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**DrupalCon  
Chicago**

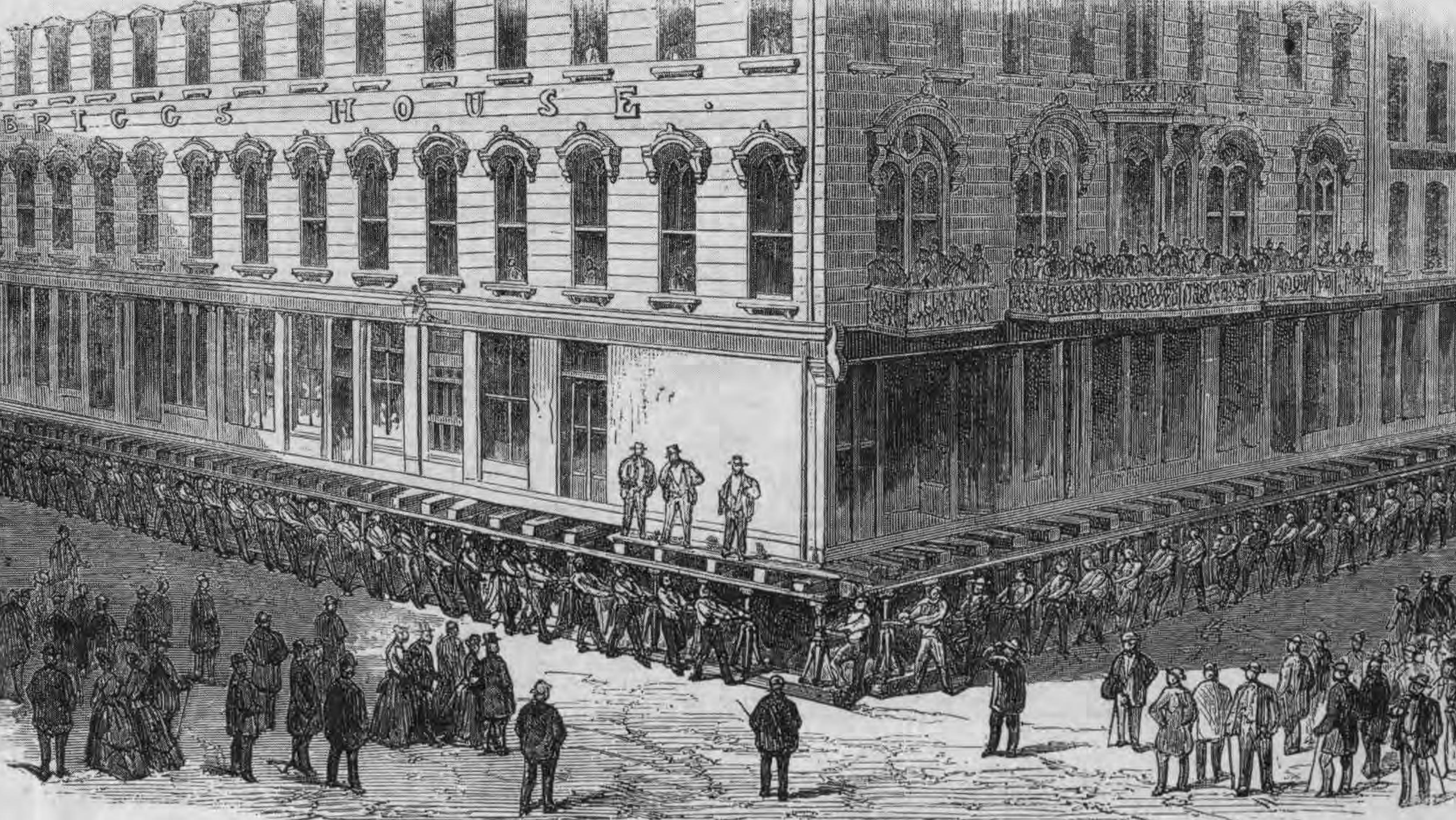
התאחדות הסטודנטים  
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התאחדות הסטודנטים





BRICKS HOUSE





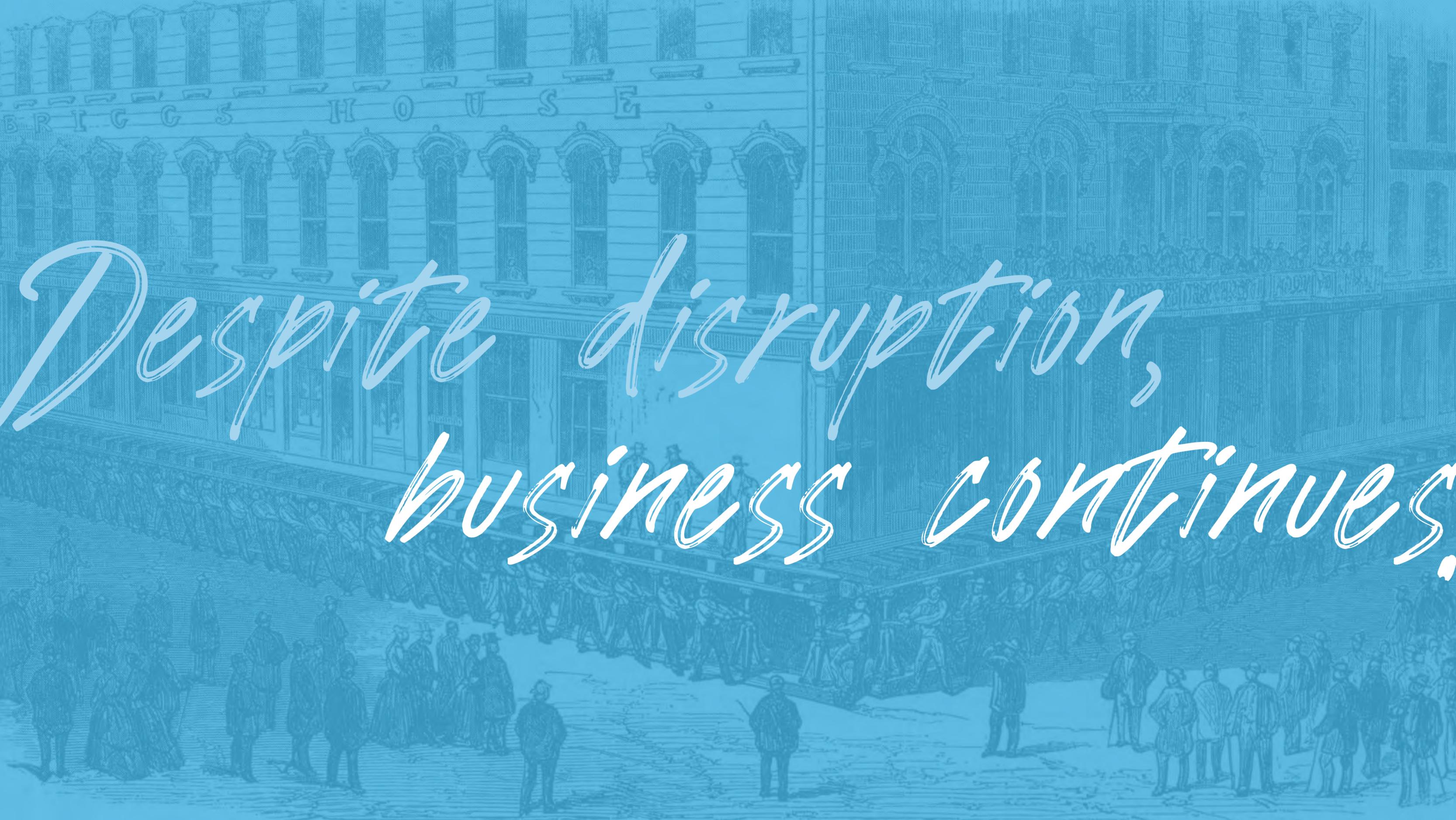
BRICKS HOUSE



# Chicago rebuilt its foundations

*Raising of Chicago*

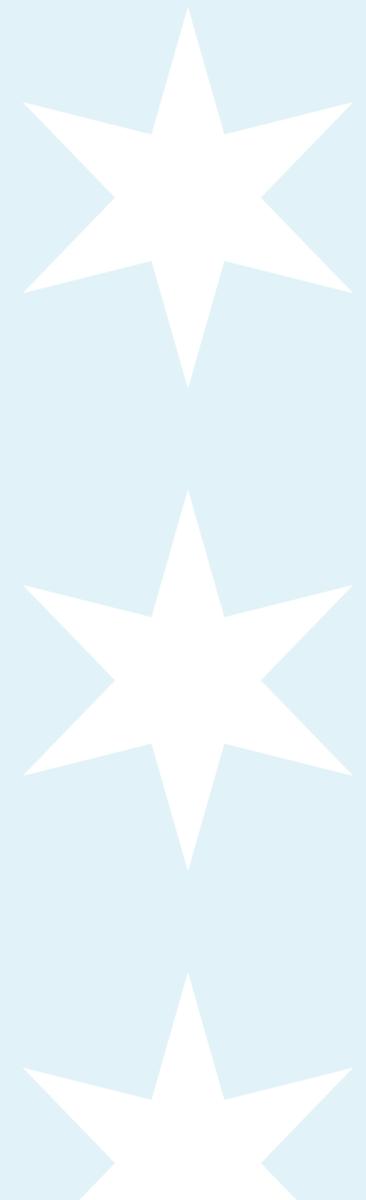
*1850-1860*



*Despite disruption,  
business continues.*

2001  
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2026

**Twenty**  
**Five**  
**Years**



*of*  
*Drupal*

**This is our  
graduation  
moment.**





A moment of  
Gratitude.

