learning*

*Wearable tech*

*Near-field communication*

*Crypto currencies*

*Drones*

*Geolocation*

*Personalization*

*Social login*







**WATSON**





*Augmented reality*

## **MACHINE LEARNING**

*Wearable tech*

*Near-field communication*

*Crypto currencies*

*Drones*

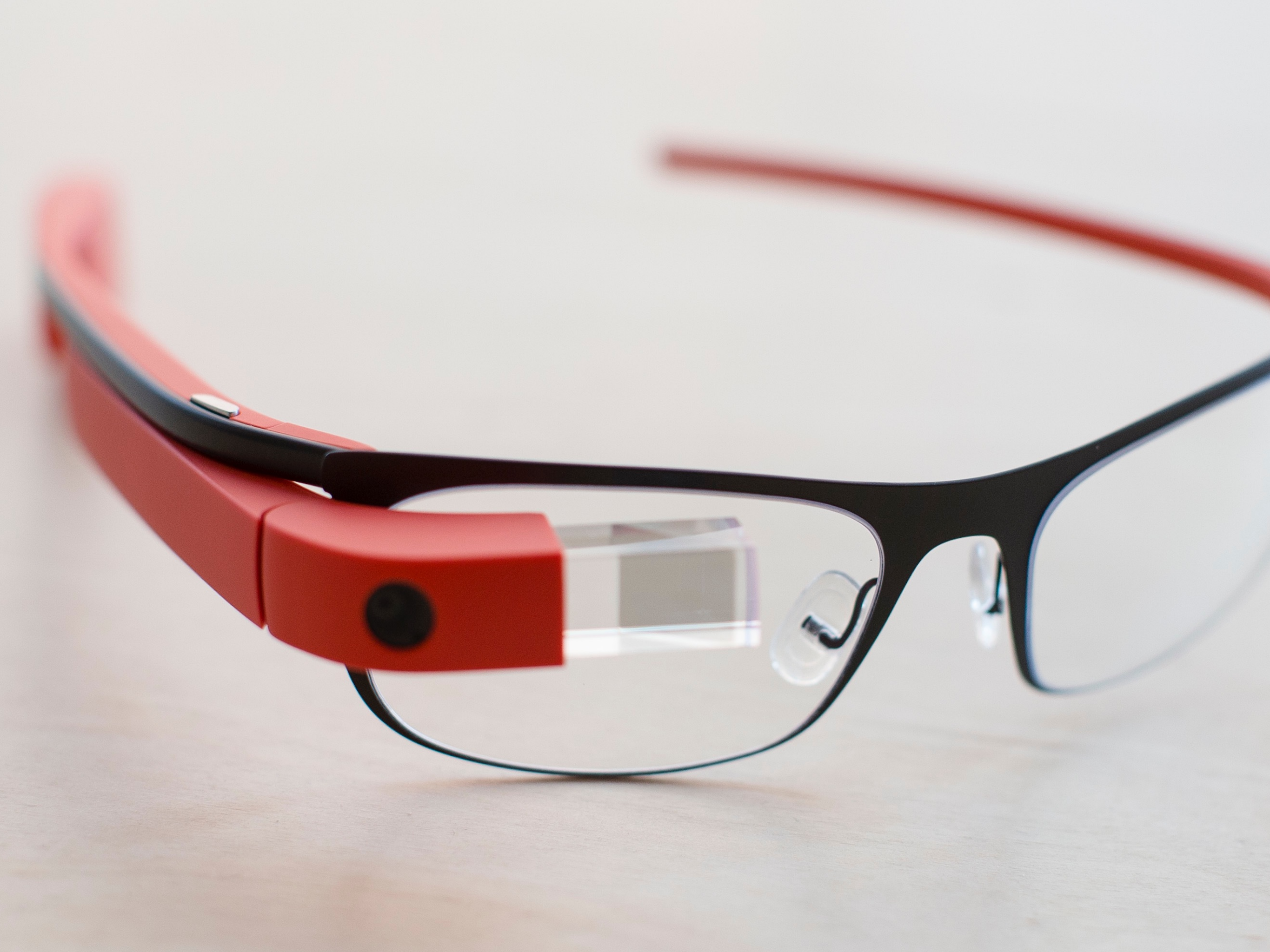
*Geolocation*

*Personalization*

*Social login*

**WATSON**







*Augmented reality*  
*Machine learning*

## **WEARABLE TECH**

*Near-field communication*  
*Crypto currencies*  
*Drones*  
*Geolocation*  
*Personalization*  
*Social login*









*Augmented reality  
Machine learning  
Wearable tech*

## **NEAR-FIELD COMMUNICATION**

*Crypto currencies  
Drones  
Geolocation  
Personalization  
Social login*









*Augmented reality*

*Machine learning*

*Wearable tech*

*Near-field communication*

## **CRYPTO CURRENCIES**

*Drones*

*Geolocation*

*Personalization*

*Social login*









*Augmented reality*  
*Machine learning*  
*Wearable tech*  
*Near-field communication*  
*Crypto currencies*

## **DRONES**

*Geolocation*  
*Personalization*  
*Social login*







Uber



*Augmented reality*  
*Machine learning*  
*Wearable tech*  
*Near-field communication*  
*Crypto currencies*  
*Drones*

**GEOLOCATION**  
**PERSONALIZATION**  
**SOCIAL LOGIN**



Uber





**ALL THESE  
TECHNOLOGIES WILL  
COME TOGETHER**

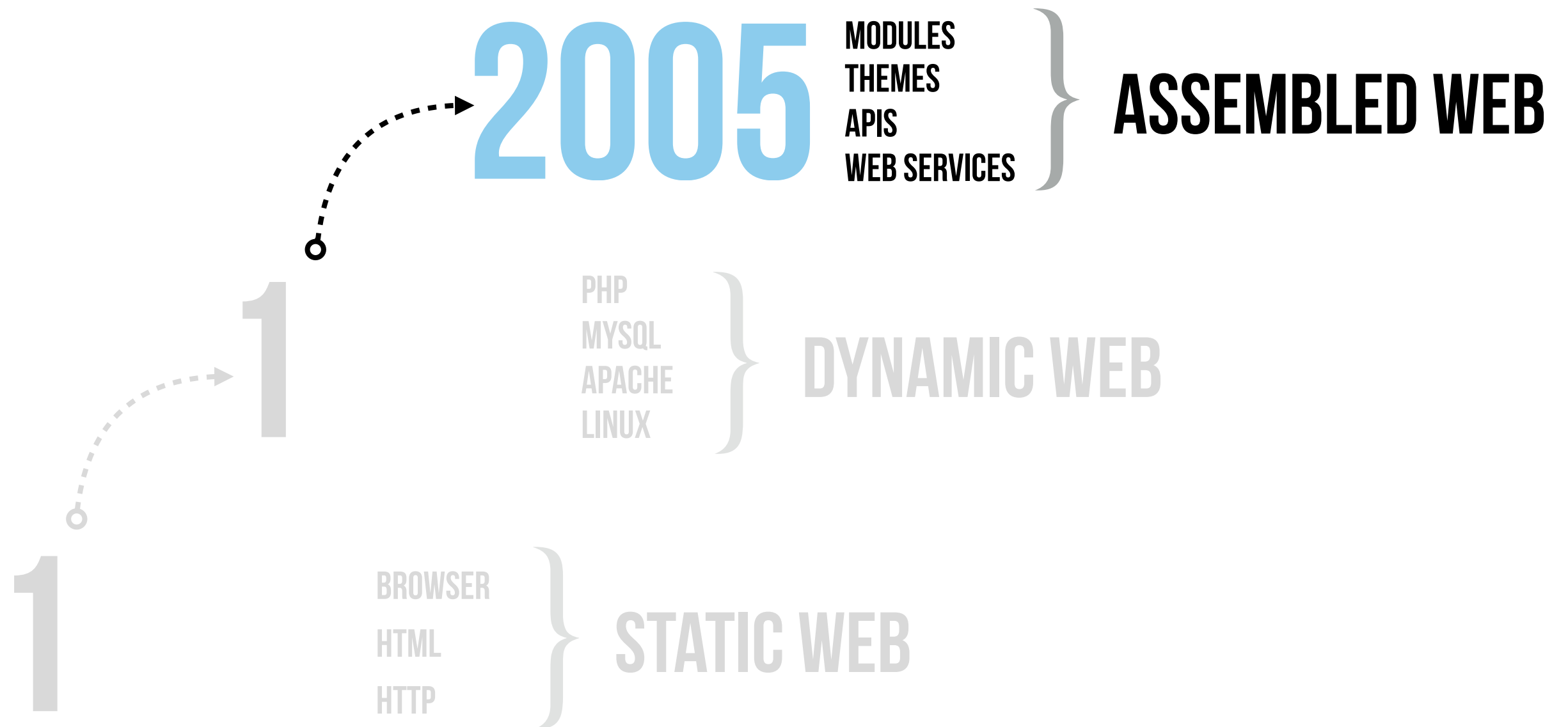




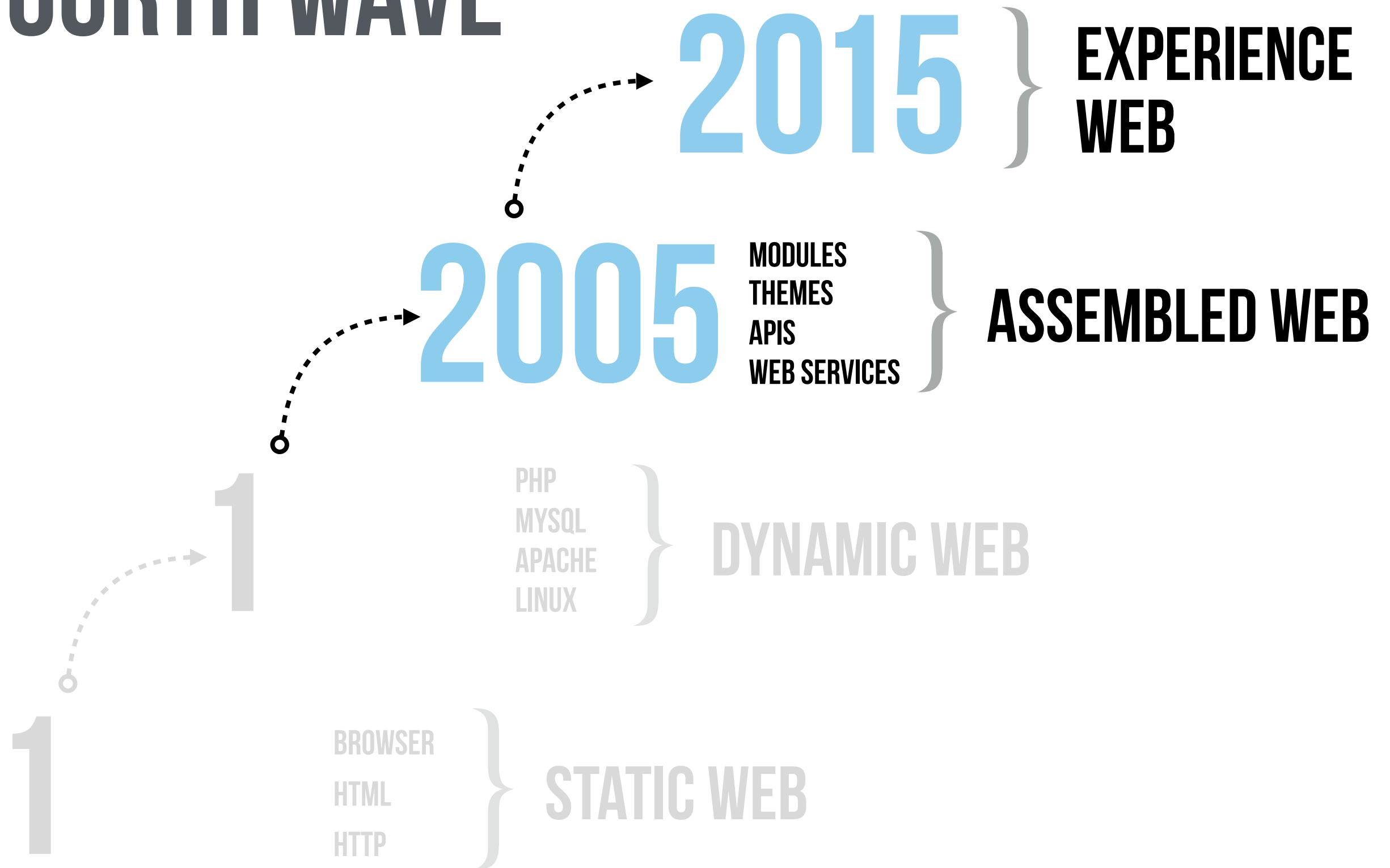
**ALL THESE  
TECHNOLOGIES WILL  
COME TOGETHER**