2013

*DrupalCon  
Portland*

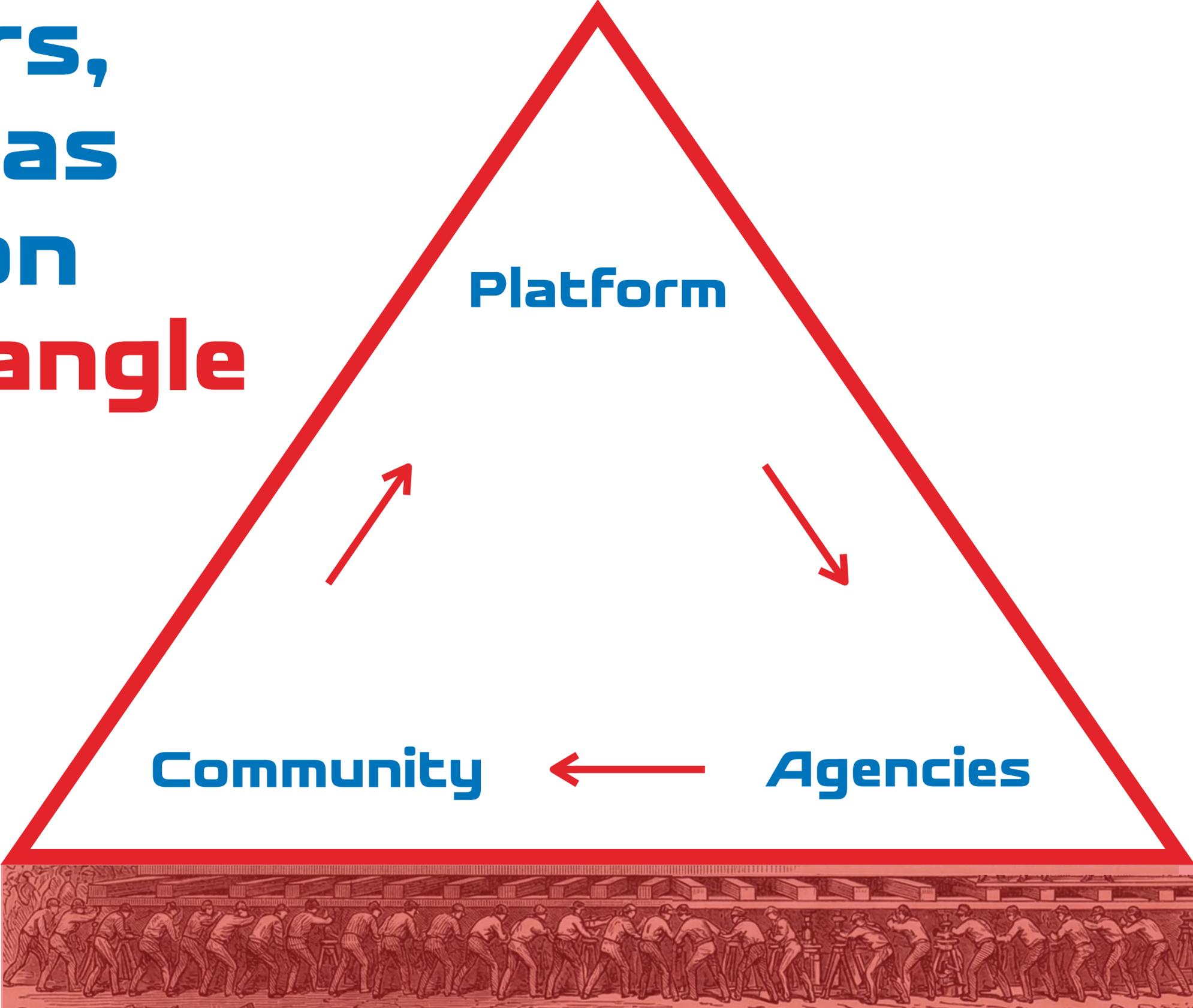


Photo: Michael Schmid





**For 20 years,  
our world has  
been built on  
a stable triangle**



What happens when  
**AI disrupts all 3 legs**  
at the same time?



Platform

Community

Agencies



*Working on Drupal  
in the early days*

2002

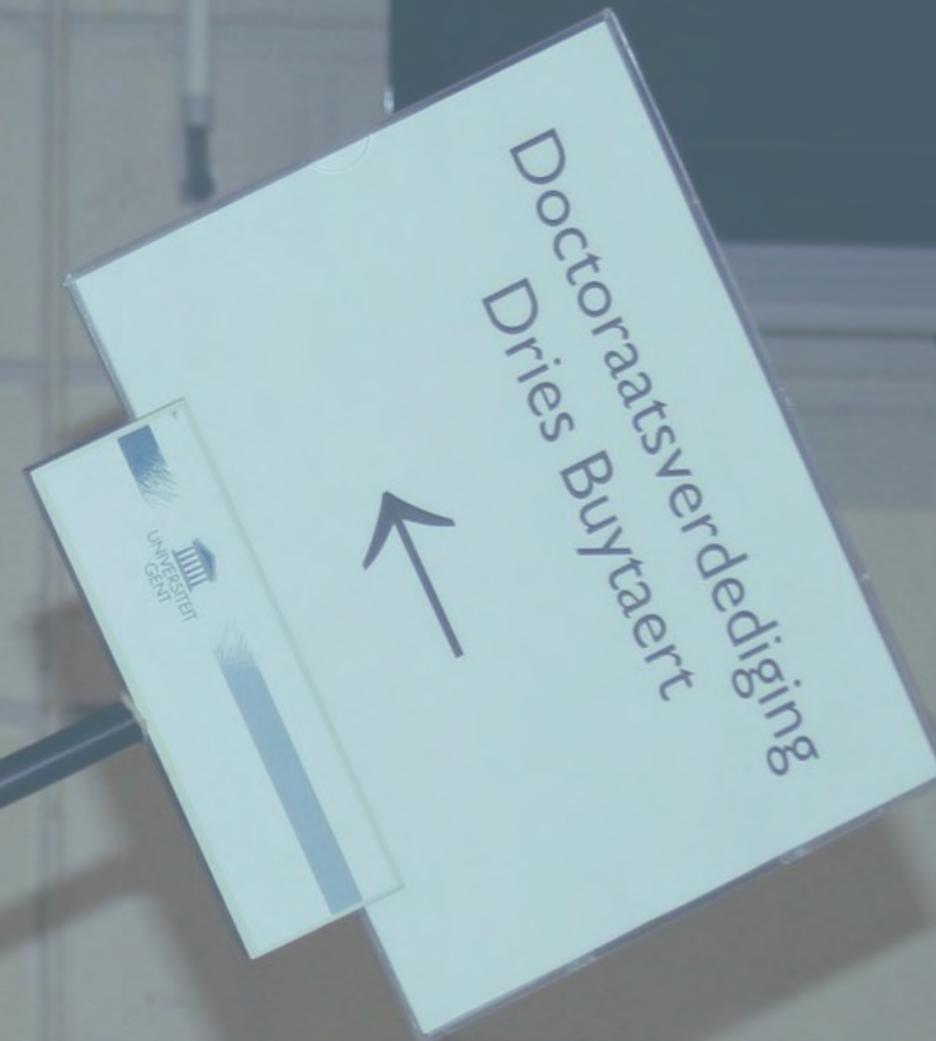
Drupal  
HQ

The "Engine Room"  
of Drupal

2002



*Defended  
my PhD*



2008

*Defended  
my PhD*

**But it almost  
didn't happen...**

Doctoraatsverdediging  
Dries Buytaert

2008



PEBELAAN

BE 144665 L 1

20



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## Issues for *Drupal*

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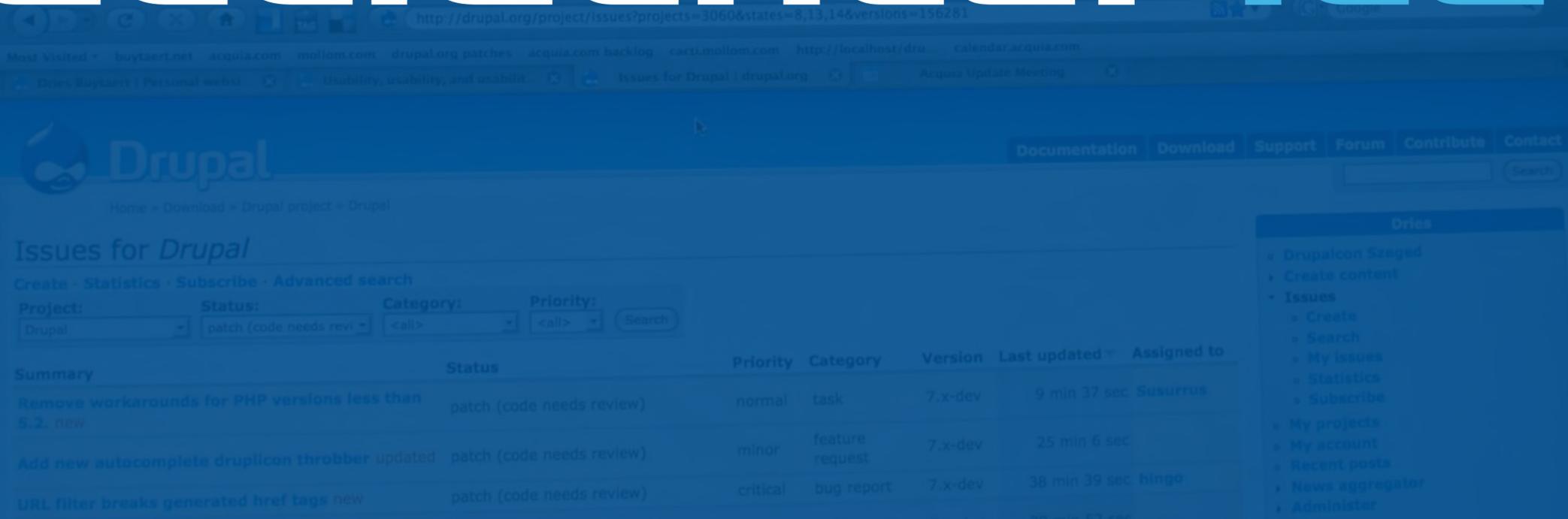
Project:  Status:  Category:  Priority:

Summary	Status	Priority	Category	Version	Last updated	Assigned to
<a href="#">Remove workarounds for PHP versions less than 5.2.</a> <b>new</b>	patch (code needs review)	normal	task	7.x-dev	9 min 37 sec	Susurrus
<a href="#">Add new autocomplete drupalicon throbber</a> <b>updated</b>	patch (code needs review)	minor	feature request	7.x-dev	25 min 6 sec	
<a href="#">URL filter breaks generated href tags</a> <b>new</b>	patch (code needs review)	critical	bug report	7.x-dev	38 min 39 sec	hingo

### Dries

- [Drupalcon Szeged](#)
- [Create content](#)
- **Issues**
  - [Create](#)
  - [Search](#)
  - [My issues](#)
  - [Statistics](#)
  - [Subscribe](#)
- [My projects](#)
- [My account](#)
- [Recent posts](#)
- [News aggregator](#)
- [Administer](#)

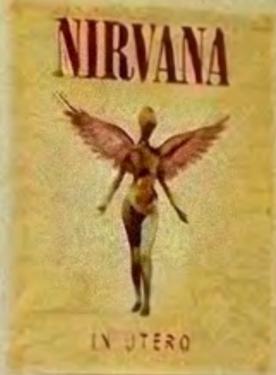
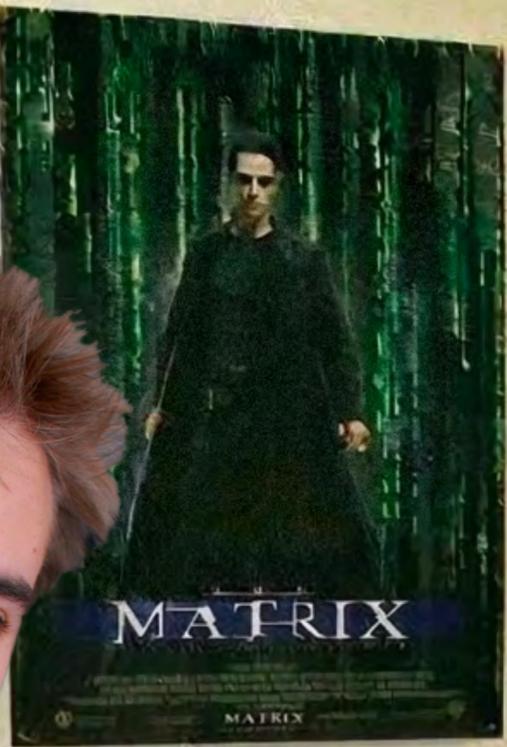
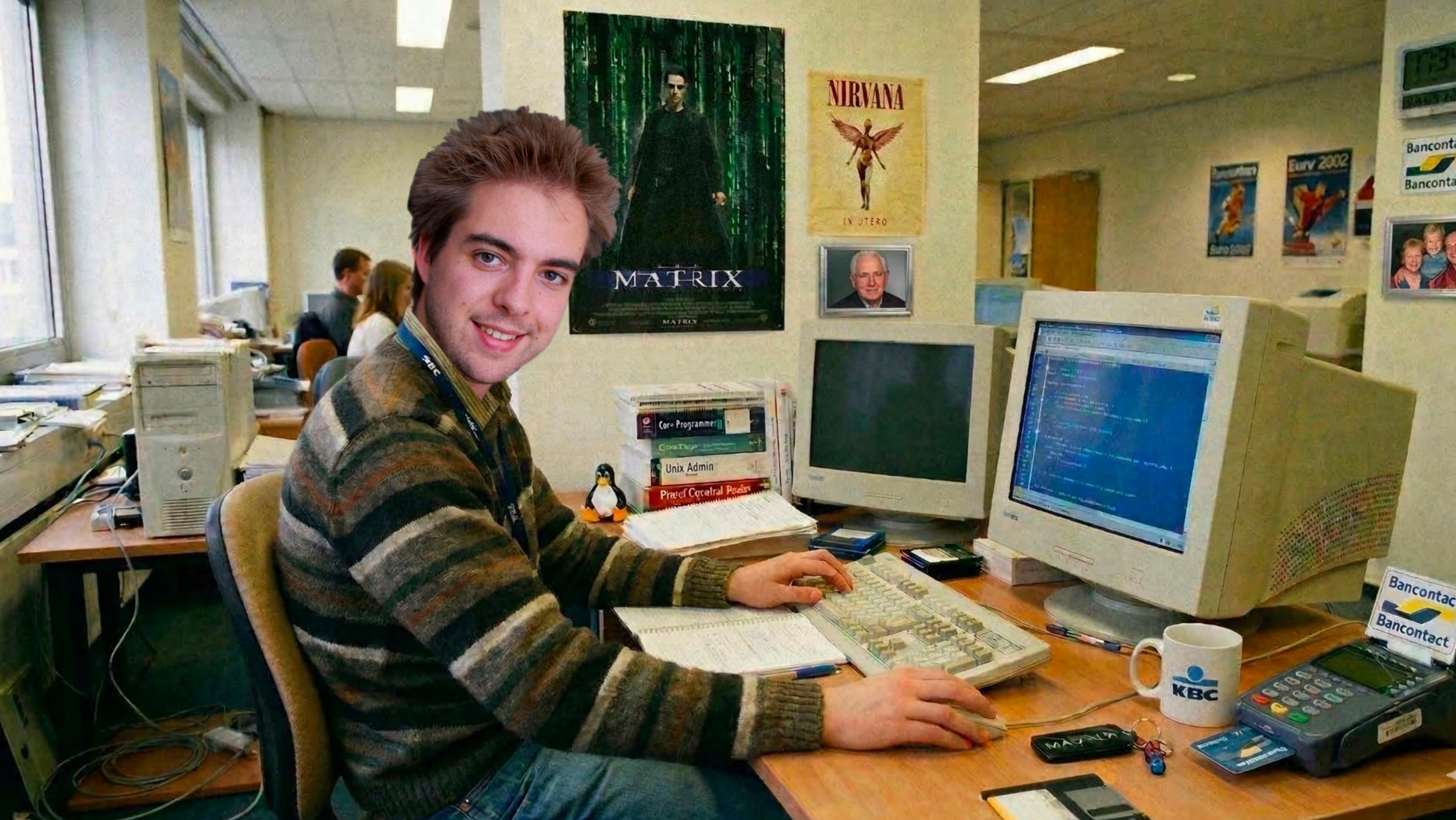
I had become an accidental leader.