# WE ARE AT THE BEGINNING OF THE FOURTH WAVE



# WE ARE AT THE BEGINNING OF THE FOURTH WAVE





# WHAT IS THE EXPERIENCE WEB?



**1** commerce



**2** search

# WHAT IS THE EXPERIENCE WEB?



**1** commerce



**2** search

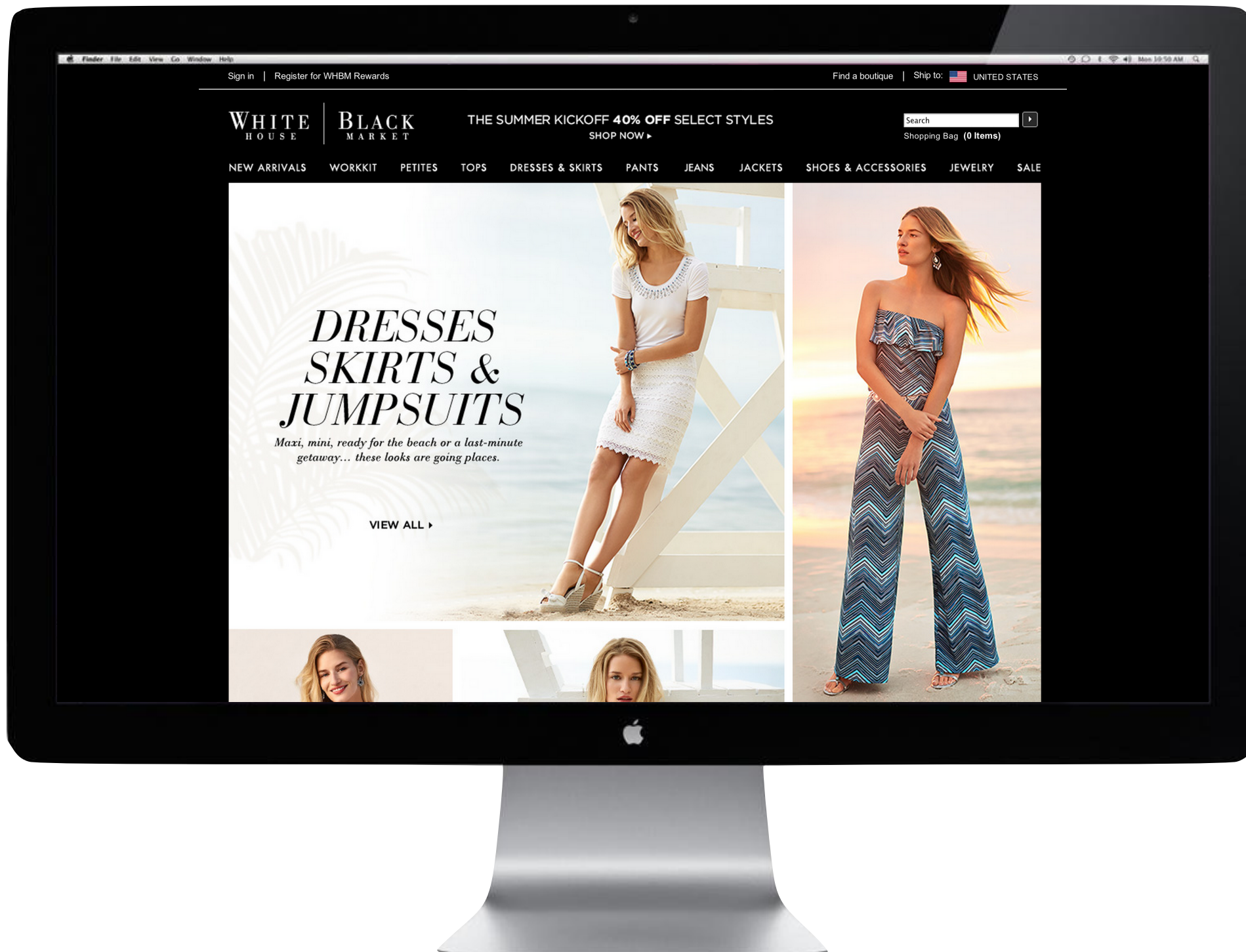
STEP  
1

# CATALOG



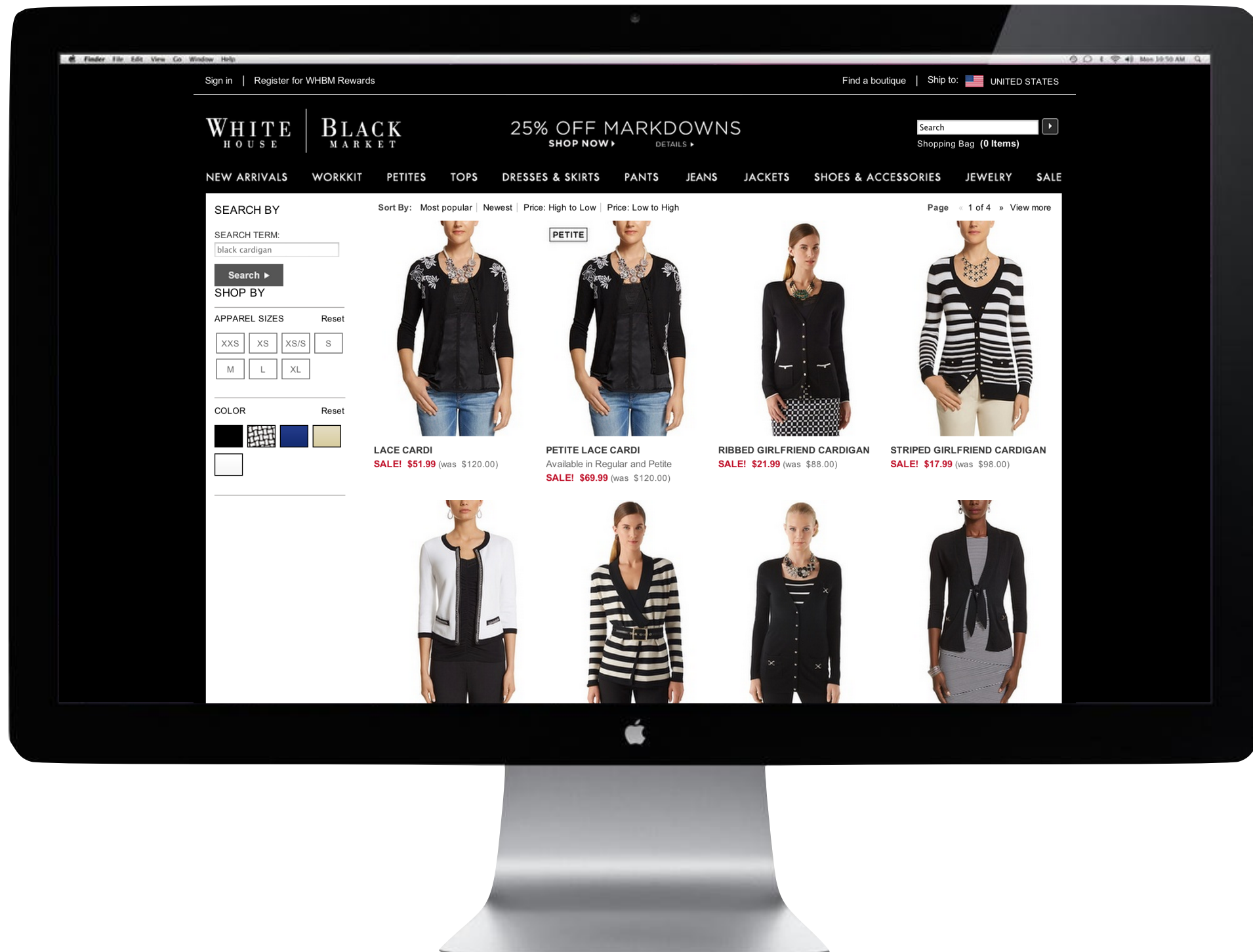
STEP  
2

# WEBSITE



STEP  
3

# FIND + SELECT






STEP  
4

# ADD TO CART

YOUR EMERGING WARDROBE (3 ITEMS)




3/4 SLEEVE  
COVERUP

Color: Black  
Size: M  
Qty: 2

\$176.00

Edit



\$20 STYLE  
REWARDS CARD

Color: No Color  
Size: One Size  
Qty: 1

FREE

ORDER SUMMARY

ITEM SUBTOTAL

\$176.00

ESTIMATED TOTAL (Before Tax)

\$176.00

[View Shopping Bag >](#)  
[Continue Shopping >](#)

CHECKOUT

PERMISSION TO SPLURGE

RECEIVE A \$20 STYLE REWARD  
WITH YOUR \$80 PURCHASE

DETAILS

STEP  
5

# CREATE ACCOUNT

## New Customers

You can checkout as a guest or choose to create a White House | Black Market account as you complete your order.

**CHECKOUT AS A GUEST**

STEP  
6

# ENTER PAYMENT





STEP  
7

# ENTER SHIPPING INFO

WHITE  
HOUSE

BLACK  
MARKET

My Account  
Shopping Bag (4 Items)  
Live Help Or Call 1.877.948.2525

[Continue Shopping](#)

Checkout | Shipping Information

Shipping Information

SHIPPING ADDRESS

SHIP TO MULTIPLE ADDRESSES

First Name

Last Name

Country

United States

Address

Address 2 (optional)

City

State

ZIP Code

Phone Number

-

-

SHIPPING METHOD

Delivery estimates are for orders placed by 2:00 PM (ET) today.

Parcel Post

Expedited

FedEx Express

FedEx Overnight


\$5.95


\$9.95

\$16.95

\$25.00

ORDER SUMMARY (4 ITEMS)

\$20 STYLE REWARDS CARDFREE  
Color: No Color  
Size: One Size  
Qty: 1  
[Remove](#)

3/4 SLEEVE COVERUP\$264.00  
Color: Black  
Size: M  
Qty: 3  
[Edit](#) [Remove](#)

ITEM SUBTOTAL\$264.00  
Shipping\$5.95

ORDER TOTAL\$269.95

Promotion Code  
[APPLY](#)

STEP  
8

# REVIEW + SUBMIT

WHITE  
HOUSE

BLACK  
MARKET

My Account  
Shopping Bag (4 Items)  
Live Help Or Call 1.877.948.2525

[Continue Shopping](#)

## Checkout | Shipping Information

Shipping Information

SHIPPING ADDRESS

SHIP TO MULTIPLE ADDRESSES

First Name

Last Name

Country

United States

Address

Address 2 (optional)

City

State

ZIP Code

Phone Number

-

-

SHIPPING METHOD

Delivery estimates are for orders placed by 2:00 PM (ET) today.

Parcel Post

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FedEx Overnight


\$5.95


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\$25.00

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\$20 STYLE REWARDS CARD  
Color: No Color  
Size: One Size  
Qty: 1  
[Remove](#)

3/4 SLEEVE COVERUP  
Color: Black  
Size: M  
Qty: 3  
[Edit](#) [Remove](#)

ITEM SUBTOTAL

\$264.00

Shipping

\$5.95

ORDER TOTAL

\$269.95

Promotion Code

APPLY

STEP  
9

# PRODUCT SHIPPED






STEP  
10

# WAIT 3-5 DAYS



A close-up of a man's face from the nose up, wearing dark-rimmed glasses and looking upwards. A large, hand-drawn thought bubble is positioned above his head, containing the text "Imagine what it could look like." in blue. Three smaller, similar thought bubbles trail off from the bottom left of the main bubble.

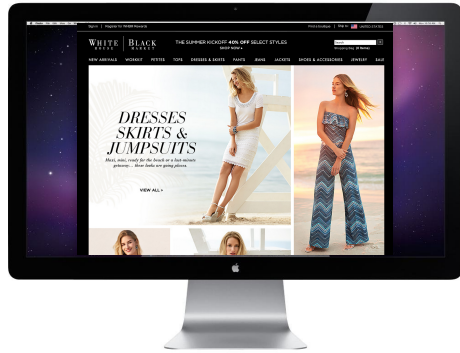
Imagine  
what it could  
look like.

STEP 1



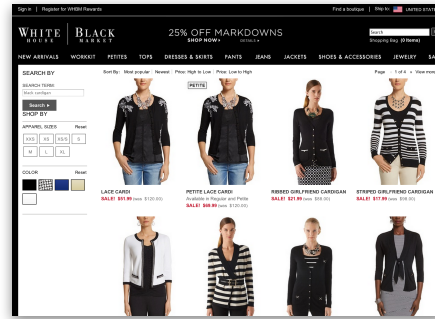
catalog

STEP 2



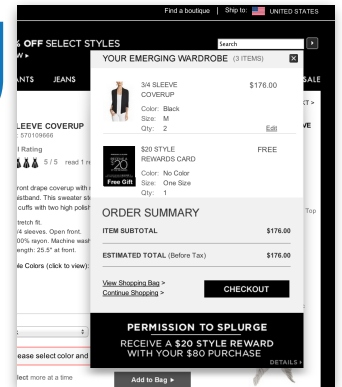
website

STEP 3



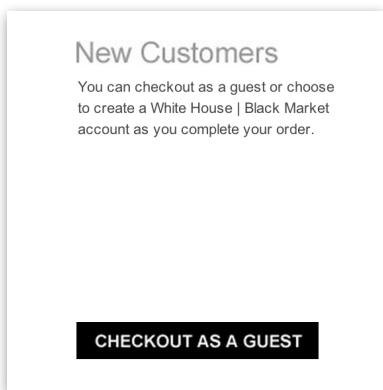
find

STEP 4



add to cart

STEP 5



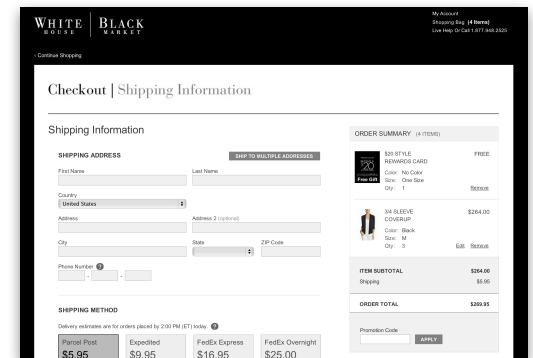
account

STEP 6



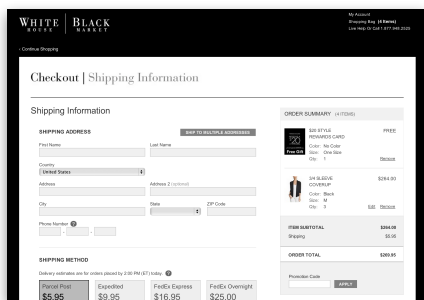
payment info

STEP 7



address

STEP 8



review

STEP 9



ship

STEP 10



wait

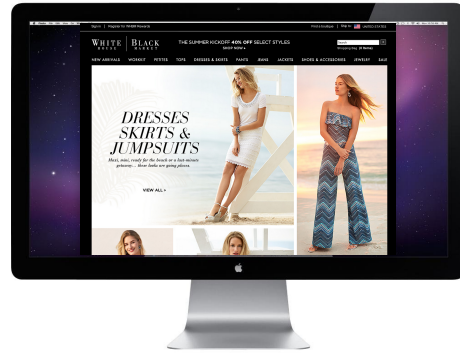


STEP 1



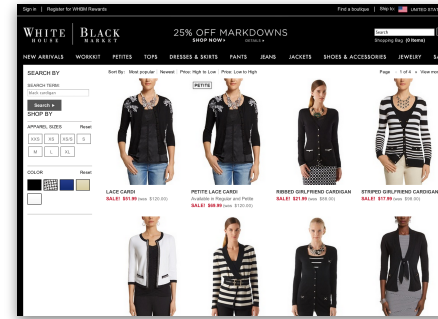
catalog

STEP 2



website

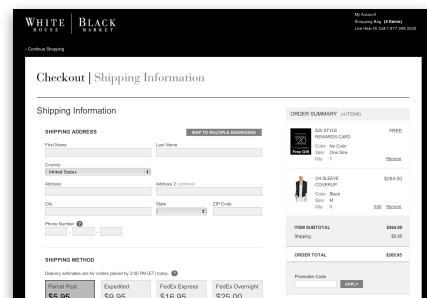
STEP 3



find

## IDENTITY PROVIDER

STEP 8



review

STEP 9



ship

STEP 10



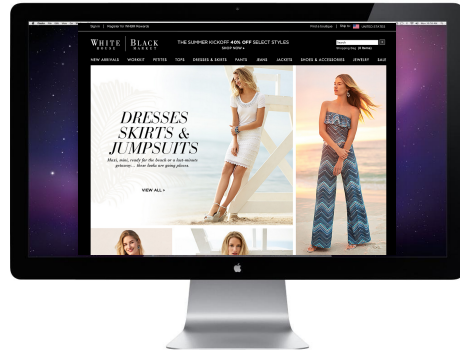
wait

STEP 1



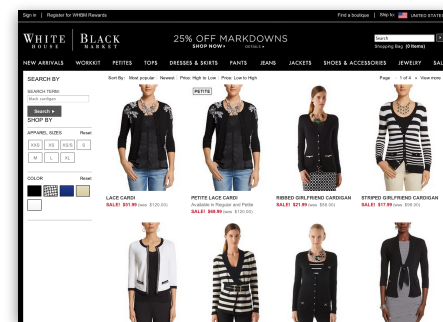
catalog

STEP 2



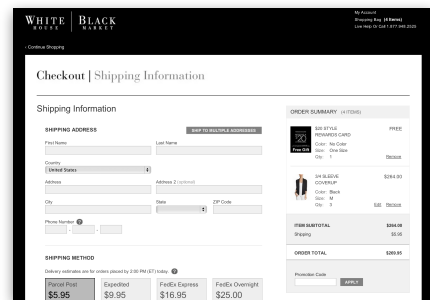
website

STEP 3



find

STEP 8



review

STEP 9



ship

STEP 10



wait

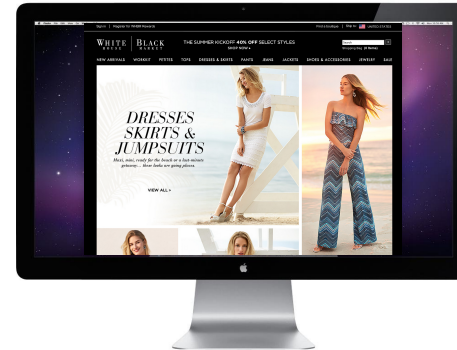
# DRONE DELIVERY

STEP  
1



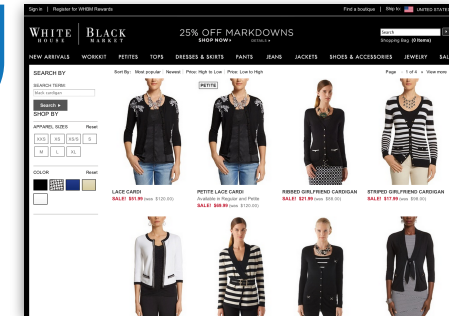
*catalog*

STEP  
2



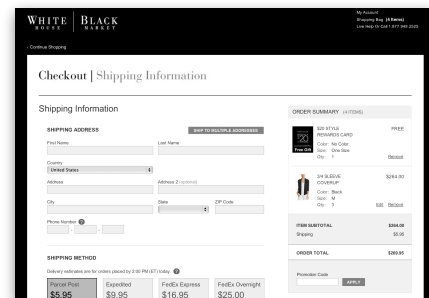
*website*

STEP  
3



*find*

STEP  
8



*review*

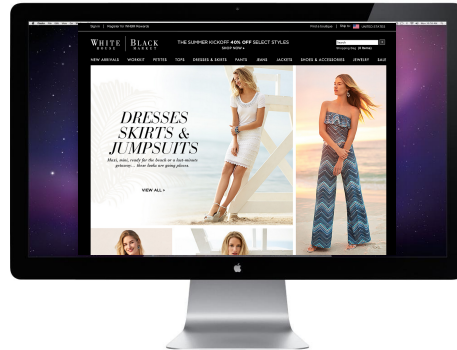


STEP 1



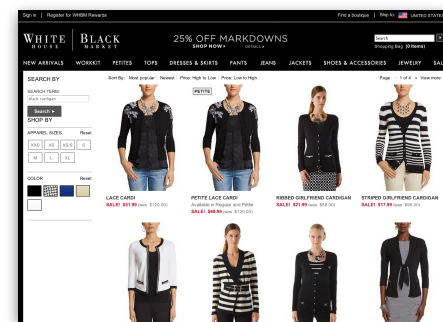
catalog

STEP 2



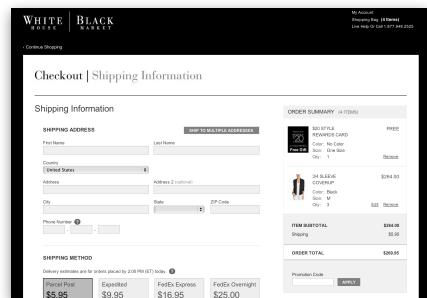
website

STEP 3



find

STEP 8



review

STEP 9



ship

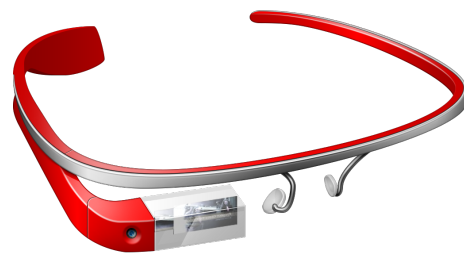
# GOOGLE GLASS + RFID

STEP  
9



*ship*

STEP  
2



*Glass*

STEP  
10



*ship*













## Spring Jacket

White House | Black Market

Available sizes: Med. Lg.

Immediate delivery

[Buy now](#)





## Spring Jacket

White House | Black Market

Available sizes: Med. Lg.

Immediate delivery

[Buy now](#)





## Spring Jacket

White House | Black Market

Available sizes: Med. Lg.