**“Are you sure  
this is right  
for you?”**

---

*I almost took a job at a bank*



A blue-tinted photograph of the Golden Gate Bridge, viewed from the roadway. The bridge's towers and suspension cables are visible in the background. The text "Know when to ask for help." is overlaid on the image. The word "Know" is in red, "when to" is in red, and "ask for help." is in white.

**Know when to**  
**ask for help.**

----- Forwarded message -----  
From: **Linus Torvalds** <torvalds@osdl.org>  
Date: Thu, Oct 12, 2006 at 5:28 PM  
Subject: Re: Linux, Drupal and life  
To: Dries Buytaert <dries.buytaert@gmail.com>

On Thu, 12 Oct 2006, Dries Buytaert wrote:

>  
> In the next year, I'll complete my PhD and then I have to figure out what to  
> do next. Despite the fact that hundreds of people make a living of Drupal,  
> I'm still a volunteer working on Drupal after hours. VCs are knocking on my  
> door and some people are getting increasingly articulate about the Drupal  
> trademarks I own.  
>  
> Soon, I'll have to make some important decisions that might affect my  
> neutrality, popularity and position within the Drupal community, but that are  
> required to pay for the bills.  
>  
> You've been there and you are one of the few people I can consult about this.  
> So my question to you is really simple: what would you do in my position?  
> What would you do differently looking back at your life?

I don't know if I'm such a great person to ask. The thing is, I think I did everything right (and there literally isn't any big issue I'd do differently), but I did it for all the "wrong" reasons.

In particular, I didn't really "plan" anything. My biggest guiding light was to always do something I was personally comfortable with, and do something that I found interesting.

I also didn't see the VC people until relatively later (ie they only showed up until after I had graduated and had a job that I was happy with that paid the bills), so it was pretty easy for me to always ignore the money angle, because I never really even needed to worry.

What I can tell you is that money is definitely not the source of all evil (I much prefer having it over not having it), but I can also say that having people know that you're not affected by a particular company seems to be really really important. It's very easy for others to grow distrustful of you if you personally through the project have obvious connections to funding.

So at least for me it's always been fairly important to stay at a neutral place, and not get paid by any particular effort. But let's face it, that means avoiding the whole IPO hopes etc, and even if you can get a good salary, that's a tough decision to make. And it was easier for me, since nobody actually believed that there would even be any Linux IPO's when I started..

So I really don't think any advice of mine is worth the electrons it is carried on. The situations are different, and since I based all my own decisions on totally personal values anyway, and those are different, the choices I did have almost no relevance to anybody else.

So the only thing I can say is that my personal philosophy has been:

- Worrying about money is a damn waste.

This is a two-edged sword: you want to make sure that you never have too little and worry about paying bills (or worry about the nagging "What if..." questions), but at least to me personally, it also means not worrying too much about "making it big".

In other words, make sure you're comfortable today, and secure tomorrow. Worrying about paying bills is horrible, but so is worrying about trying to be a billionaire by the time you're 35. Sure, some people make it. You might even be one of them. But do you want to have to worry about it, knowing that most people never do. Or do you just want to have a good time and be "well enough" off?

- Pick the interesting stuff that you actually want to do, and make a conscious decision to let others take over the rest. Too many people think that they "should" do something. I've seen people who think they "should" be the CEO or CTO, even though they are not actually interested in running a company.

Sometimes it's better to just be an engineer - if that is what you feel is interesting. Being a "senior engineer" or even a "fellow" may not look as good on the business cards, but dang, I have to say that at least personally, one of the better choices I did at Transmeta was to decide I hated doing management, and switched jobs with one of the people I used to manage.

But different people are different. Some people are simply more interested in the "what if I started a company" thing, and managing people. Some people thrive on the stress and excitement.

One final thing: I have to say, the feeling of being at a small startup company where everybody had a very clear goal, and everybody knew each other, that's a good feeling. People staying late every night just because they like working with each other, that's just great. I have to say, Transmeta when it was small (less than about 50 people) was the best place I have ever worked, simply because it was exciting and fun, and there was no red tape etc.

So I can definitely say that especially as a young engineer, small companies with a clear goal are probably much preferable to a big boring company. They tend to pay less (but you can have the IPO dreams, as long as you don't take them too seriously - I personally got more out of my paycheck than I ever got out of the Transmeta IPO), but it's just nice to be part of a small and energetic company with other engineers.

(That said, I've talked to other people about this, and I think Transmeta was better than most. Some people didn't have nearly the same positive experience with being at a start-up. So it clearly depends on a lot of things).

Linus

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*I had to become a deliberate leader.*

**Drupal needed  
more from me.**



Stay it forward

OSCON  
2009



5AM!!

*I'm always thinking*

---

**What big  
problem  
can I solve?**

**Who can  
I ask for  
help?**



**Platform**



**Community**

**Agencies**

שנתון פארטנר

שנתון פארטנר

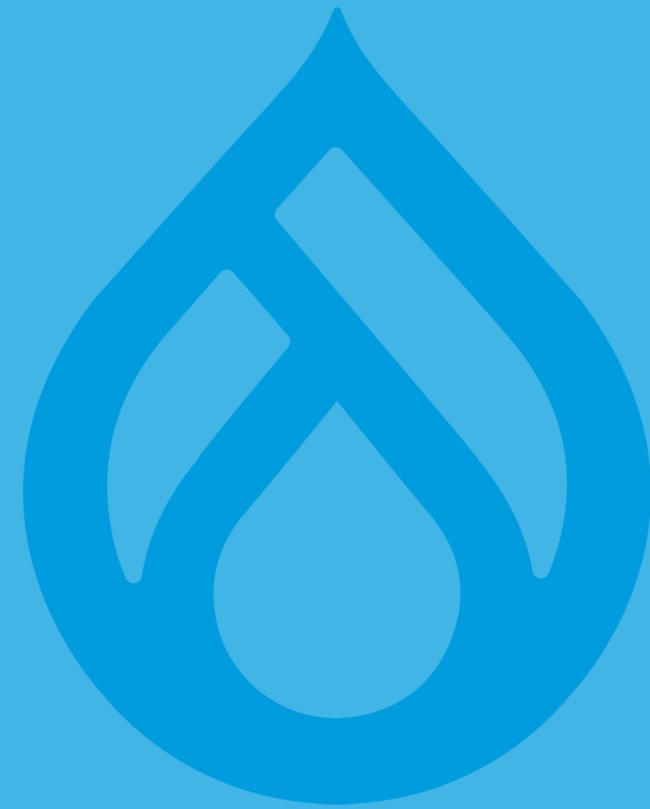
שנתון פארטנר

שנתון פארטנר



שנתון פארטנר

**Drupal  
Platform**



**Drupal  
Community**

**Drupal  
Agencies**

# Drupal Platform



Today we're  
announcing the  
release of

# Drupal CMS 2.1

**Drupal  
CMS 2.1**

**It's built on**

**Drupal  
Core 11.3**

**which was also  
recently released**

# DRUPAL CORE:



**Now with 50%  
less Database  
queries for  
uncached pages!**

## Core Leadership Team

alexpott

bnjmmn

catch

ckrina

emma horrell

effulgentsia

gábor hojtsy

godotislake

griffynh

justafish

larowlan

lauriii

longwave

mcdruoid

nod\_

pameeela

pdureau

poker10

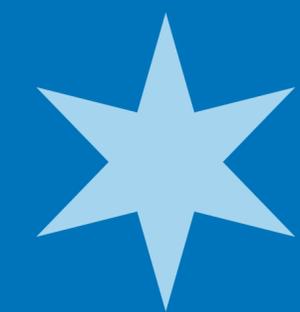
quietone

xjm

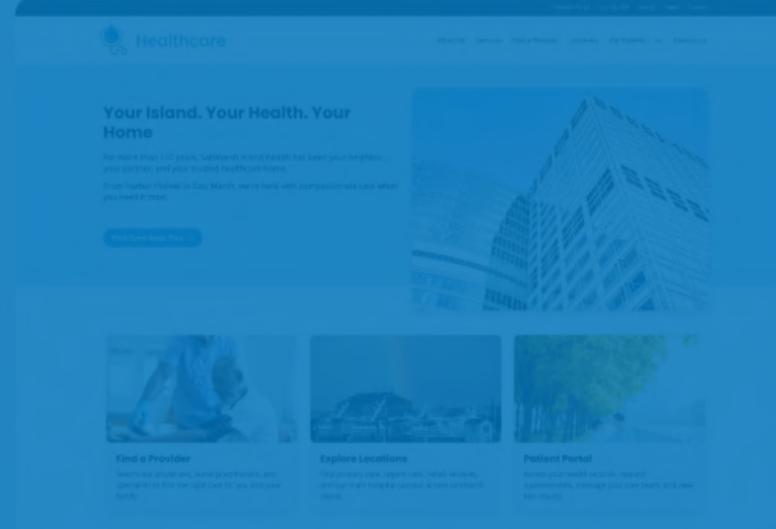
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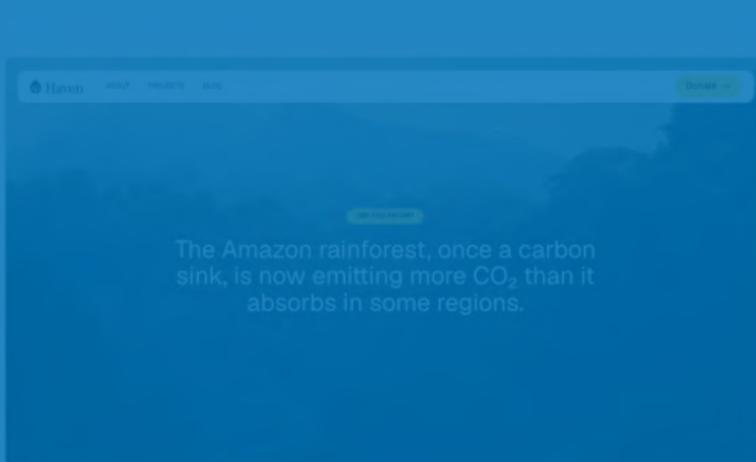
 **Driving adoption**  