Immediate delivery

[Buy now](#)

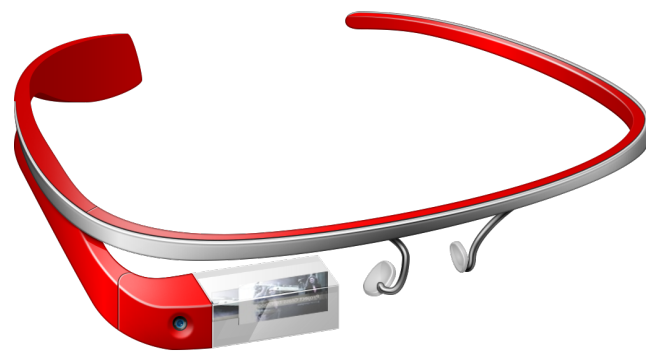




Spring  
Jacket

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*From “1-click purchase” to “1-blink purchase”*







**IN THIS FUTURE  
WHAT IS OUR  
ROLE?**





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**1** commerce



**2** search

# WHAT IS THE EXPERIENCE WEB?



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2 search



# WHAT IS THE EXPERIENCE WEB?



1 commerce



2 search

2010

Search was just search





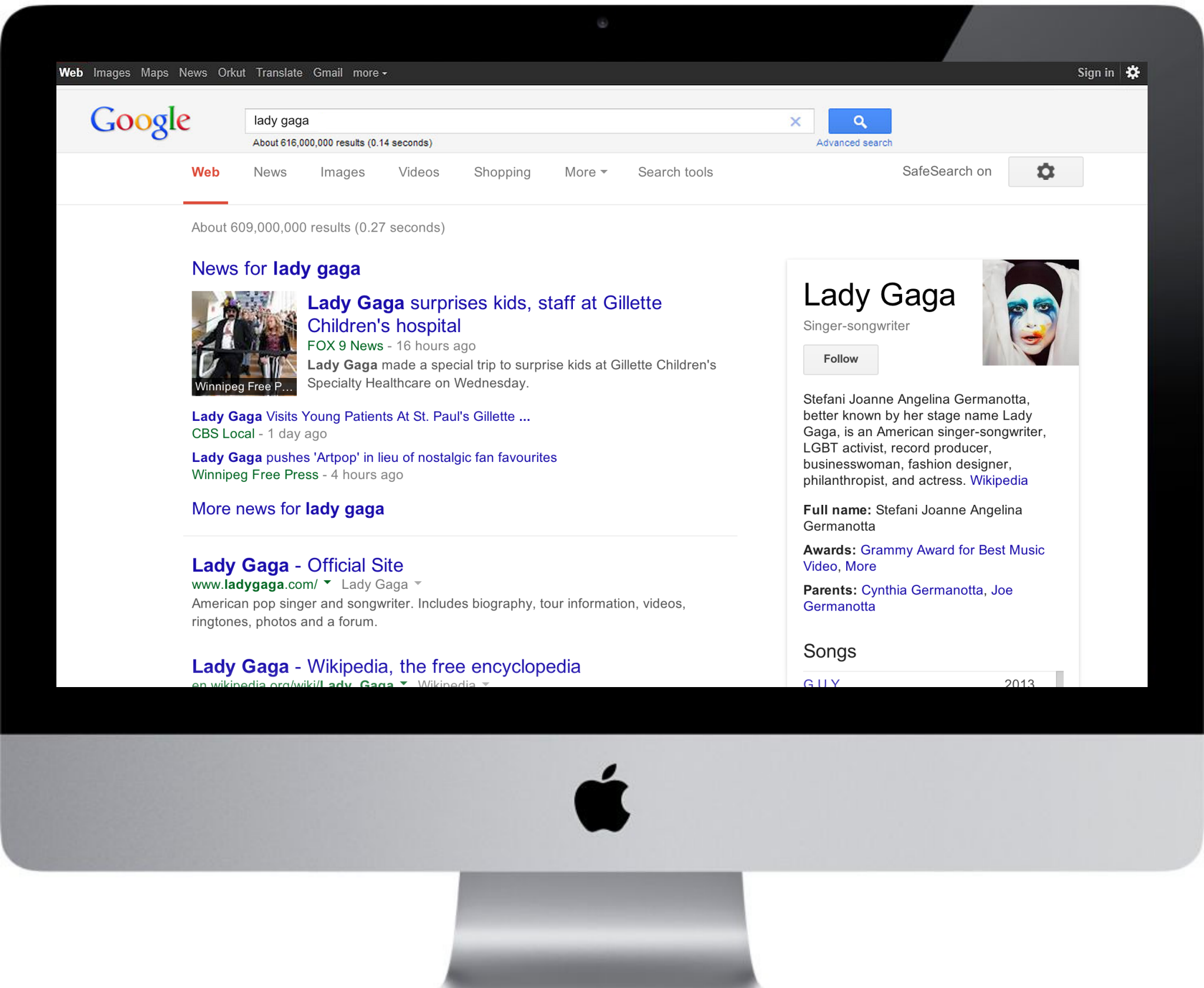
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Search was just search



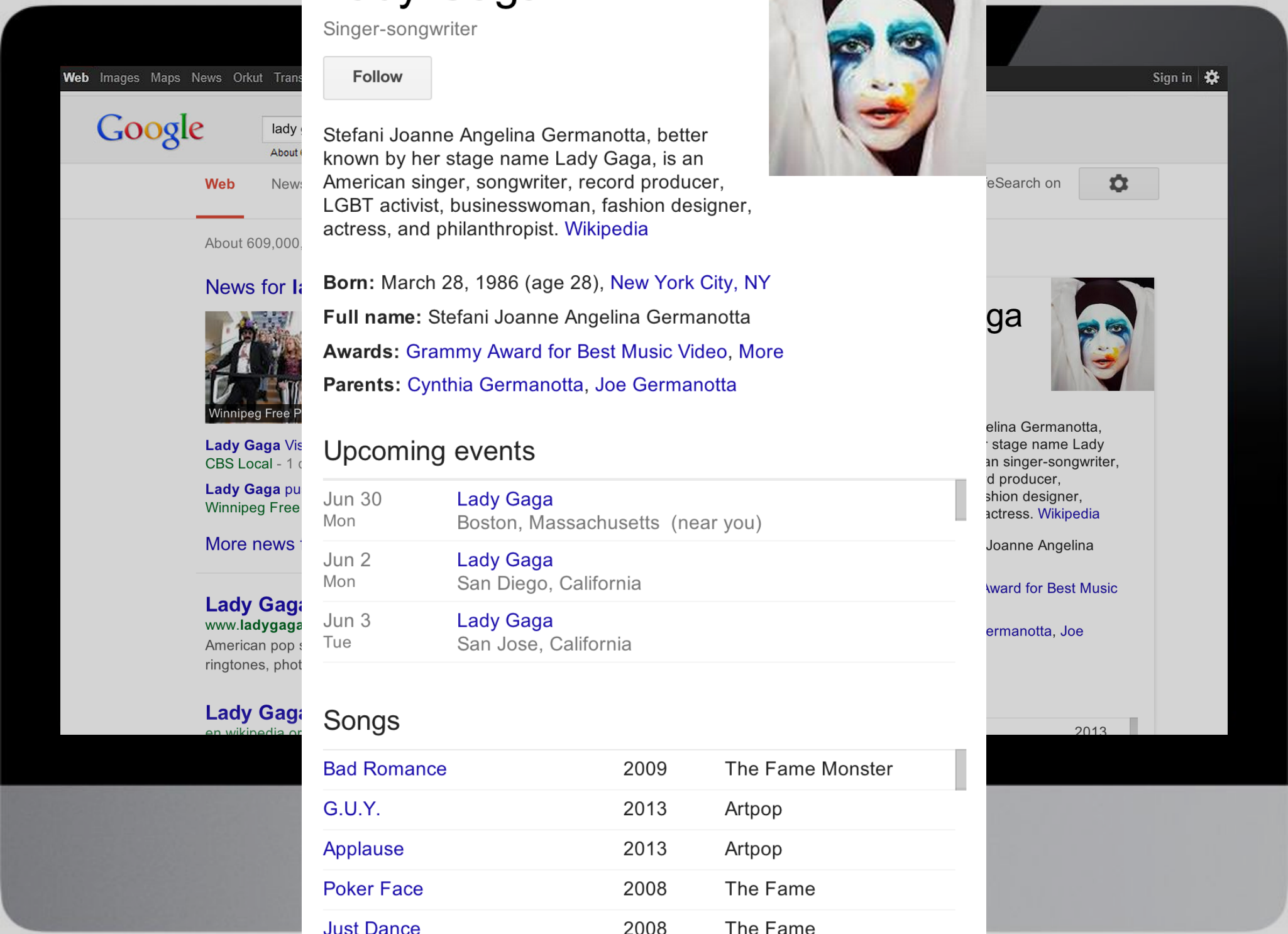
TODAY

# Search is becoming an experience



TODAY

# Search is becoming an experience



## Lady Gaga

Singer-songwriter

Follow



Stefani Joanne Angelina Germanotta, better known by her stage name Lady Gaga, is an American singer, songwriter, record producer, LGBT activist, businesswoman, fashion designer, actress, and philanthropist. [Wikipedia](#)

**Born:** March 28, 1986 (age 28), [New York City, NY](#)

**Full name:** Stefani Joanne Angelina Germanotta

**Awards:** [Grammy Award for Best Music Video](#), [More](#)

**Parents:** [Cynthia Germanotta](#), [Joe Germanotta](#)

### Upcoming events

Jun 30 Mon	<a href="#">Lady Gaga</a> Boston, Massachusetts (near you)
Jun 2 Mon	<a href="#">Lady Gaga</a> San Diego, California
Jun 3 Tue	<a href="#">Lady Gaga</a> San Jose, California

### Songs

<a href="#">Bad Romance</a>	2009	The Fame Monster
<a href="#">G.U.Y.</a>	2013	Artpop
<a href="#">Applause</a>	2013	Artpop
<a href="#">Poker Face</a>	2008	The Fame
<a href="#">Just Dance</a>	2008	The Fame

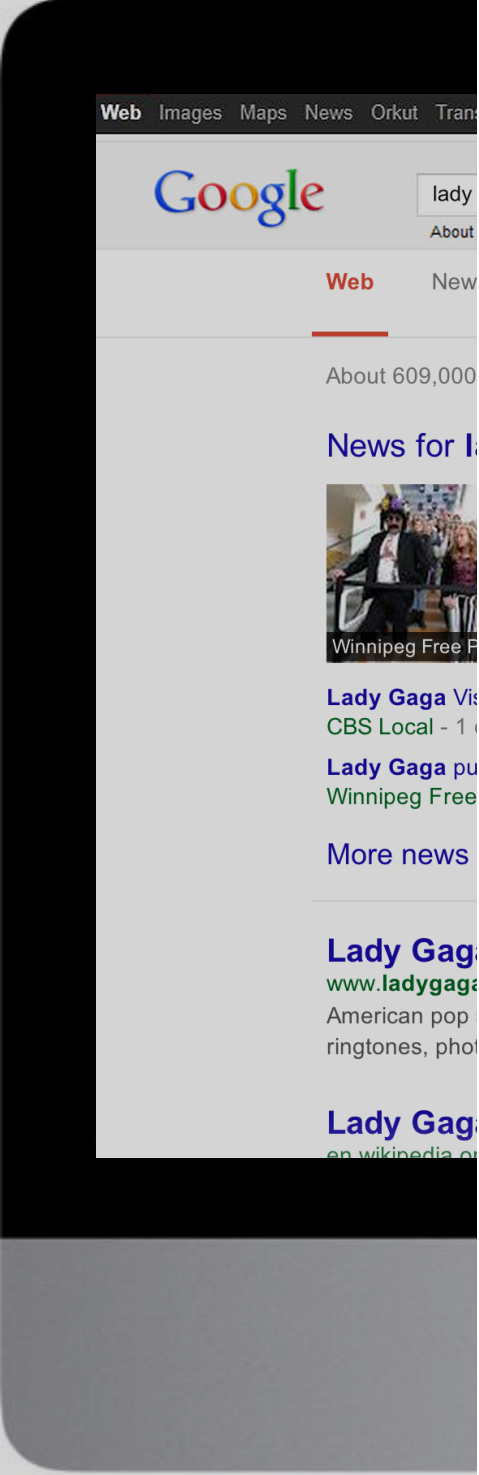
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<http://youtu.be/6BrdLE7aRWU> #artRave #monsterstyle May 19, 2014

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[Artpop](#)  
2013



[Born This Way](#)



[Cheek to Cheek](#)

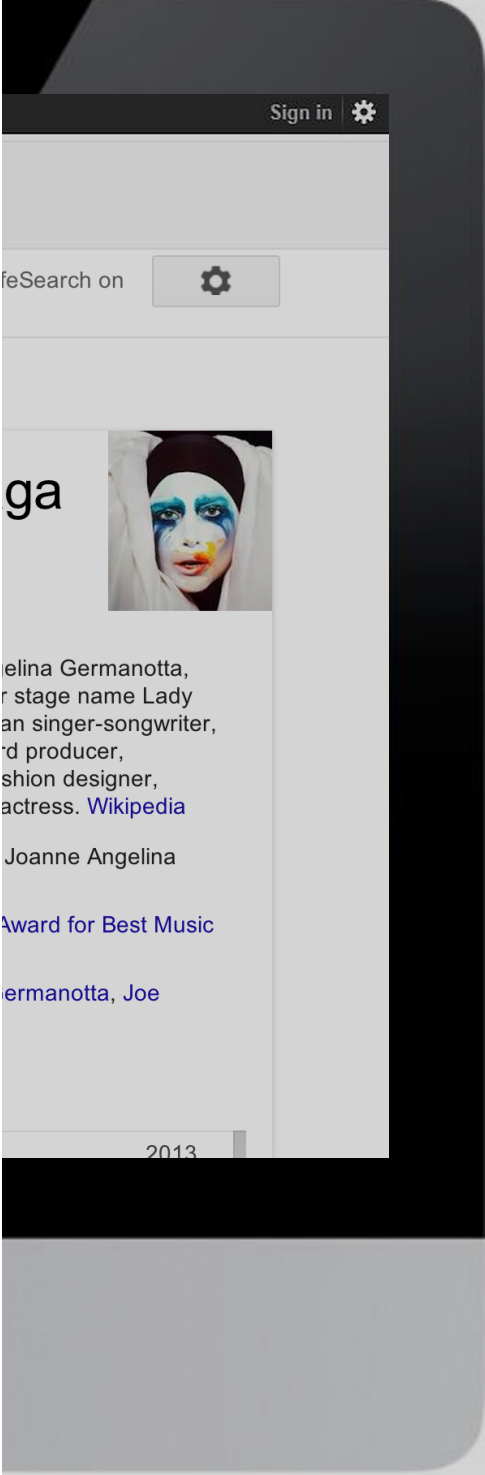


[The Fame](#)  
2008



[The Remix](#)  
2010

perience



FUTURE

Will it be the whole experience?





















# 86-year-old among Lady Gaga's biggest fans

While her walker has been replaced with a wheelchair, Whitfield wasn't going to let that hold her back.

"I will be dancing in my heart and my daughter will be a-boppin," she said before the concert.

The retired teacher once again got decked out in a feather boa and a lot of sparkle for what she said would be "one of the most special nights of [her] life."



## New on You Tube



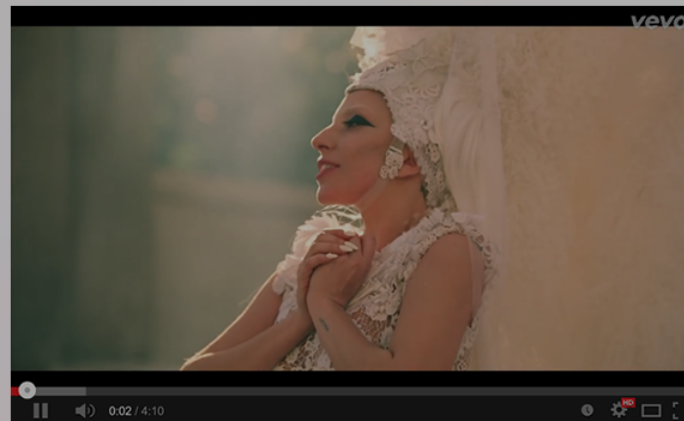
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CBS Local - 1 day ago

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Winnipeg Free Press - 4 hours ago

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**Artpop**  
2013

**Born This Way**  
2011

**Cheek to Cheek**  
2014

**Born This Way: The Remix**  
2011

## New songs

**Bad Romance**

The Fame Monster • 2009

3:59



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## Little monsters den

+



**Vince** 12h

still cant believe this wasnt a single.



**Mother Monster** 4h

they didn't



**Mother Monster** 5h

everyone thinks that i didn't listen to interscope this album campaign, but its the other way around...gotta stick to your gut



**Mother Monster** 5h

btw, marry the night, sheibe, the edge of glory



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interscope didnt want me to put it out



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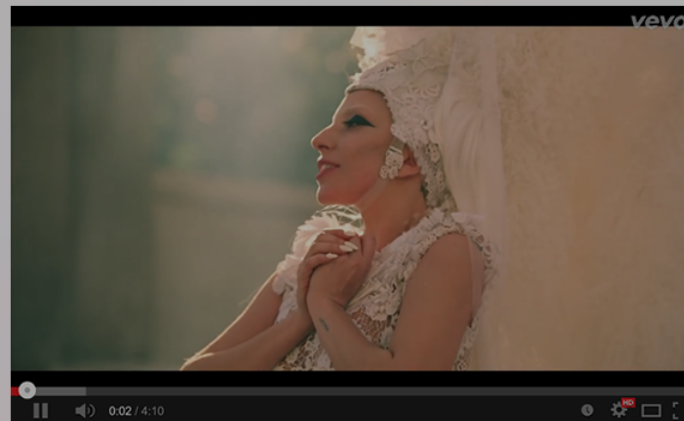
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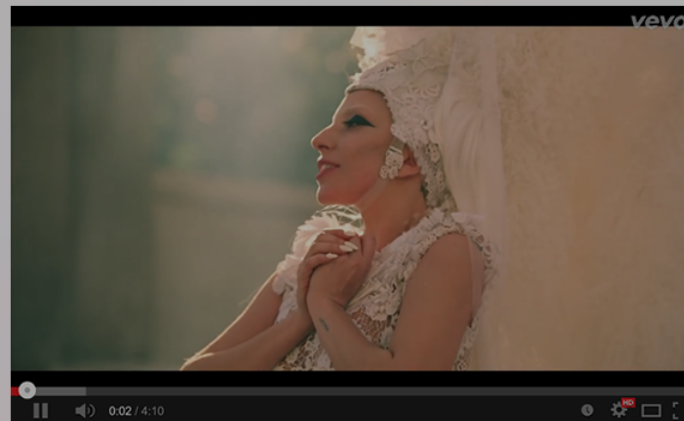
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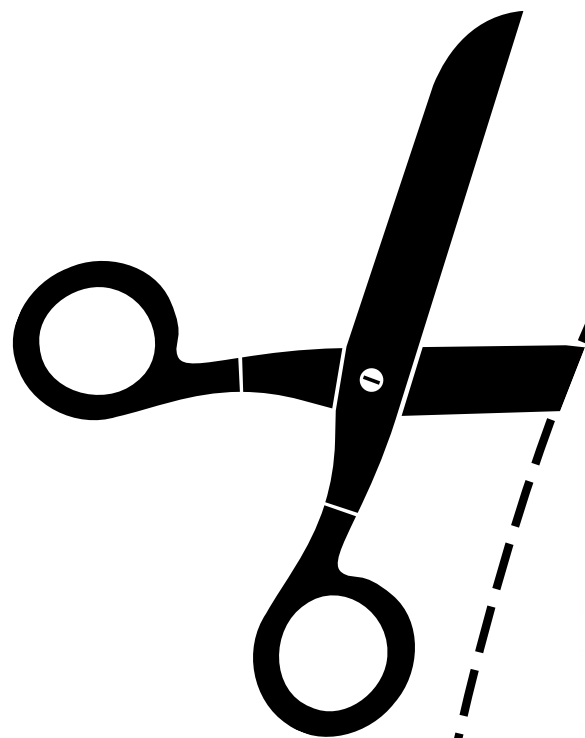
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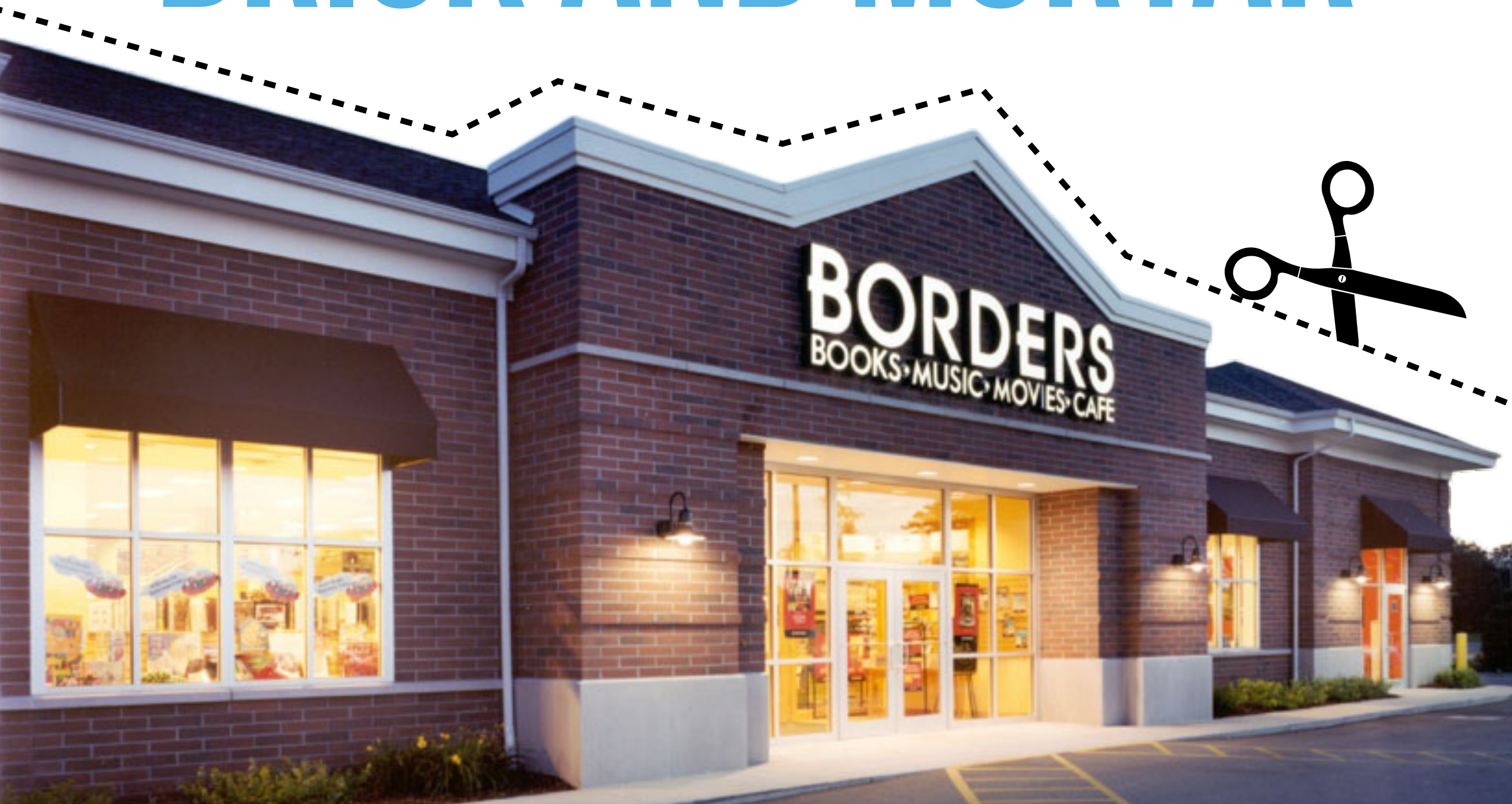
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(a big word for cutting  
out the middleman)



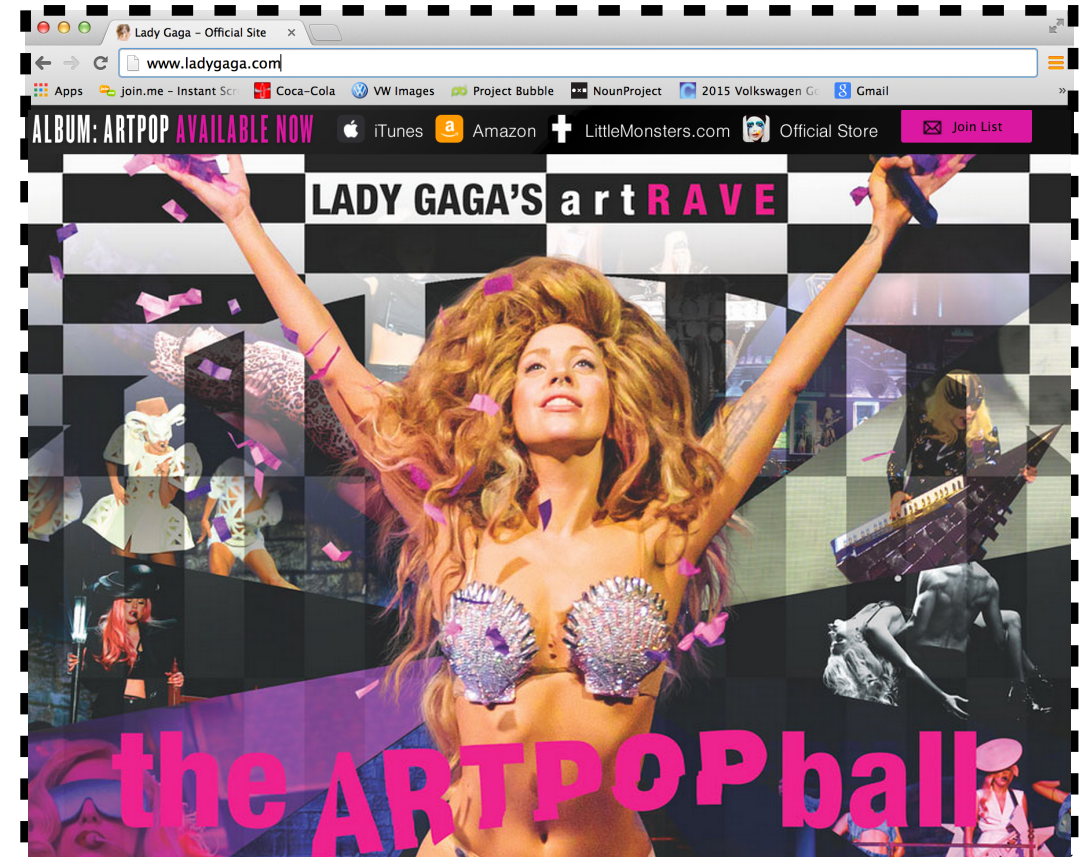
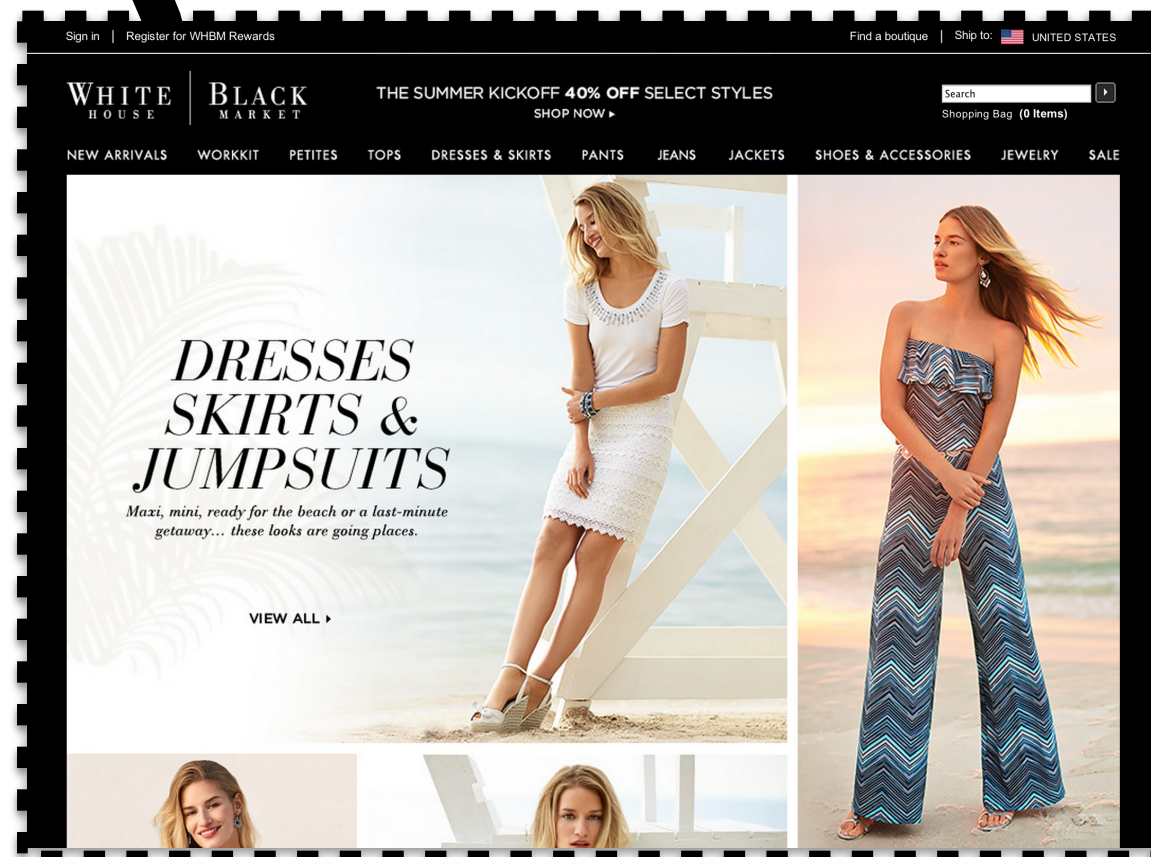
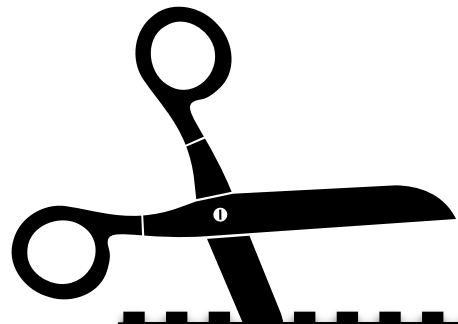


The web is disintermediating  
**BRICK AND MORTAR**



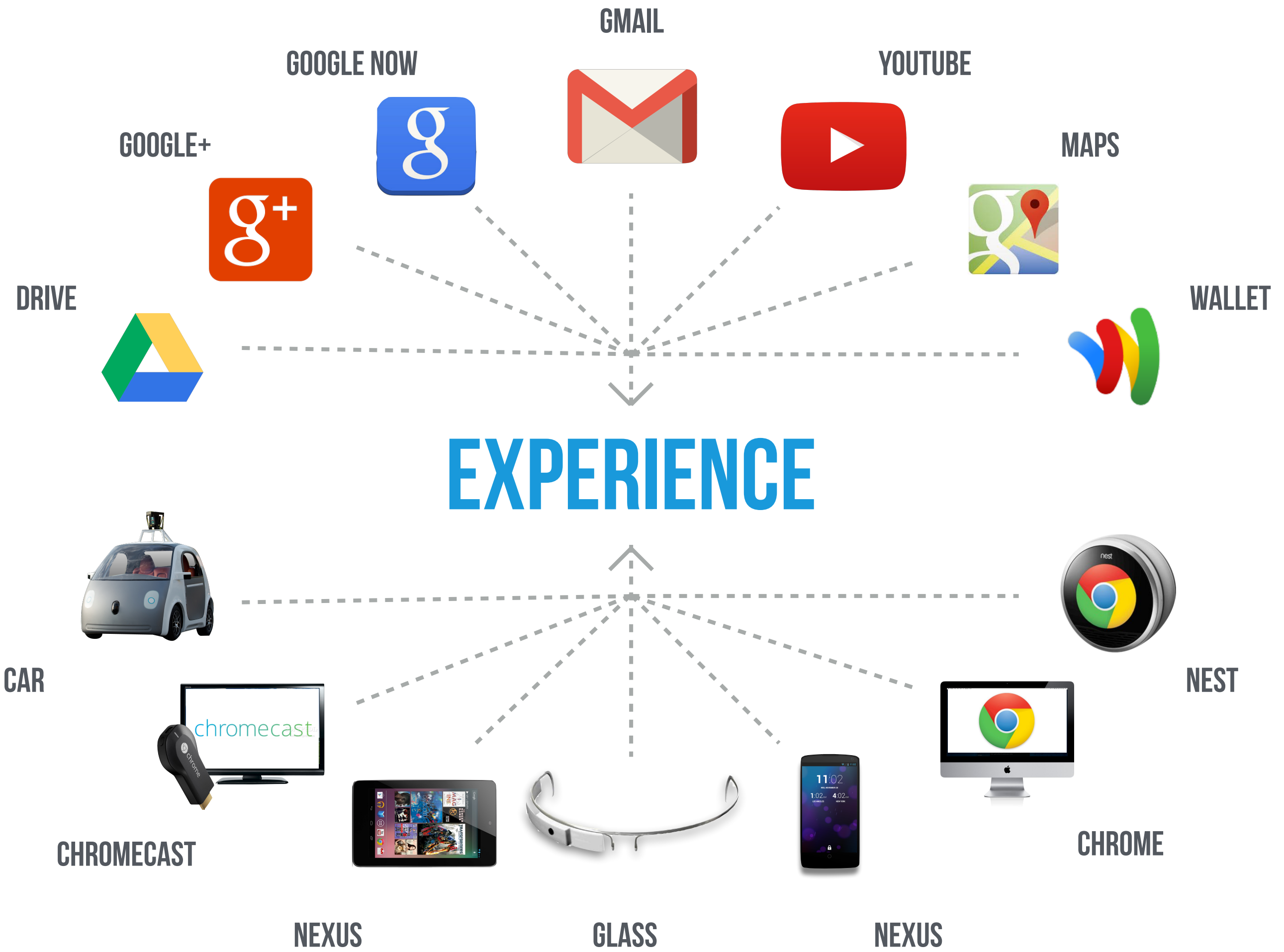


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# LET'S TALK ABOUT HOW THIS AFFECTS DRUPAL