# Driving adoption



## Healthcare

Healthcare is a professional, patient-centered Drupal site template that gets medical clinics and healthcare organizations online in weeks instead of months, with beautiful design, accessibility compliance, and powerful patient discovery features built in.



## Our latest insights

What the reefs are telling us

Six months without a car: what actually changed

What your local council can do about climate change right now

## Haven

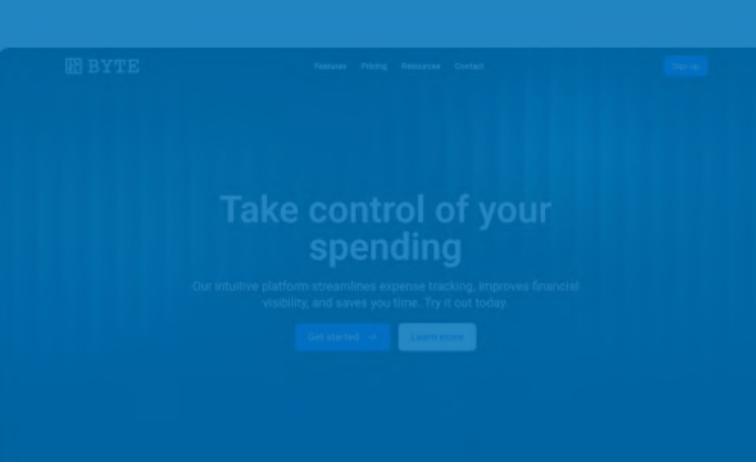
Designed for non-profit sites, this template features a bright, warm design and includes: blog, projects, newsletter signup,



## Convivial Gov

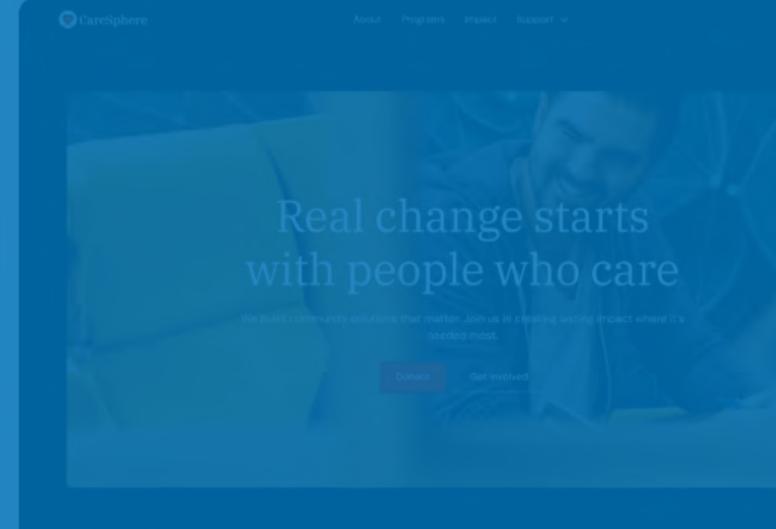
A starter site for government built on Drupal Canvas and Recipes providing editor-friendly components for best-practice government sites.

\$500.00



## Byte

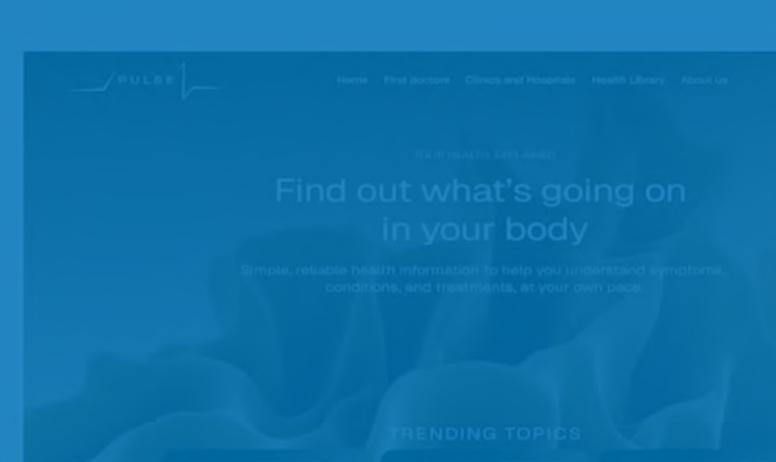
Designed for a SaaS product website, this template includes landing pages, a blog, newsletter sign up and other features.



## Care Sphere - Non-Profit / NGO Website Template

CareSphere is a site template designed for non-profit organizations, community groups, and social initiatives that need a clear and effective online presence. It provides a structured starting point for communicating an organization's mission, showcasing programs and impact, sharing updates, and encouraging community engagement. The template focuses on storytelling and accessibility, enabling NGOs to launch a professional website quickly while making it easy for visitors to learn about their work and get involved.

Free



## Pulse - Pharma & Content Platform Site Template

Pulse is a Drupal CMS site template designed to quickly bootstrap healthcare, research, and content-driven websites

# Driving adoption with **NEW** templates + initial marketplace



Healthcare

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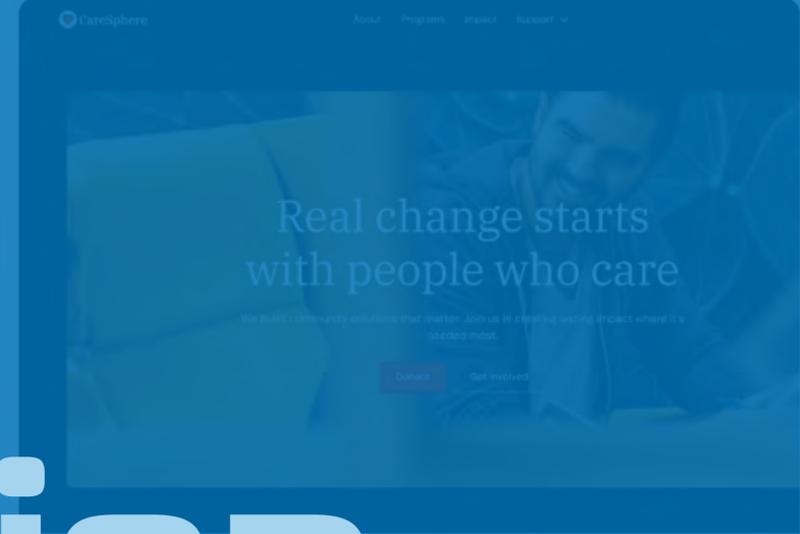
Free



Convivial

A starter site for government built on Drupal canvas and Recipes providing editor-friendly components for best-practice government sites.