**THE OPEN WEB IS CLOSING UP**





in



**THE OPEN WEB IS CLOSING UP**

g





**WE WON'T BE  
ABLE TO STOP IT**

# WE WON'T BE ABLE TO STOP IT

*It's easier for users*

**A**  
**C** **B**



# WE WON'T BE ABLE TO STOP IT

*It's easier for users*

*It drives business*

**A<sub>C</sub>B**

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**ON THE OTHER HAND**



# ON THE OTHER HAND



Brands don't want to share customers

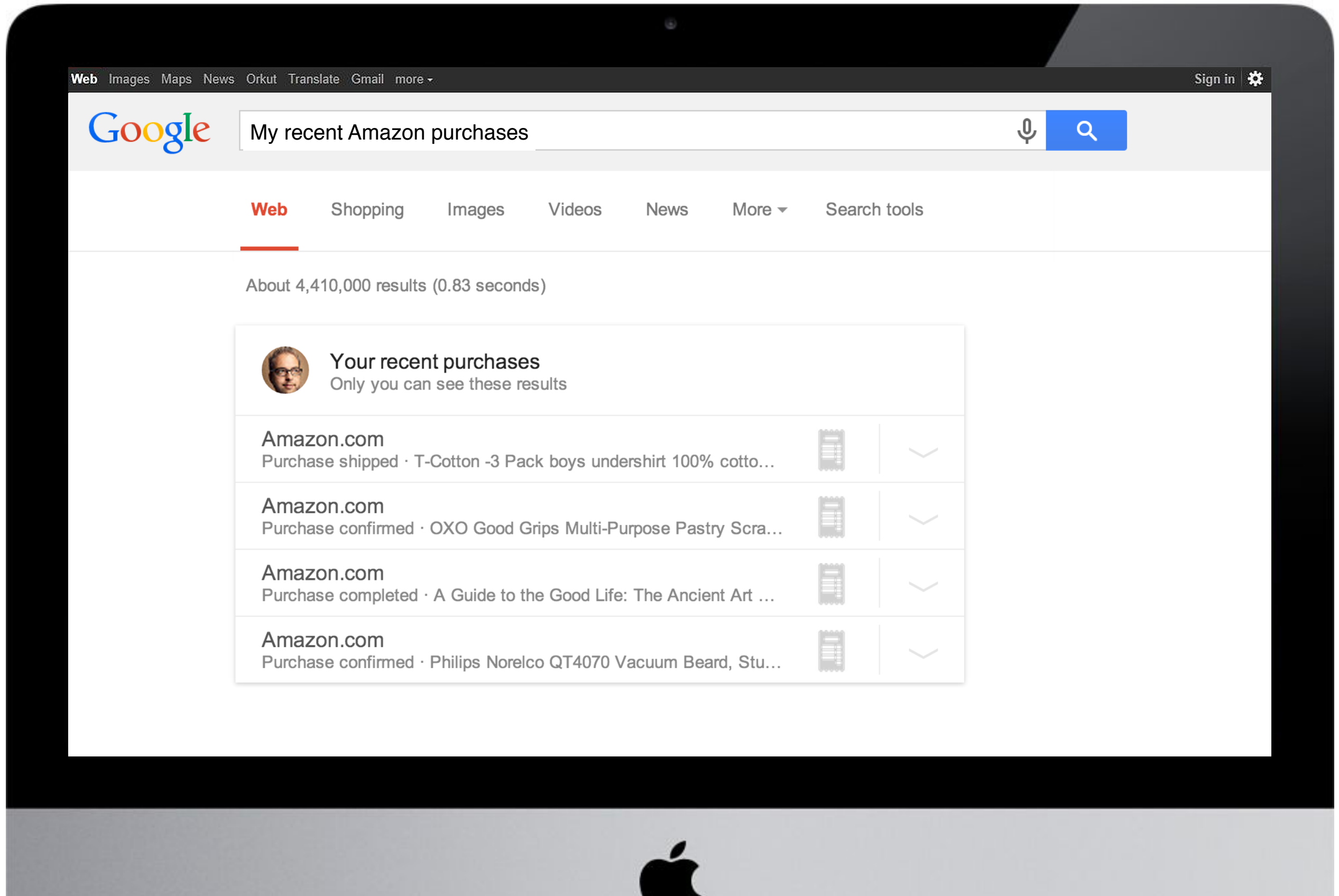


# ON THE OTHER HAND

-  Brands don't want to share customers
-  Brands want to own the experience

1

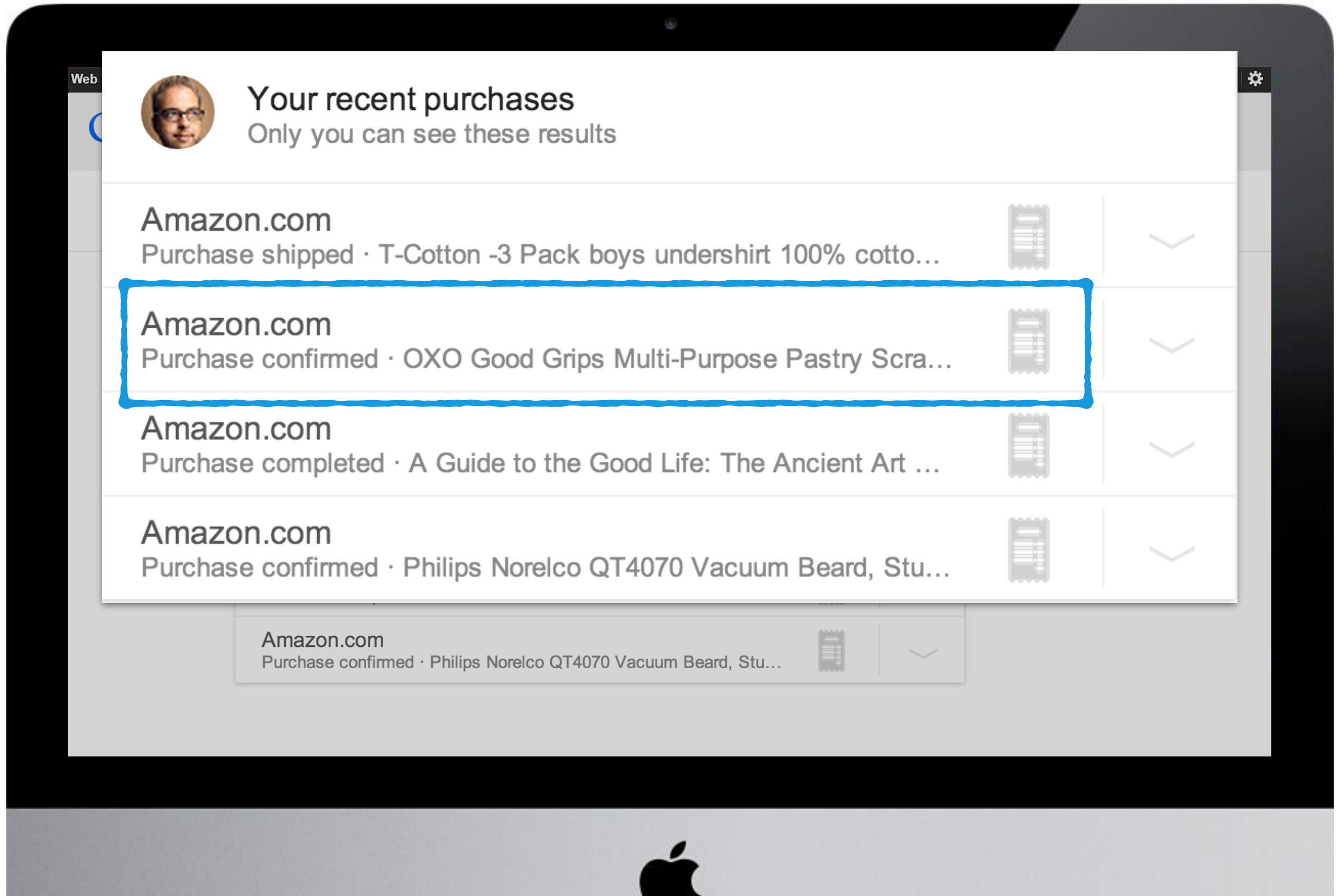
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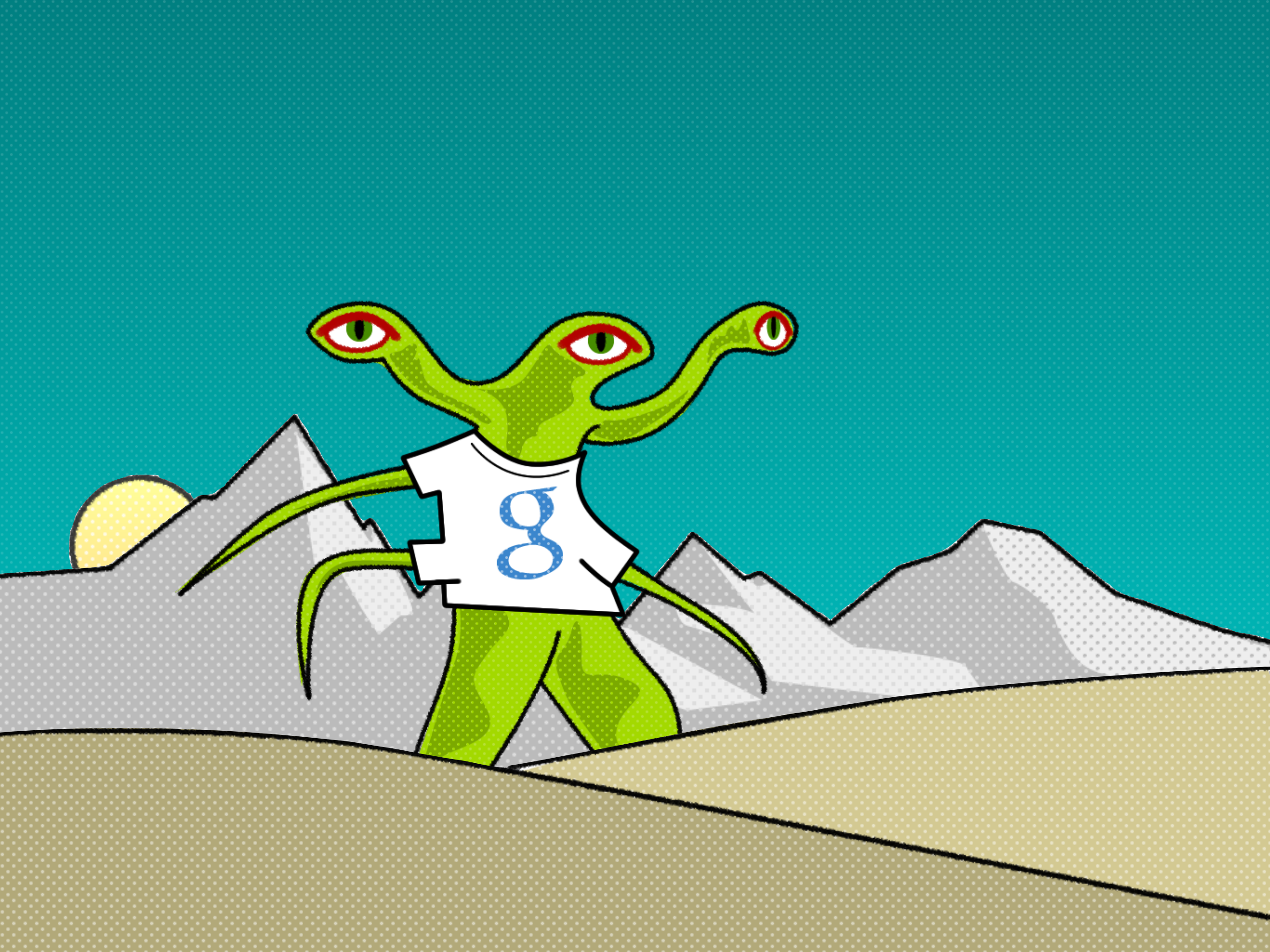




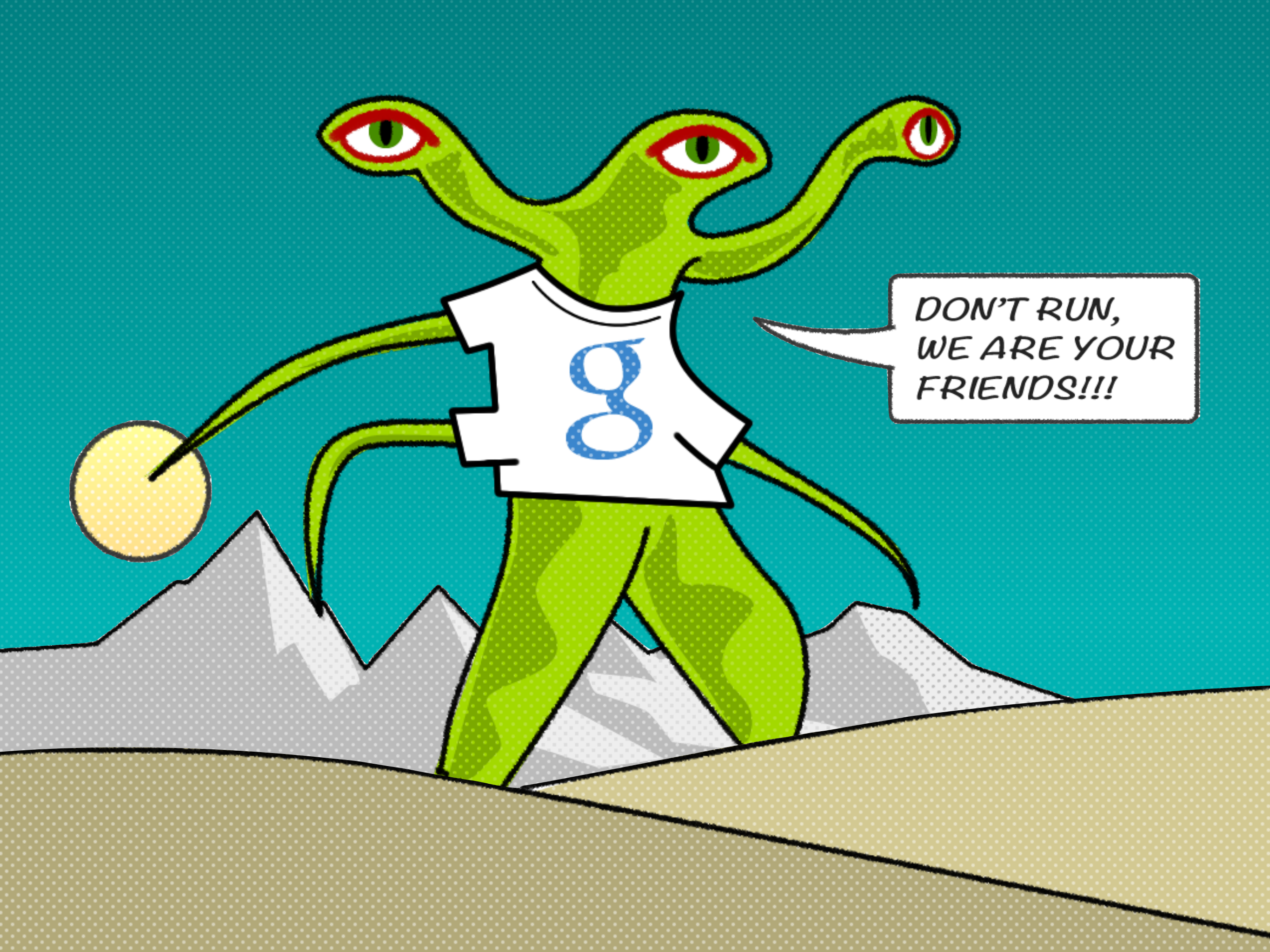
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Brands don't want to share customers









DON'T RUN,  
WE ARE YOUR  
FRIENDS!!!