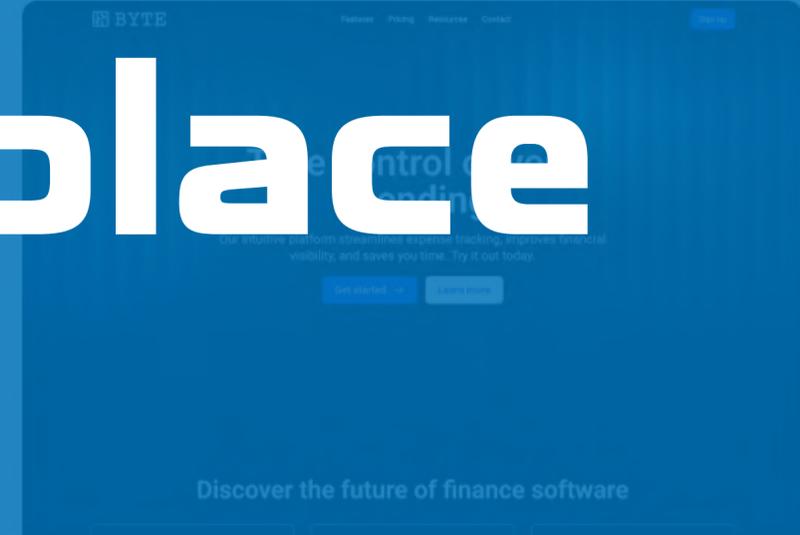
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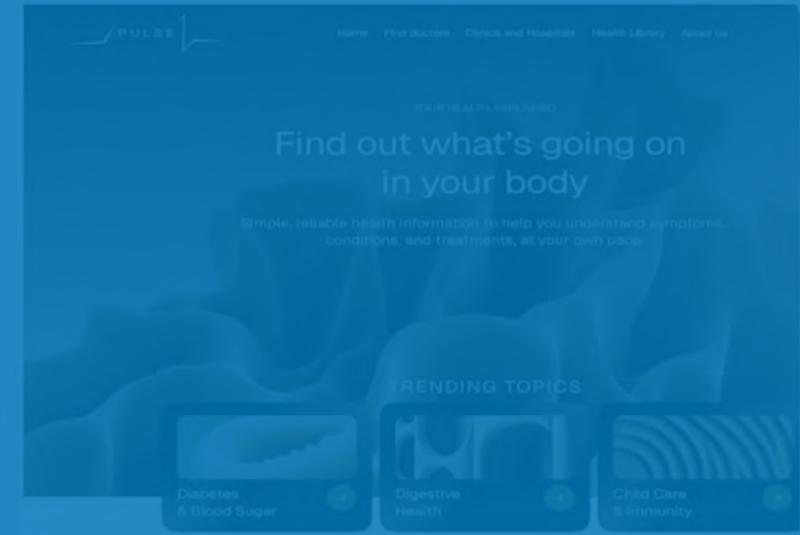
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ACQUIA

annertech



Dripyard

Droptica

kanopi Studios

mediacurrent

# Our Marketplace will bring new people to Drupal marketplace.drupal.org



Morpht

OpenSense Labs

prometsource

QED42

SPARKS

TE C H No CR AT

ZOOCHA

# NOT DEPICTED

INNOVATION LABS

## Labs

Six focused explorations. Each one a system waiting to scale.



EVOLVING THE PRODUCT

### Context Control Center

Context is as important as content.

A governed way to connect outside sources (knowledge bases, intranets, documentation) so teams can build AI-ready experiences with trust,...



EVOLVING THE PRODUCT

### Experience Builder Canvas

Beautiful layouts. Rational structure.

A composable component system that keeps ambitious visuals editable and consistent across teams without fragile one-off implementations.



EVOLVING THE PRODUCT

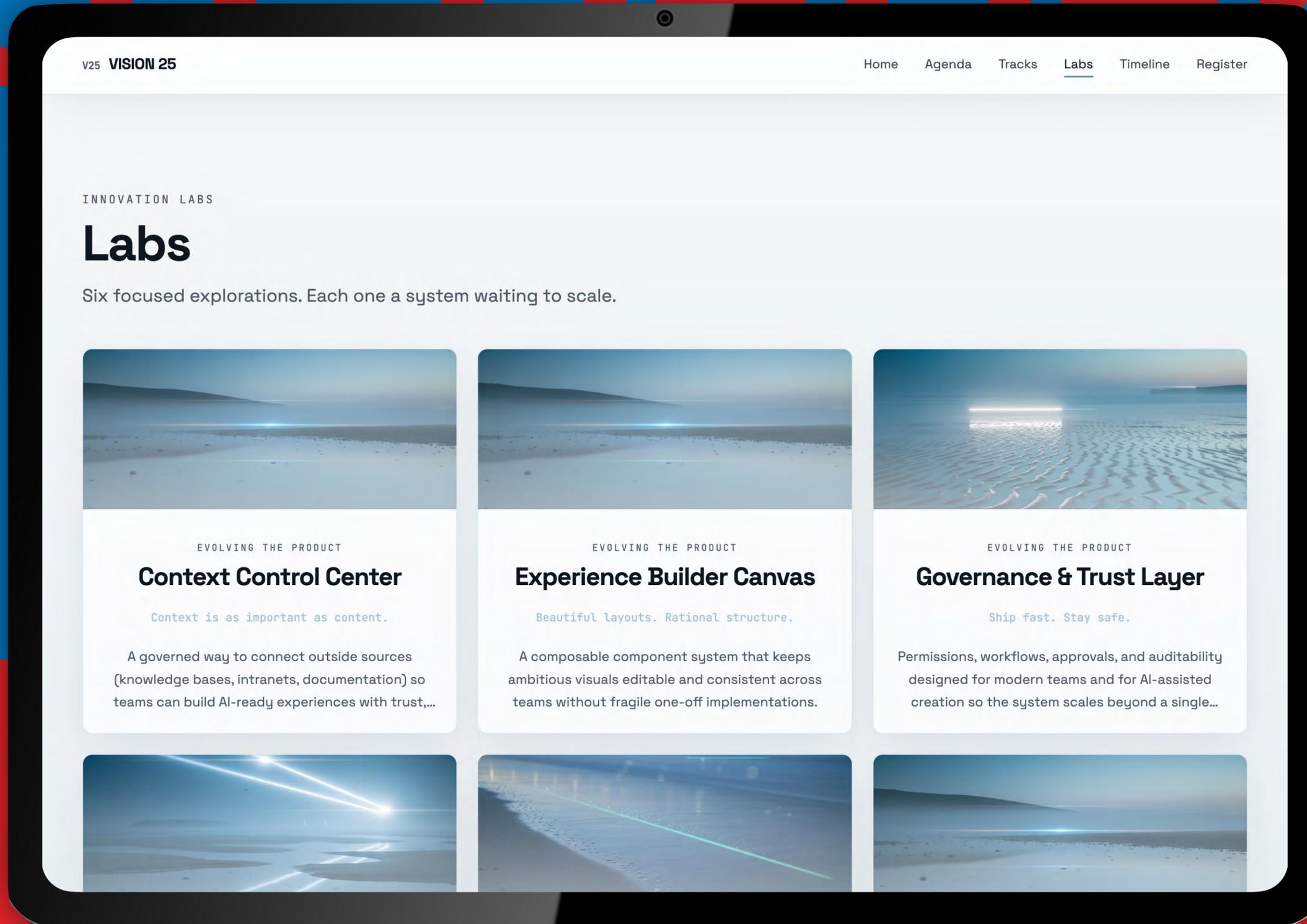
### Governance & Trust Layer

Ship fast. Stay safe.

Permissions, workflows, approvals, and auditability designed for modern teams and for AI-assisted creation so the system scales beyond a single...

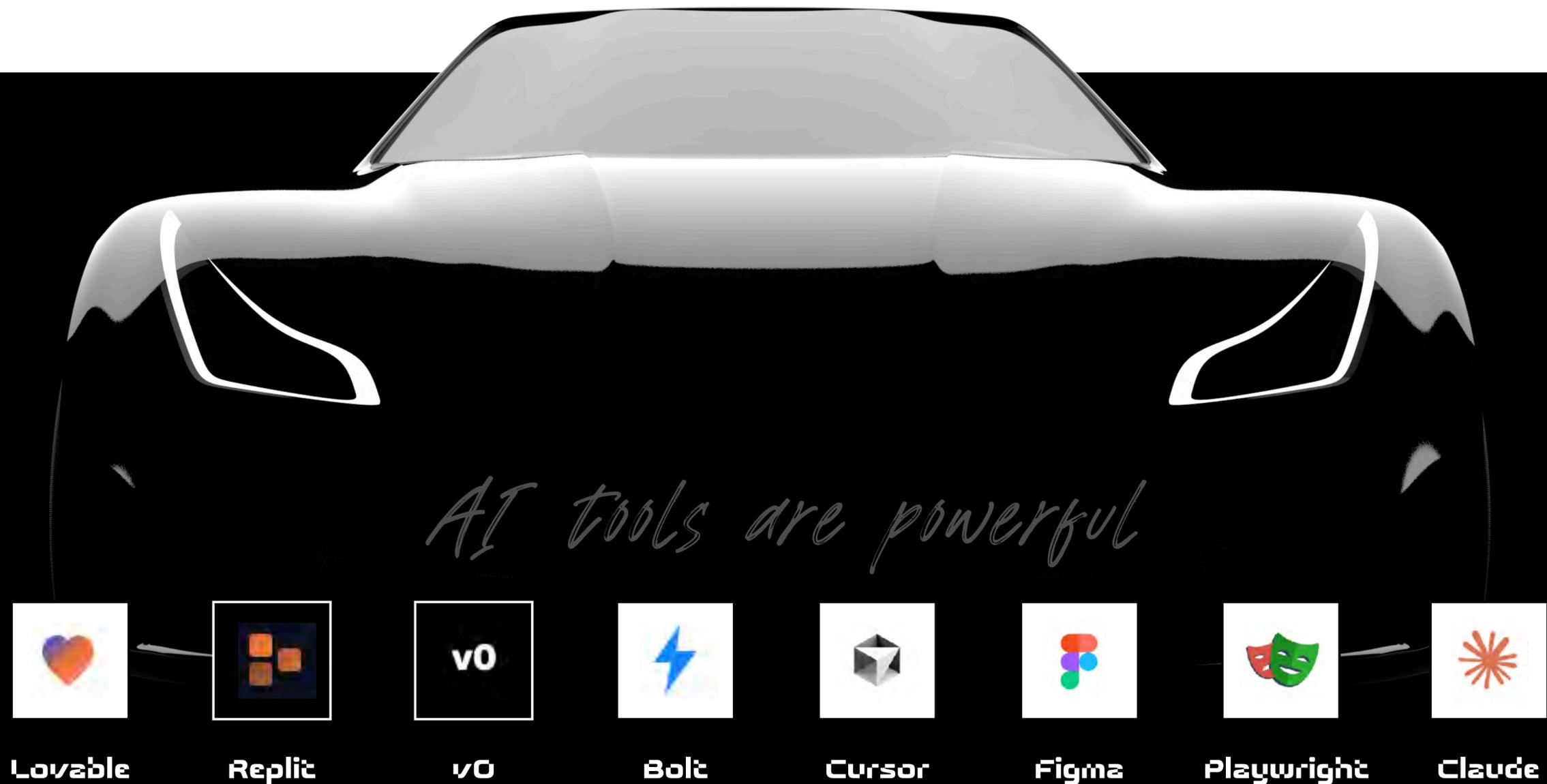


# NOT DEPICTED



# Built in 15 minutes with AI tool

Making a beautiful front end is **easy** now.



Lovable

Replit

v0

Bolt

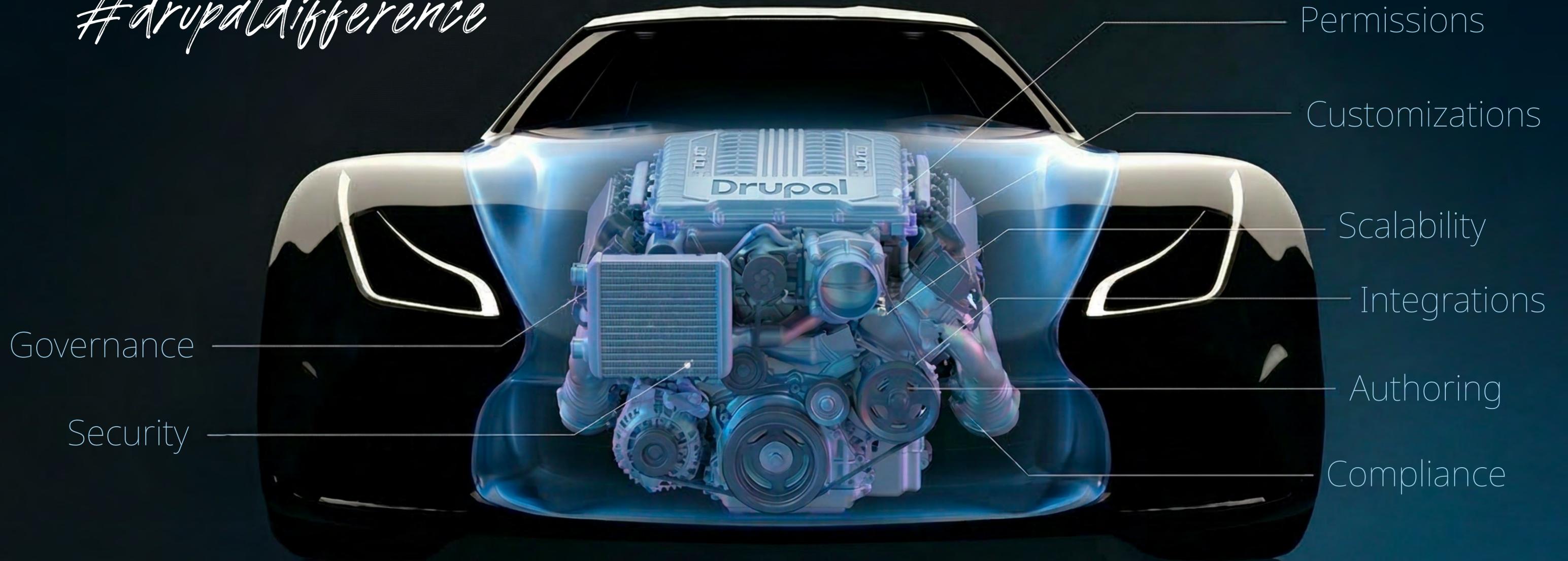
Cursor

Figma

Playwright

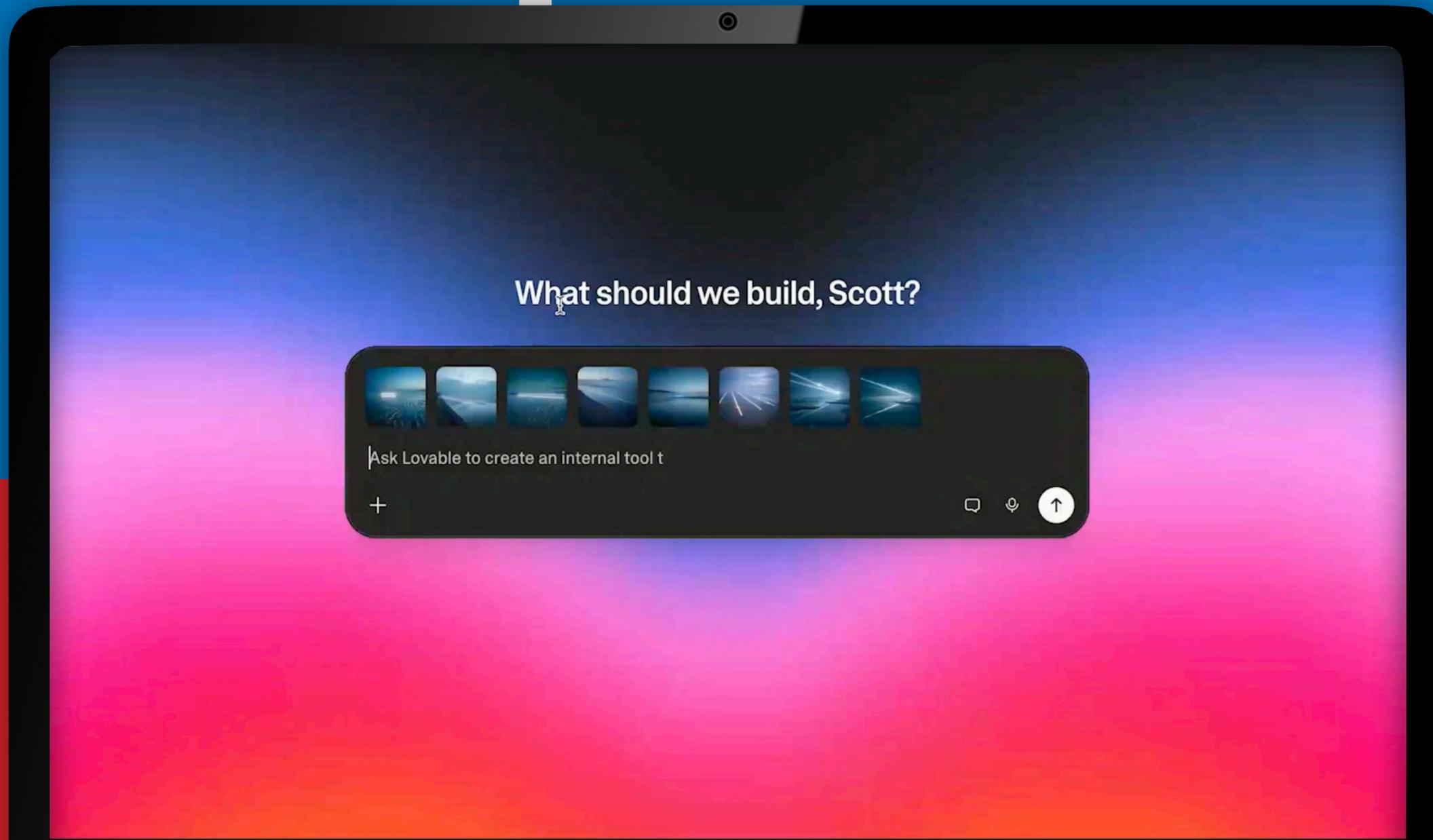
Claude

*#drupaldifference*



**What's under the hood is everything.**

*The industry is changing*  
**in Drupal's favor.**



What should we build, Scott?