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Brands want to own the experience











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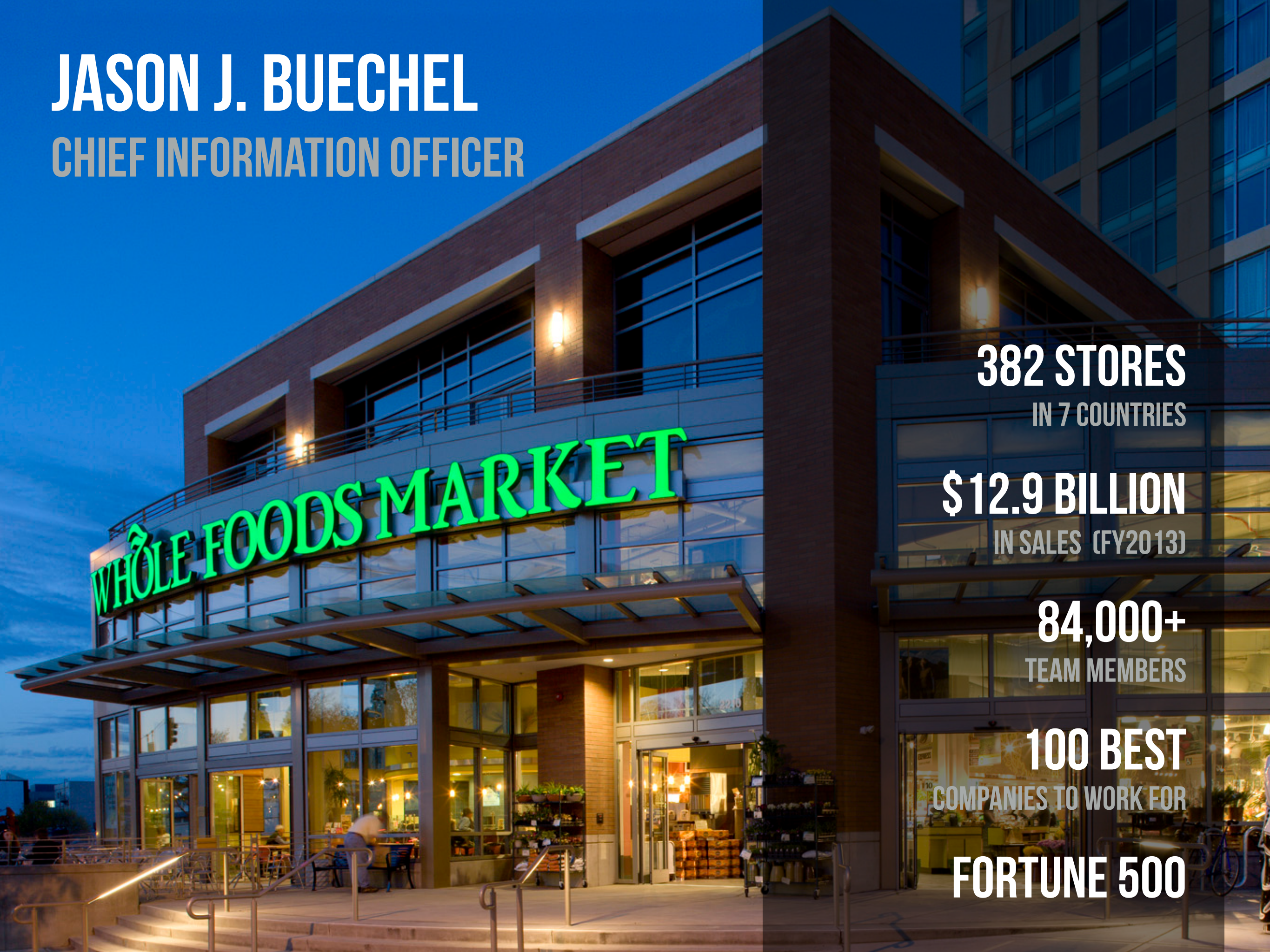












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**\$12.9 BILLION**  
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**100 BEST**  
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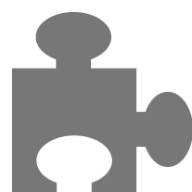
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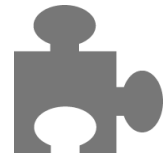
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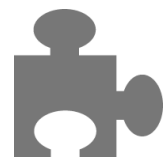
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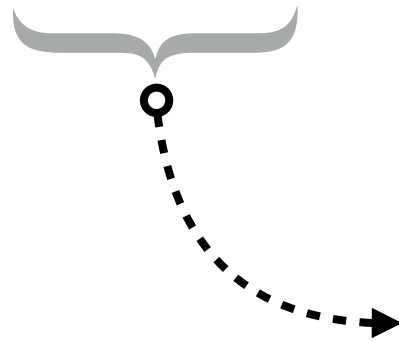
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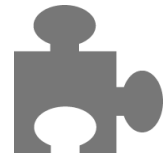


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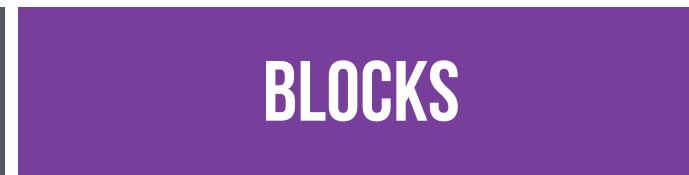
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DATE

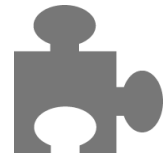
# DRUPAL 7

## IMPERFECT DATA MODEL





CORE



MODULES



THEME



CONFIGURE



WRITE

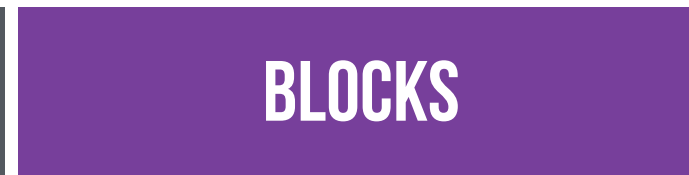


DEPLOY

NOT ALL OF  
THESE ARE  
ENTITIES



NODE



BLOCKS



TITLE



BODY



FIELD



DATE

# DRUPAL 7

## IMPERFECT DATA MODEL



CORE



MODULES



THEME



CONFIGURE

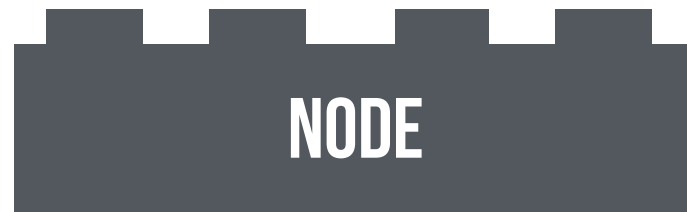


WRITE

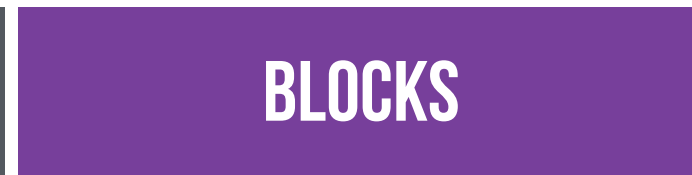


DEPLOY

NOT ALL OF  
THESE ARE  
ENTITIES



NODE



BLOCKS

NOT ALL OF  
THESE ARE  
FIELDS



TITLE



BODY



FIELD



DATE

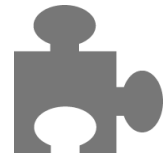
# DRUPAL 7

## IMPERFECT DATA MODEL





CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY



VIEW



NODE

BLOCKS



TITLE

BODY

EMAIL

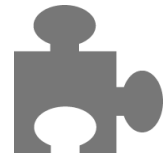
ENTITY  
REFERENCE

# DRUPAL 8

## AN EVEN BETTER DATA MODEL



CORE



MODULES



THEME



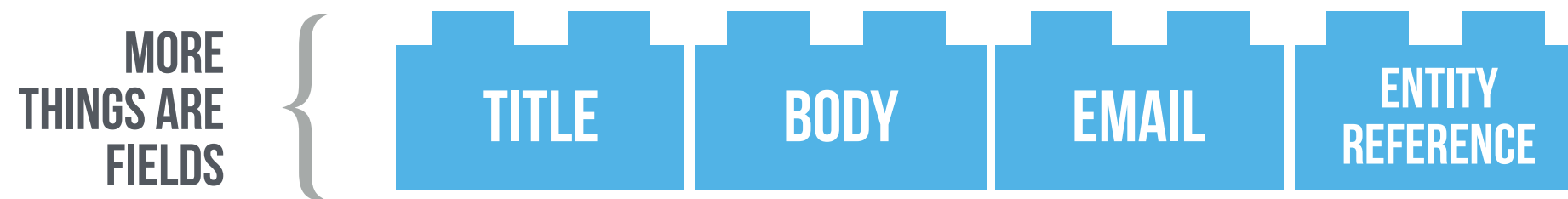
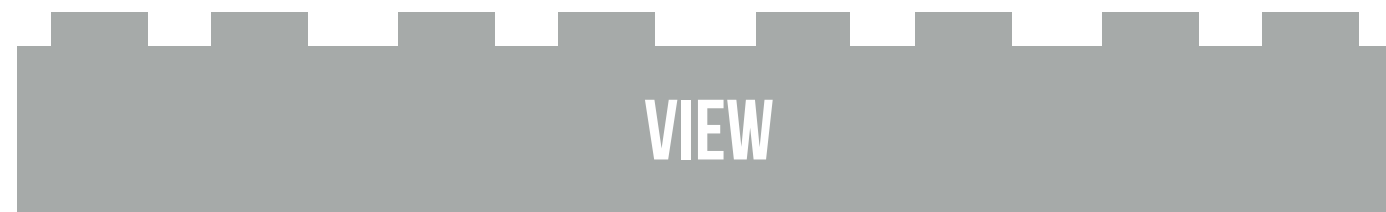
CONFIGURE



WRITE



DEPLOY



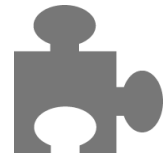
# DRUPAL 8

## AN EVEN BETTER DATA MODEL





CORE



MODULES



THEME



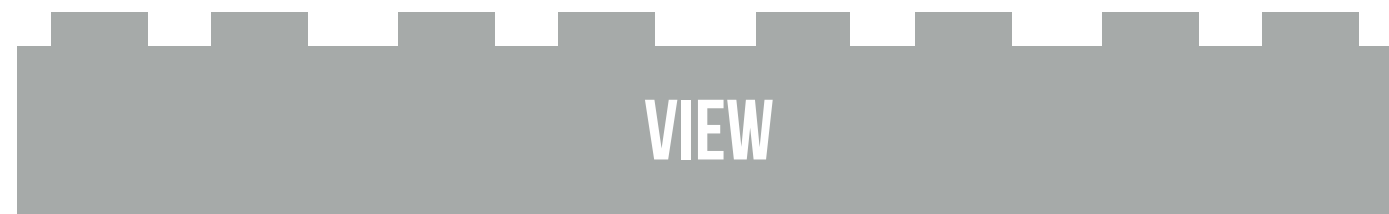
CONFIGURE



WRITE



DEPLOY

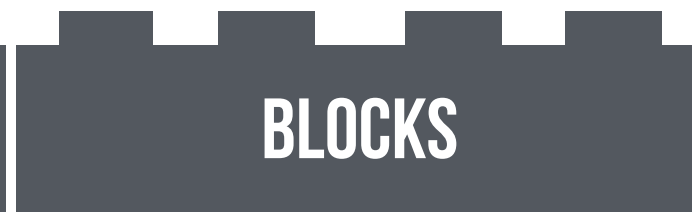


VIEW

MORE  
THINGS ARE  
ENTITIES



NODE



BLOCKS

MORE  
THINGS ARE  
FIELDS



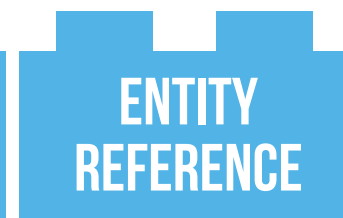
TITLE



BODY



EMAIL



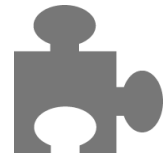
ENTITY  
REFERENCE

# DRUPAL 8

## AN EVEN BETTER DATA MODEL



CORE



MODULES



THEME



CONFIGURE

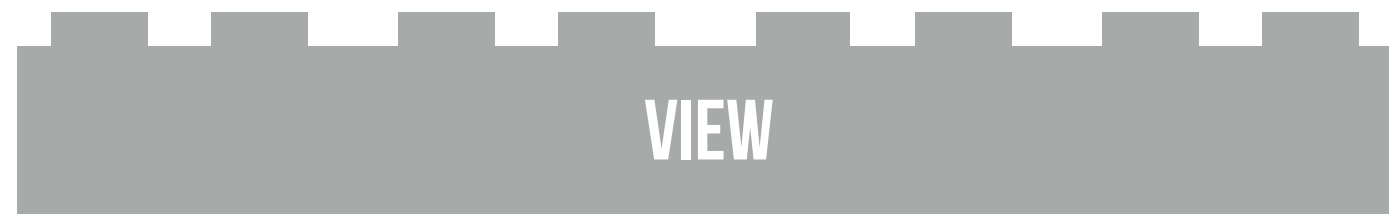


WRITE

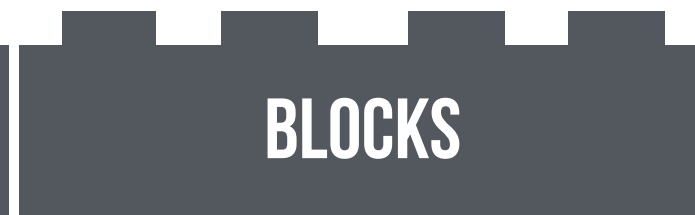


DEPLOY

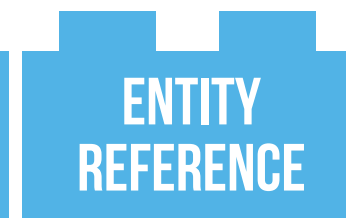
VIEWS IS  
IN CORE



MORE  
THINGS ARE  
ENTITIES



MORE  
THINGS ARE  
FIELDS



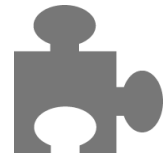
# DRUPAL 8

## AN EVEN BETTER DATA MODEL





CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY

**ADDED EVEN MORE FIELDS**

LINK

PHONE

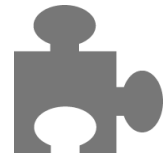
DATE

EMAIL

ENTITY  
REFERENCE



CORE



MODULES



THEME



CONFIGURE

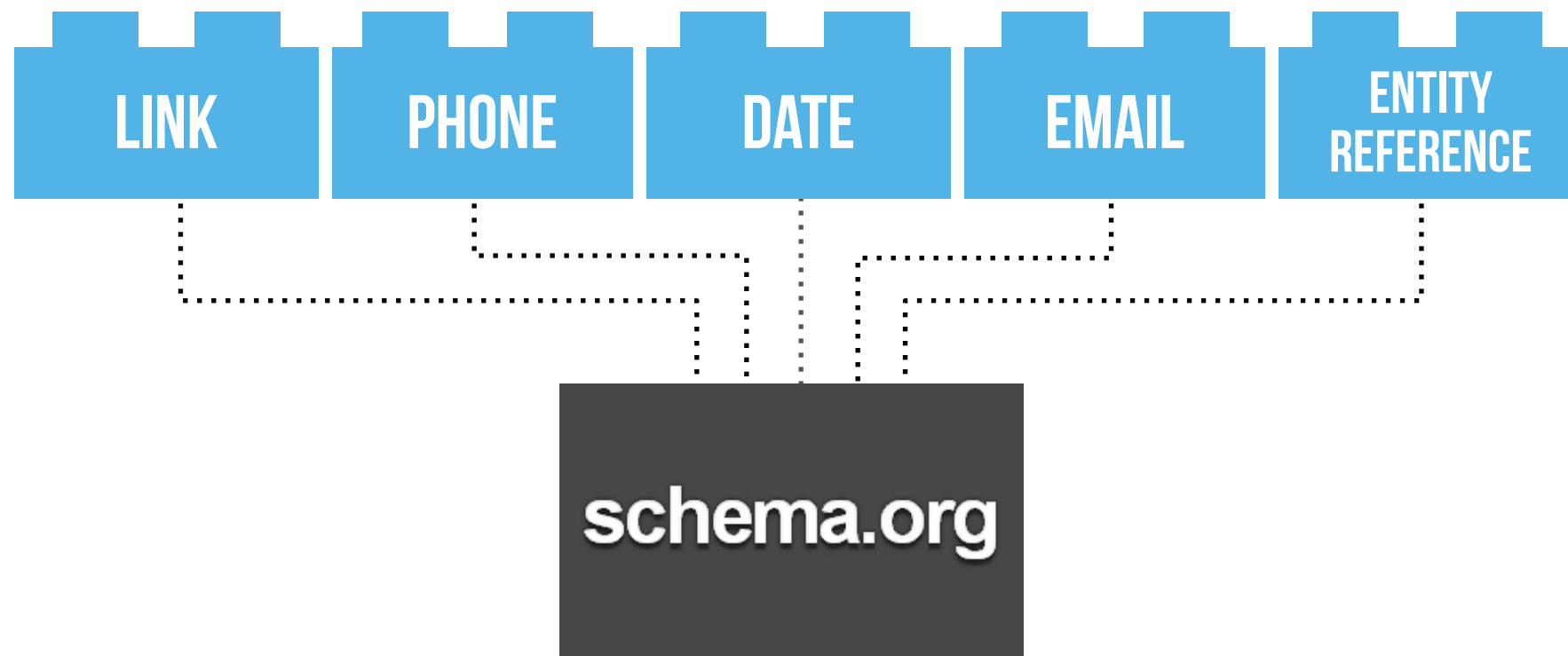


WRITE



DEPLOY

ADDED EVEN MORE FIELDS

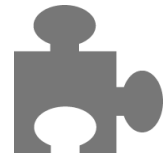


**SEMANTIC** FROM THE GROUND UP





CORE



MODULES



THEME



CONFIGURE



WRITE



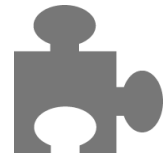
DEPLOY



**RESTFUL** FROM THE GROUND UP



CORE



MODULES



THEME



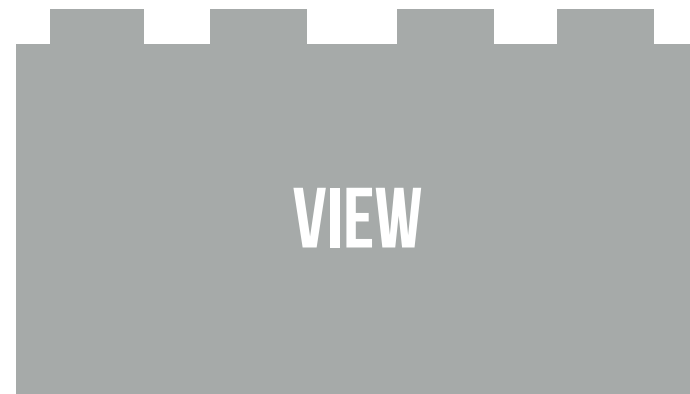
CONFIGURE



WRITE



DEPLOY

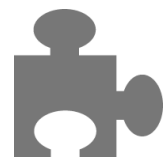


**RESTFUL** FROM THE GROUND UP





CORE



MODULES



THEME



CONFIGURE



WRITE



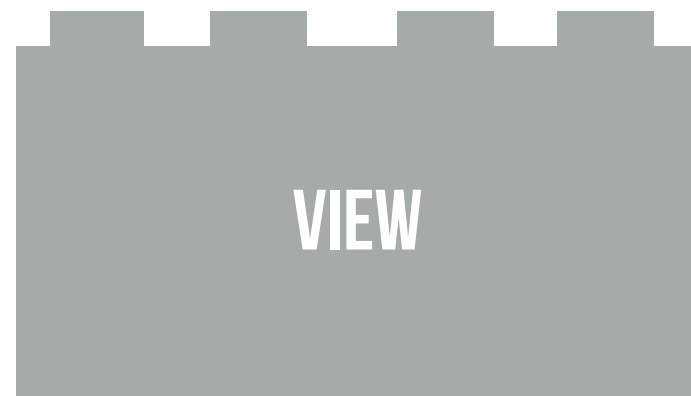
DEPLOY



ENTITY



REST API



VIEW



REST API

# RESTFUL FROM THE GROUND UP



CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY



**HTML**



**TWIG**

**MODERNIZED FRONT END**





CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY





CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY



RSS

HTML

JSON

JSON

HTML

XML

XML



**VIEWS + REST = MULTICHANNEL**





CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY



IT'S ALL ABOUT THE **EXPERIENCE**



CORE



MODULES



THEME



CONFIGURE



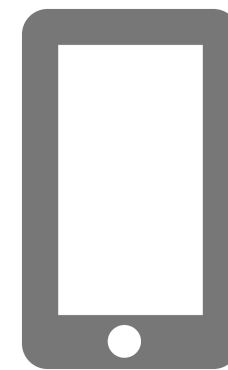
WRITE



DEPLOY



Effortless  
authoring



Responsive  
to the core

IT'S ALL ABOUT THE **EXPERIENCE**





CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY



**Dev**

DB

CODE

CONFIG

**Stage**

DB

CODE

CONFIG

**Prod**

DB

CODE

CONFIG

# CONFIGURATION MANAGEMENT



CORE



MODULES



THEME



CONFIGURE



WRITE



DEPLOY



**Dev**

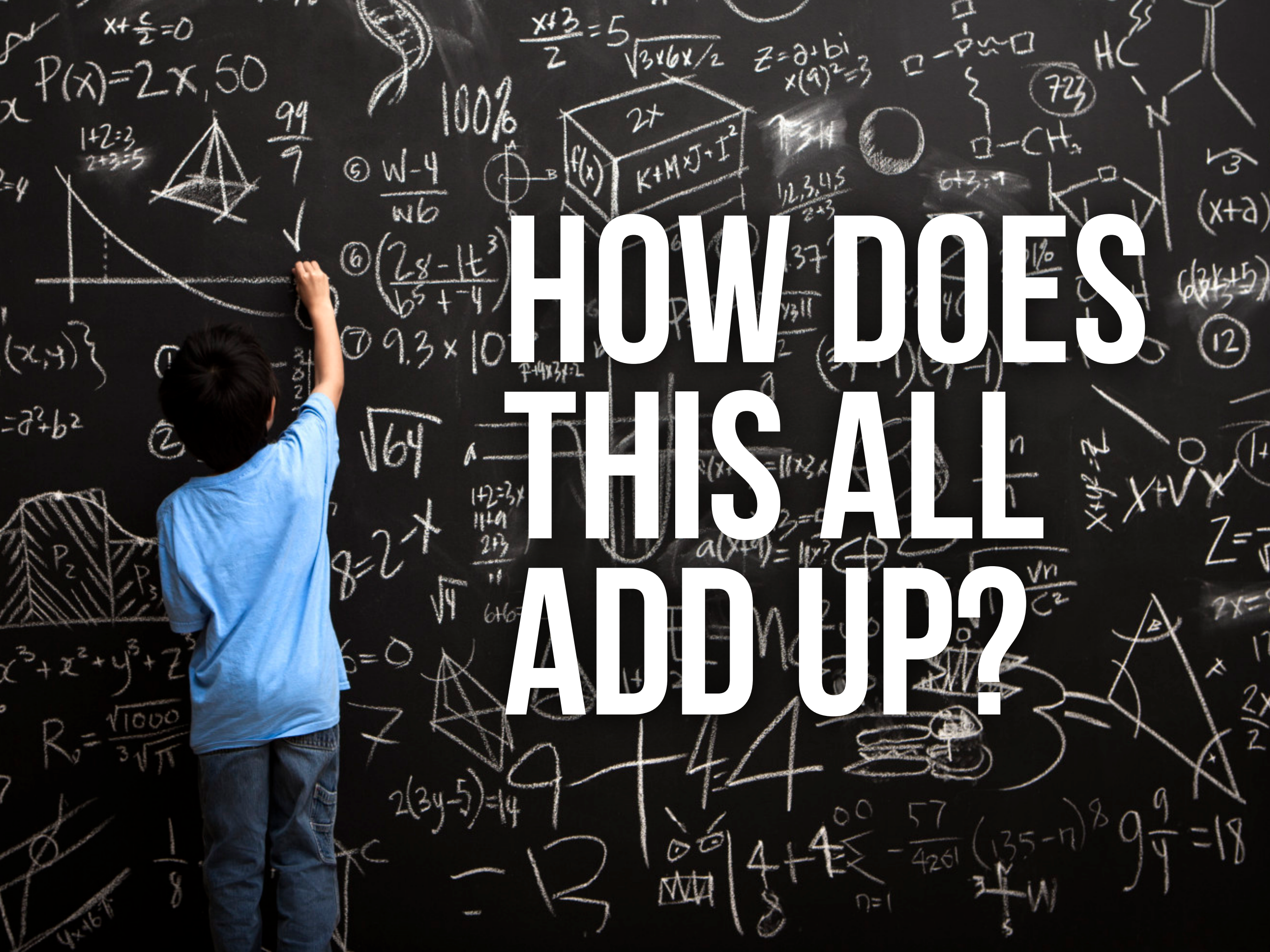
**Stage**

**Prod**



# CONFIGURATION MANAGEMENT





HOW DOES  
THIS ALL  
ADD UP?



WITH **DRUPAL 8**







# YOU CAN **CREATE SEMANTIC CONTENT**

Schema.org entity

**TYPEOF:**

**NAME:**

**DATE:**

**LOCATION:**

**IMAGE:**



# YOU CAN CREATE SEMANTIC CONTENT

Schema.org entity

**TYPEOF:** Event

**NAME:** The Art Pop Ball

**DATE:** July 12, 2014

**LOCATION:** Boston Massachusetts

**IMAGE:** Lady Gaga





# THAT IS STRUCTURED ...

Schema.org entity

**TYPEOF:** Event

**NAME:** The Art Pop Ball

**DATE:** July 12, 2014

**LOCATION:** Boston Massachusetts

**IMAGE:** Lady Gaga



# THAT IS STRUCTURED ...

**ENTITY**

Event

**FIELD**

The Art Pop Ball

**FIELD**

July 12, 2014

**FIELD**

Boston Massachusetts

**FIELD**

Lady Gaga



**BRANDED ...**



# **LADY GAGA**

## **the ARTPOPball**

**Boston Massachusetts July 12, 2014**





# RE-USABLE ...

## CONCERT DATES



### **The Art Pop Ball**

**Boston** July 12, 2014



### **The Art Pop Ball**

**Austin** July 18, 2014



### **The Art Pop Ball**

**Los Angeles** July 28, 2014



### **The Art Pop Ball**

**San Francisco** July 12, 2014



CONTEXTUAL ...



**LADY  
GAGA**

**The Art Pop Ball**

**Boston Massachusetts**

**July 12, 2014**



**LADY  
GAGA**

**El Balón Artpop**

**Santaigo, Chile**

**0104 de mayo**



# DISCOVERABLE ...



# LADY GAGA

## The Art Pop Ball

**Boston Massachusetts**

**July 12, 2014**

### Upcoming events

Jun 30 Mon	<a href="#">Lady Gaga</a> Boston, Massachusetts (near you)
Jun 2 Mon	<a href="#">Lady Gaga</a> San Diego, California
Jun 3 Tue	<a href="#">Lady Gaga</a> San Jose, California





**DISCOVERABLE ...**



**LADY  
GAGA**

**The Art Pop Ball**

**Boston Massachusetts**

**July 12, 2014**




# AND MULTICHANNEL





**NO OTHER SYSTEM**  
**DOES THIS SO EFFORTLESSLY**



A photograph of a high-speed train track with multiple tracks and overhead power lines. A bright sun flare is visible in the distance, creating a warm, orange glow. The text "DRUPAL 8" is written in large, white, bold letters, and "ALLOWS US TO..." is written in smaller, white, bold letters below it.

**DRUPAL 8**  
**ALLOWS US TO...**



# DRUPAL 8 ALLOWS US TO...

1

**EMBRACE THE  
BIG PLAYERS**







## Lady Gaga

Singer-songwriter


Stefani Joanne Angelina Germanotta, better known by her stage name Lady Gaga, is an American singer-songwriter, LGBT activist, record producer, businesswoman, fashion designer, philanthropist, and actress. [Wikipedia](#)

**Born:** March 28, 1986 (age 28), [New York City, NY](#)

**Full name:** Stefani Joanne Angelina Germanotta

**Awards:** [Grammy Award for Best Music Video](#), [More](#)

**Parents:** [Cynthia Germanotta](#), [Joe Germanotta](#)




Sponsored ⓘ

### Fujifilm X100S 16.3 MP Digital Came...

★★★★★ 43 reviews

Online stores

<a href="#">B&amp;H Photo-Video-Audio</a>	\$1,299.00
<a href="#">Best Buy</a>	\$1,299.99
<a href="#">DigitalRev.com</a>	\$1,049.00

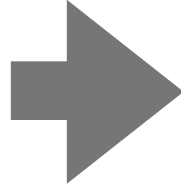


### Spring Jacket \$39.99

Available at:  
White House Black Market

[Save to Favorites](#) [Buy Now](#)

**SEMANTIC MARKUP** IS WHAT MAKES  
ALL THIS HAPPEN



## CONTENT & CURATION

Schema.org entity

**TYPEOF:** Event

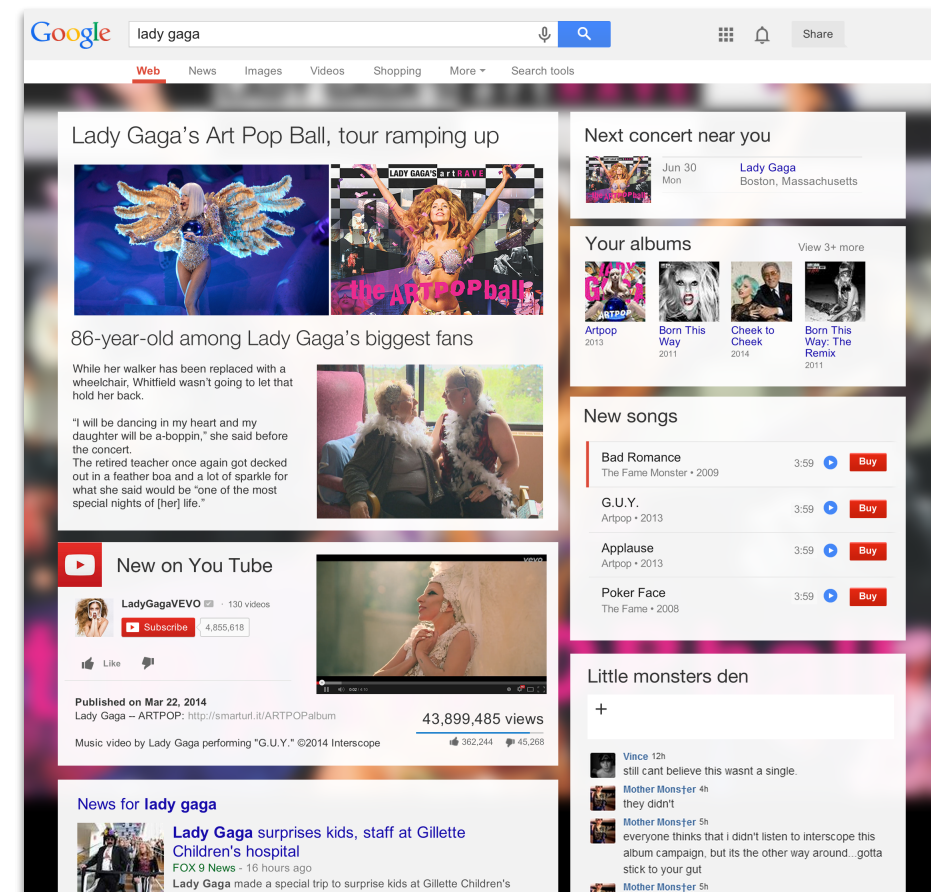
**NAME:** The Art Pop Ball

**DATE:** July 12, 2014

**LOCATION:** Boston Massachusetts

**IMAGE:** Lady Gaga

## PRESENTATION





CLOSER TO A  
**HEADLESS DRUPAL**



# DRUPAL 8 ALLOWS US TO

1

**EMBRACE THE  
BIG PLAYERS**



# DRUPAL 8 ALLOWS US TO

2

FOCUS ON  
EXPERIENCES



WE CAN DO THIS THROUGH MORE  
**INTEGRATIONS**









# ENABLE **BRANDED** EXPERIENCES

Welcome  
(find a store)

[CREATE ACCOUNT](#) | [SIGN IN](#) | [STORE LOCATIONS](#) | [CUSTOMER SERVICE](#) | [CAREERS](#)



WHOLE  
FOODS  
MARKET

HEALTHY  
EATING

ABOUT OUR PRODUCTS

RECIPES

ONLINE  
ORDERING

MISSION & VALUES

BLOG

STORE DEPARTMENTS

## POPS IS TOPS *Recipes for Rad Dads*

COOK ON



GO **LOCAL**

SELECT YOUR STORE  
TO THE RIGHT.



**highland village**

4041 Waller Creek



**colleyville**

4801 Colleyville Blvd



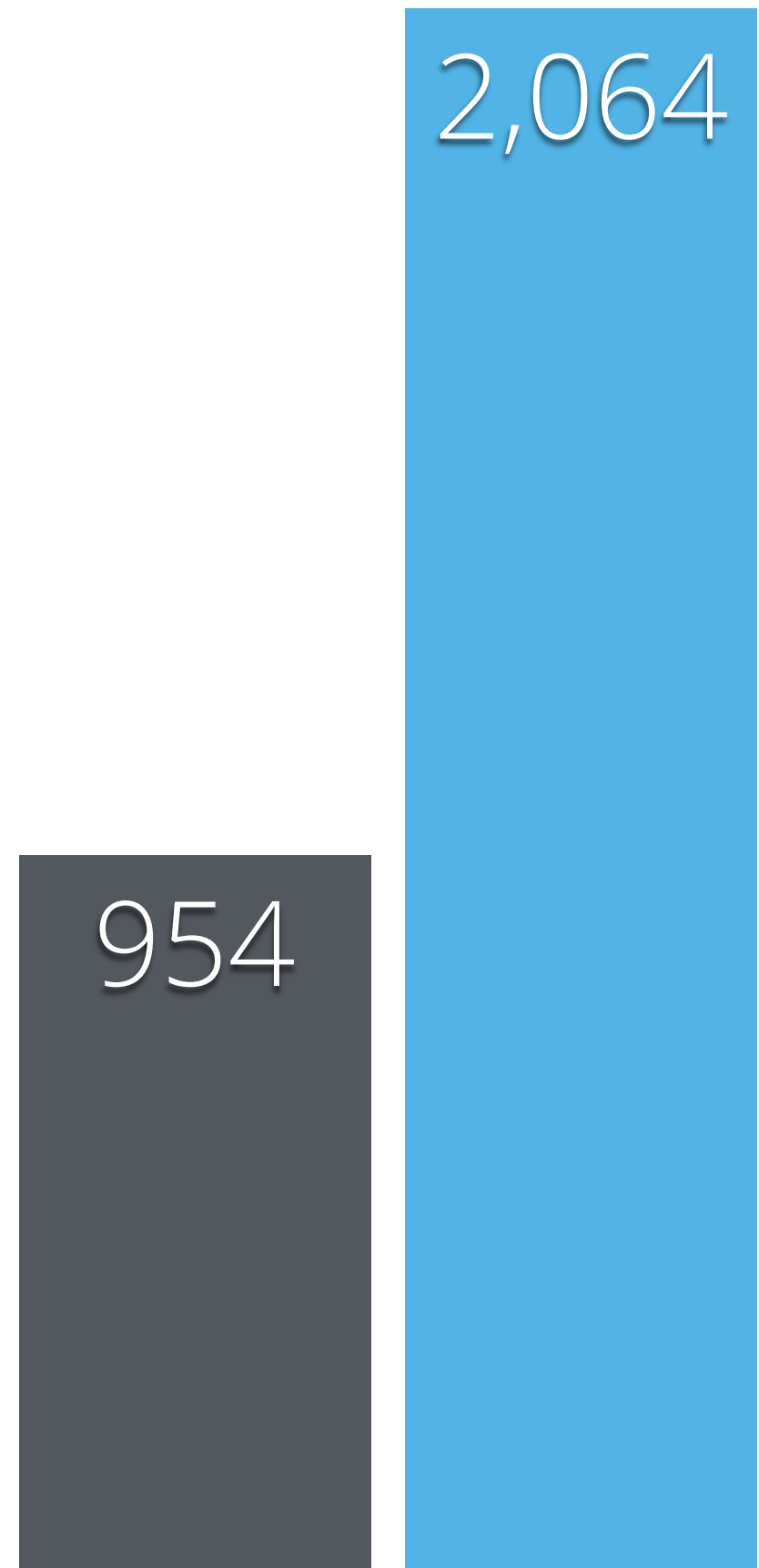
DRUPAL 8 WILL BE A  
**GAME**  
**CHANGER**





THE NUMBER OF CORE  
CONTRIBUTORS HAS  
**DOUBLED**  
SINCE DRUPAL 7

(SO FAR)



PATCHES  
COMMITTED  
PER DAY

UP 550%

OVER D7



ARE YOU ONE OF THEM?



# WHEN

CAN I USE  
DRUPAL 8?





**ONLY**

**15**

**BETA BLOCKERS LEFT!!!**

# BETA: START PORTING MODULES

- APIs stable
- Still some time for feedback
- Not ready for production





# RC1: START BUILDING SITES

- When there are zero critical bugs

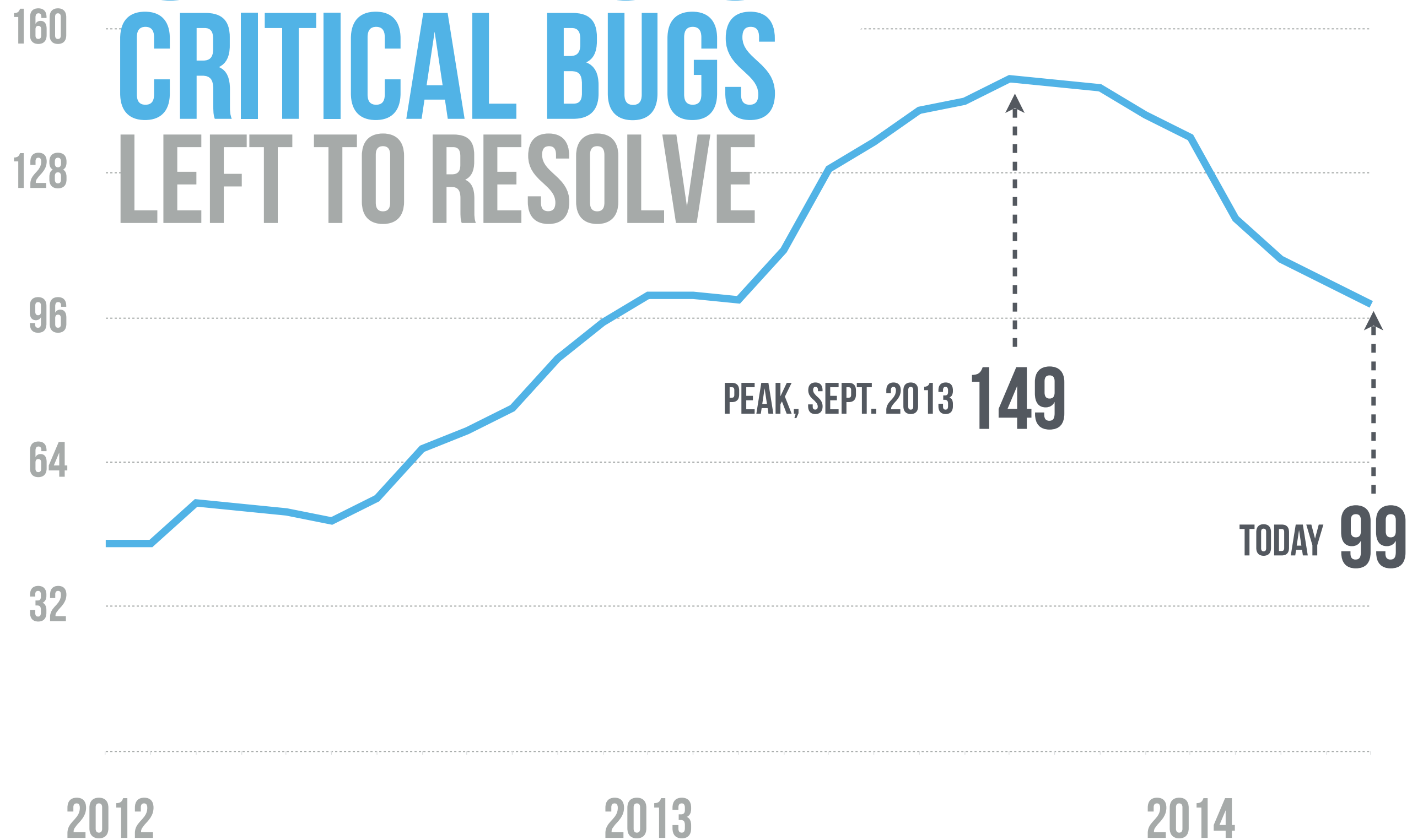
ALPHA  
RELEASES

BETA

RC1

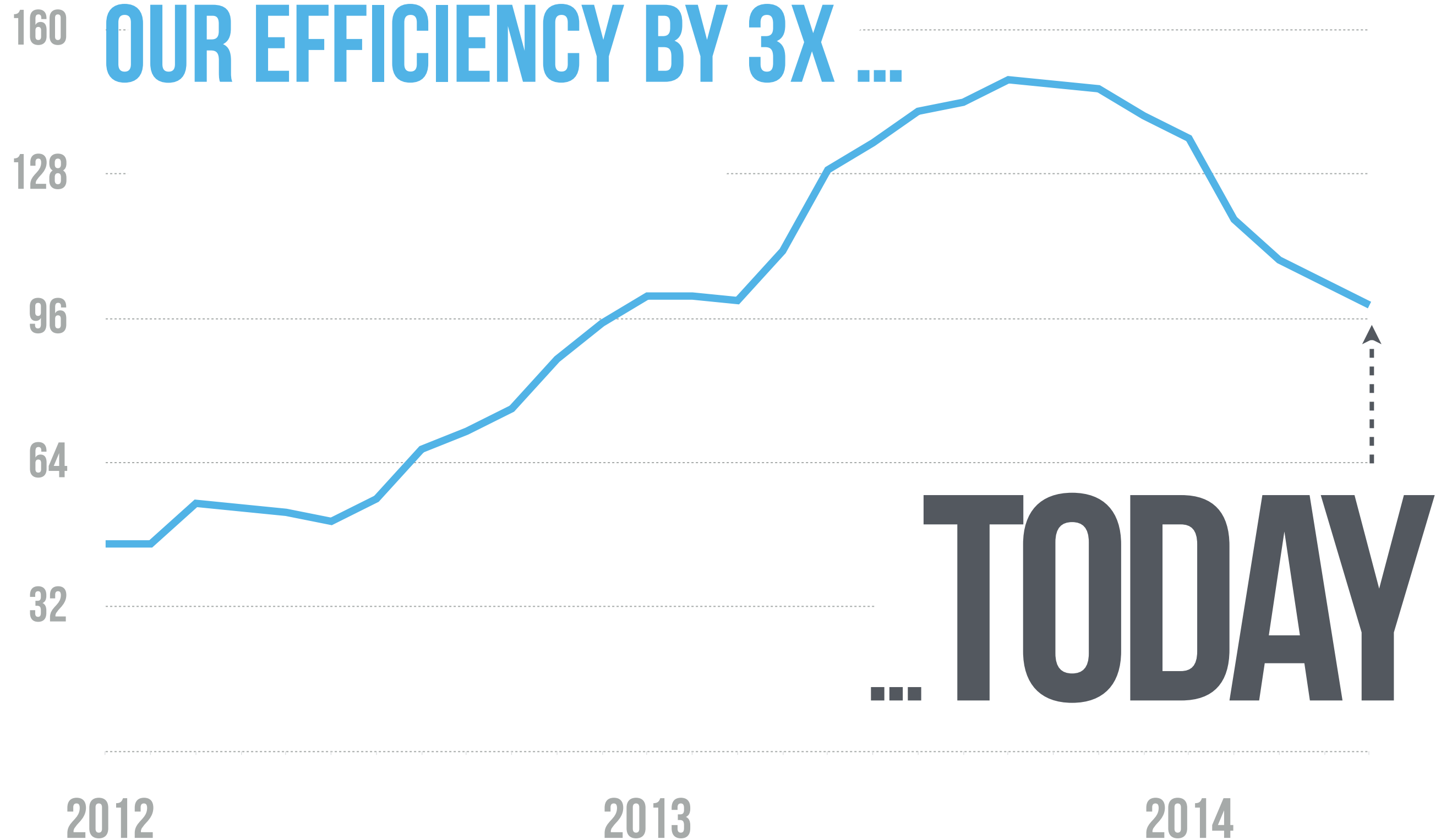


# ONLY 99 CRITICAL BUGS LEFT TO RESOLVE





FOR A 2014 LAUNCH  
WE NEED TO INCREASE  
**OUR EFFICIENCY BY 3X ...**



# RELEASE: PARTY!

ALPHA  
RELEASES

BETA

RC1





# THAT IS NOT ALL, THERE IS SEMANTIC VERSIONING

ALPHA  
RELEASES

BETA

RC1



**8.1.X**



# THAT IS NOT ALL, THERE IS **SEMANTIC VERSIONING**

**CONTINUOUS  
INNOVATION**

ALPHA  
RELEASES

BETA

RC1



**8.1.X**

**MIGRATE?**



# THAT IS NOT ALL, THERE IS SEMANTIC VERSIONING

ALPHA  
RELEASES

BETA

RC1



8.1.X

**8.2.X**



# THAT IS NOT ALL, THERE IS SEMANTIC VERSIONING

ALPHA  
RELEASES

BETA

RC1



8.1.X

**8.2.X**

---

MEDIA?



# THAT IS NOT ALL, THERE IS SEMANTIC VERSIONING

ALPHA  
RELEASES

BETA

RC1



8.1.X

8.2.X

**8.3.X**



# THAT IS NOT ALL, THERE IS SEMANTIC VERSIONING

ALPHA  
RELEASES

BETA

RC1



8.1.X

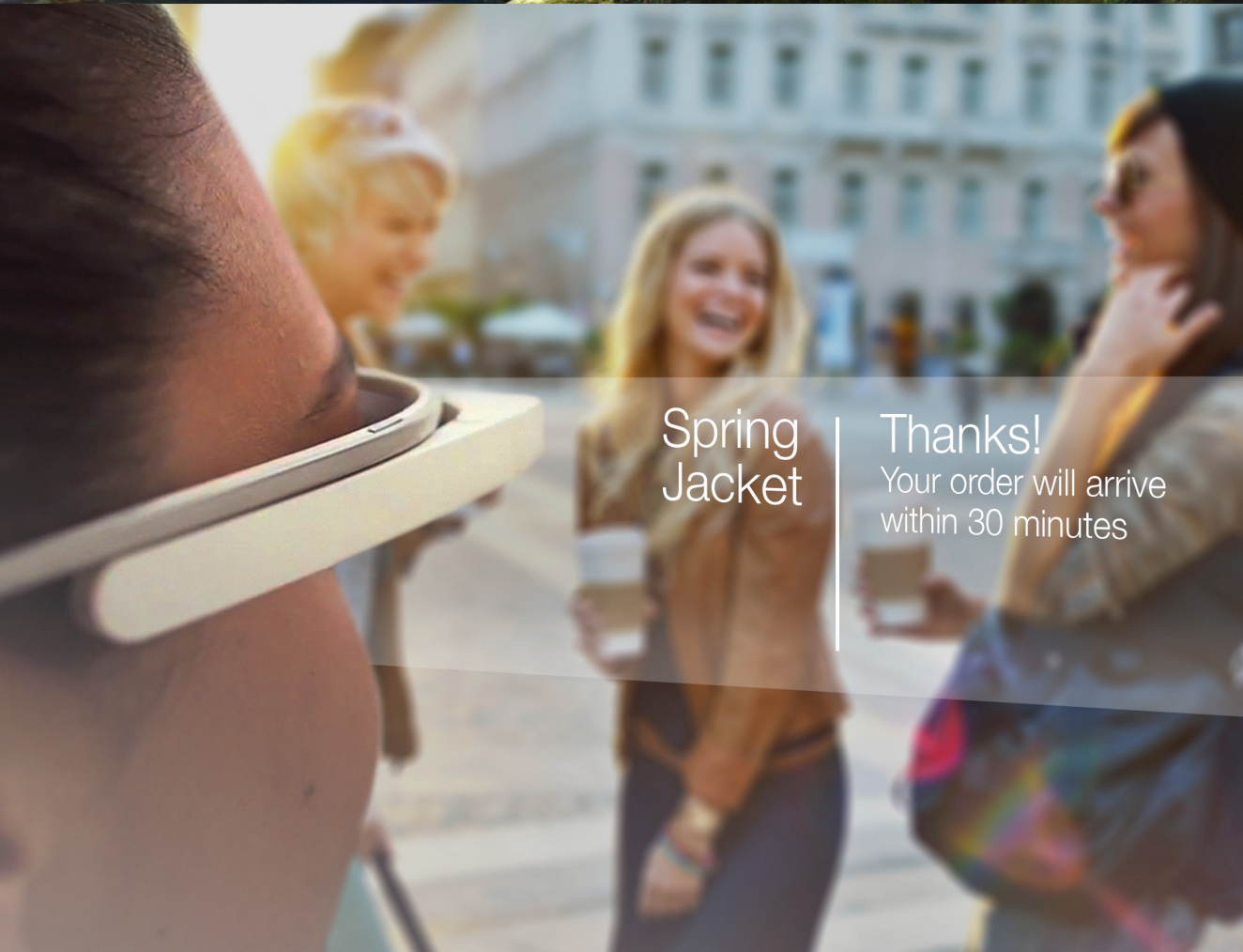
8.2.X

**8.3.X**

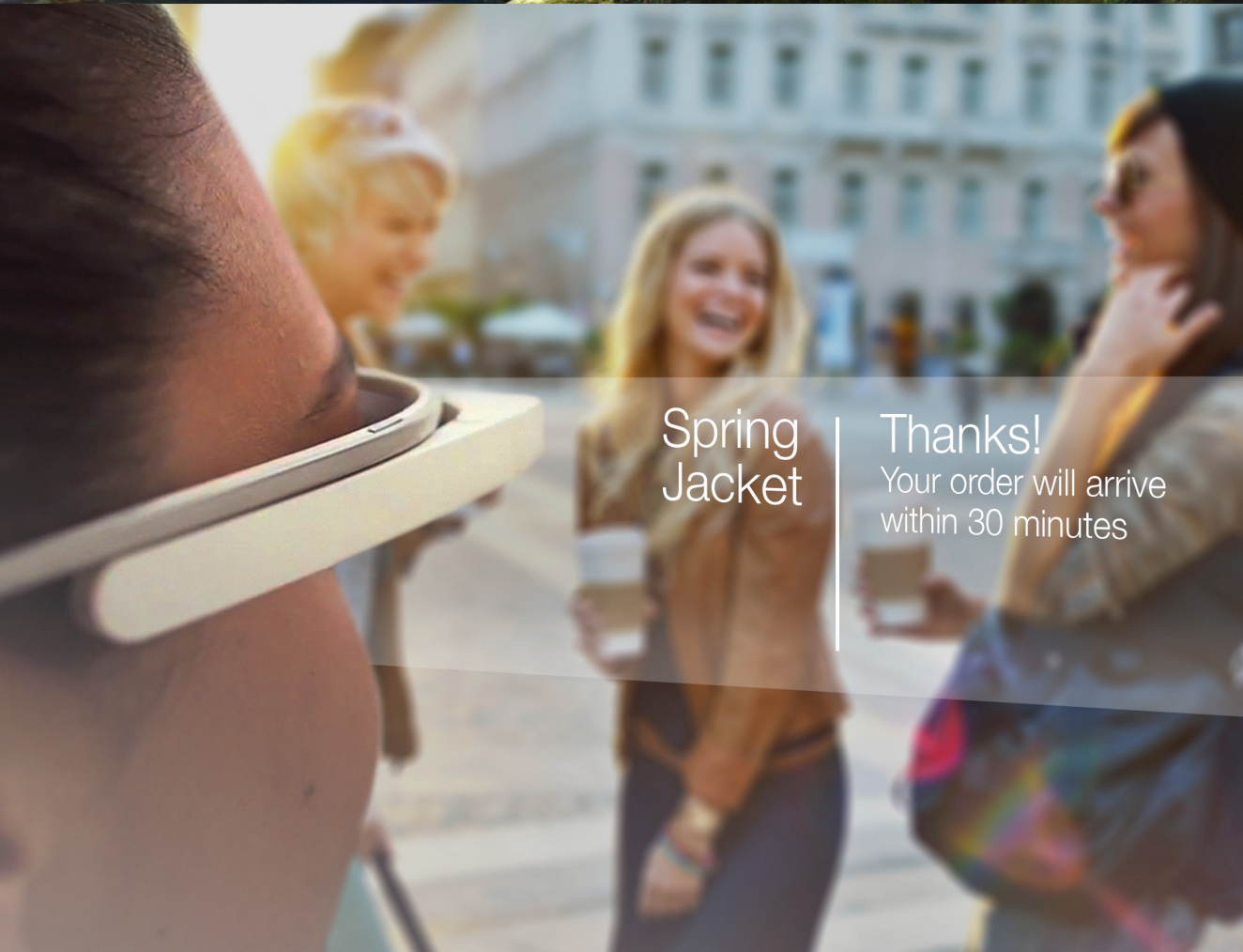
---

LAYOUT?









Spring  
Jacket

Thanks!  
Your order will arrive  
within 30 minutes







Spring  
Jacket

Thanks!  
Your order will arrive  
within 30 minutes







**THANK  
YOU!  
Q + A**

Contact: <http://buytaert.net/contact> | Twitter: @Dries #DriesNote | Blog: <http://buytaert.net>