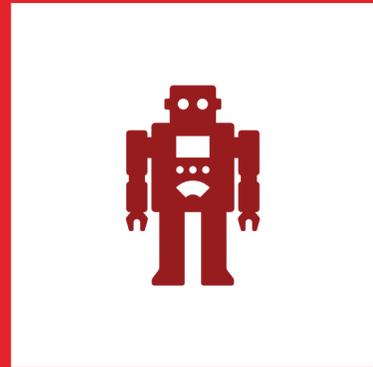
Ask Lovable to create an internal tool t



**Use AI to  
prototype  
fast.**

**Then use  
Drupal to  
build systems  
that last.**

**Speed**



**AI prototype**

**15 minutes**

**meets**



**AI conversion +  
skilled human**



**2-4 hours**

**substance**

**Drupal site**



**Done**

**Drupal is the  
best CMS for AI**

**20 years in  
the making**

**Drupal Canvas**

**Comes with  
AI skills and tools**

**Drupal site**



**Drupal foundations**

**Search**

**Alt-text**

**Translations**

# **AI inside Drupal**

**Creating  
themes**

**Building  
modules**

**Drafting  
content**

**Translating  
content**

**Migrating  
content**

**Component  
building**

# AI outside Drupal

*For developers*

**Building  
modules**

**Creating  
themes**

**Search**

**Alt-text**

**Translations**

**Migrating  
content**

# AI inside Drupal

*For content creators*

**Translating  
content**

**Drafting  
content**

**Component  
building**

**No one handles  
content like Drupal.**

**Structured. Workflows. Governance.**

**Content is easy now.**

Subject expert

Copywriter

Brand strategist

Page builder

Media

SEO/AEO

**Great content  
takes a team.**

**Yet, most organizations  
don't have one.**

# Take control of your spending!

Our intuitive platform streamlines expense tracking, improves financial visibility, and saves you time. Try it out today.

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Dashboard

Pages

CMS

Media

Trash

Tools >

Context Control Center

Structure >

Appearance

Extend

Configuration >

People

Reports >

Help

admin >



Sign up

# Enterprise solutions for every price range

Choose the best plan for your business.  
Any questions? [Get in touch with us](#) to find out more.

## Free

Curabitur nascetur non  
potenti pede luctus  
vivamus

\$0.00

## Personal

Curabitur nascetur non  
potenti pede luctus  
vivamus

\$0.00

## Professional

Curabitur nascetur non  
potenti pede luctus  
vivamus

\$10.00

## Enterprise

Curabitur nascetur non  
potenti pede luctus  
vivamus

**Subject expert**

**Copywriter**

**Brand strategist**

**Page builder**

**Media**

**SEO/AEO**

**What if the whole  
team showed up  
instantly?**

**For every page.**

**Every time.**

**AI is only as good as its context.**

**No context →**

**Average output**

**Good context →**

**Better output**



Dashboard

Pages

CMS

Media

Trash

Tools >

Context Control Center

Structure >

Appearance

Extend

Configuration >

People

Reports >

Help

admin >



# Overview

Overview Context Items Usage Settings

## Welcome to Context Control Center (CCC)

Context is essential when working with AI. CCC provides flexible ways to add relevant context to your AI agents.

### Getting Started

You have context items and agent settings.

1. Update general settings
2. Update context item publishing and scheduling settings

### Quick Links

- [View Context Items](#)
- [Add Context Item](#)
- [General Settings](#)
- [Agent Settings](#)

### Documentation

- [Module project page](#)
- [How to get support](#)
- [View open issues](#)
- [View source code](#)

**Create knowledge once.  
Scale quality forever.**

**For people.**

**For AI.**

**For every page.**

**From marketing brief  
to published page**



# Drupal Canvas AI <sup>Beta</sup>

This is a product page for FinDrop Travel — who is the primary audience you're targeting?

Pick the one that best fits the main buyer this page is written for:

- 1. **Finance Leaders** (CFOs, Controllers) — focused on ROI, compliance, and spend control
- 2. **Accounting Teams** — focused on time savings, accuracy, and ease of use
- 3. **IT Decision Makers** — focused on security, integrations, and implementation
- 4. **End Users / Traveling Employees** — focused on

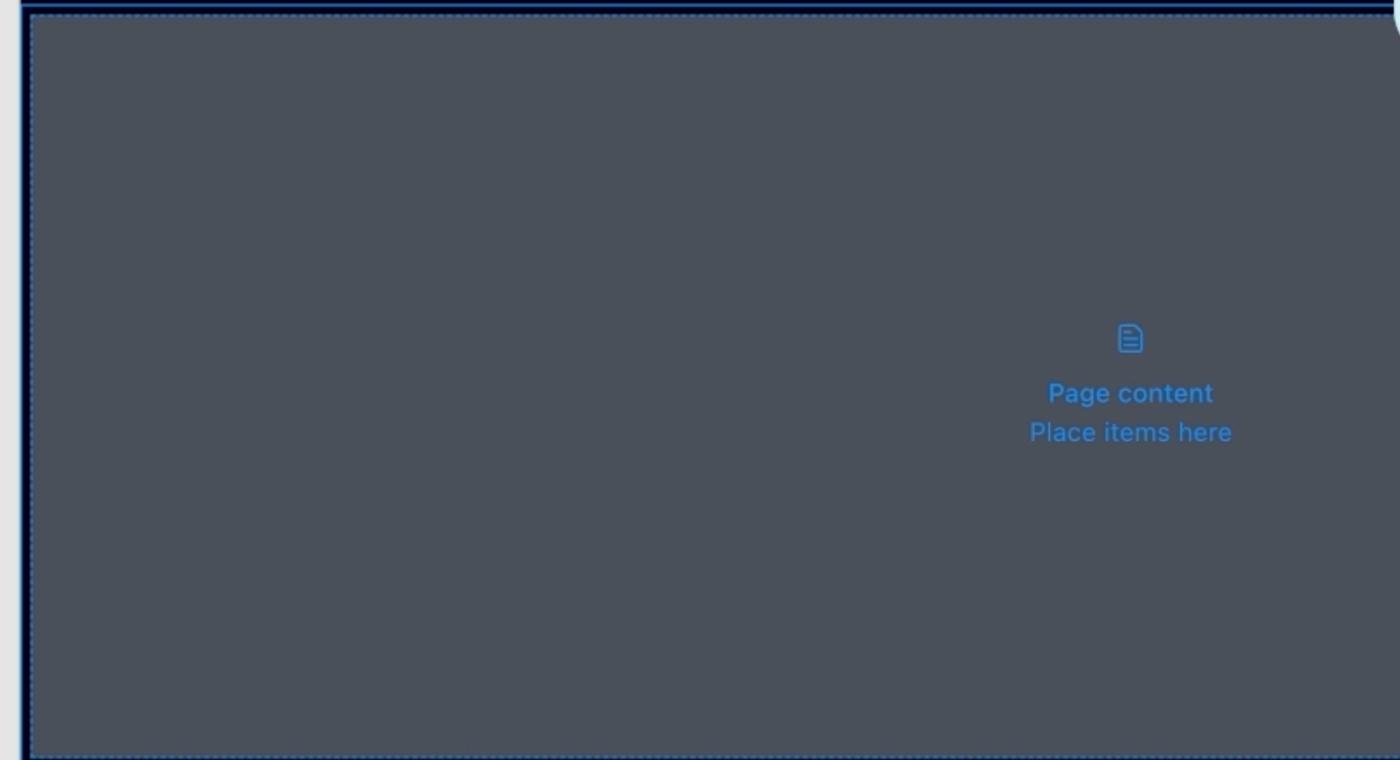
The primary

+ ↑

These responses are generated by AI, which can make mistakes.

Tablet

- +
- ☰
- </>
- 📄
- 📄



About Careers



My privacy settings Privacy policy Terms of service

## Stay up to date

Subscribe to our newsletter to be the first to receive the latest updates, exclusive offers, and more.

email

**AI asks clarifying questions**

**NEW**

Page data

Monitor analytics for this page

Engaged sessions

Bounce rate

Key event rate

SEO settings

Image

Add media

One media item remaining.

Page title

[canvas\_page:title] | [site:name]

Meta description

**Turn expertise  
into pages**

**Powered by  
the Context  
Control Center**

fail  
fail  
fail

**Most content fails quietly.**

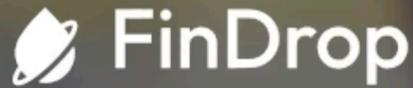
*After it's published.*

**What if  
your site  
watched  
itself?**

**From analytics to action**



- Dashboard
- Pages
- CMS
- Media
- Trash
- Tools >
- Context Control Center
- Structure >
- Appearance
- Extend
- Configuration >
- People
- Reports >
- Help
- admin >



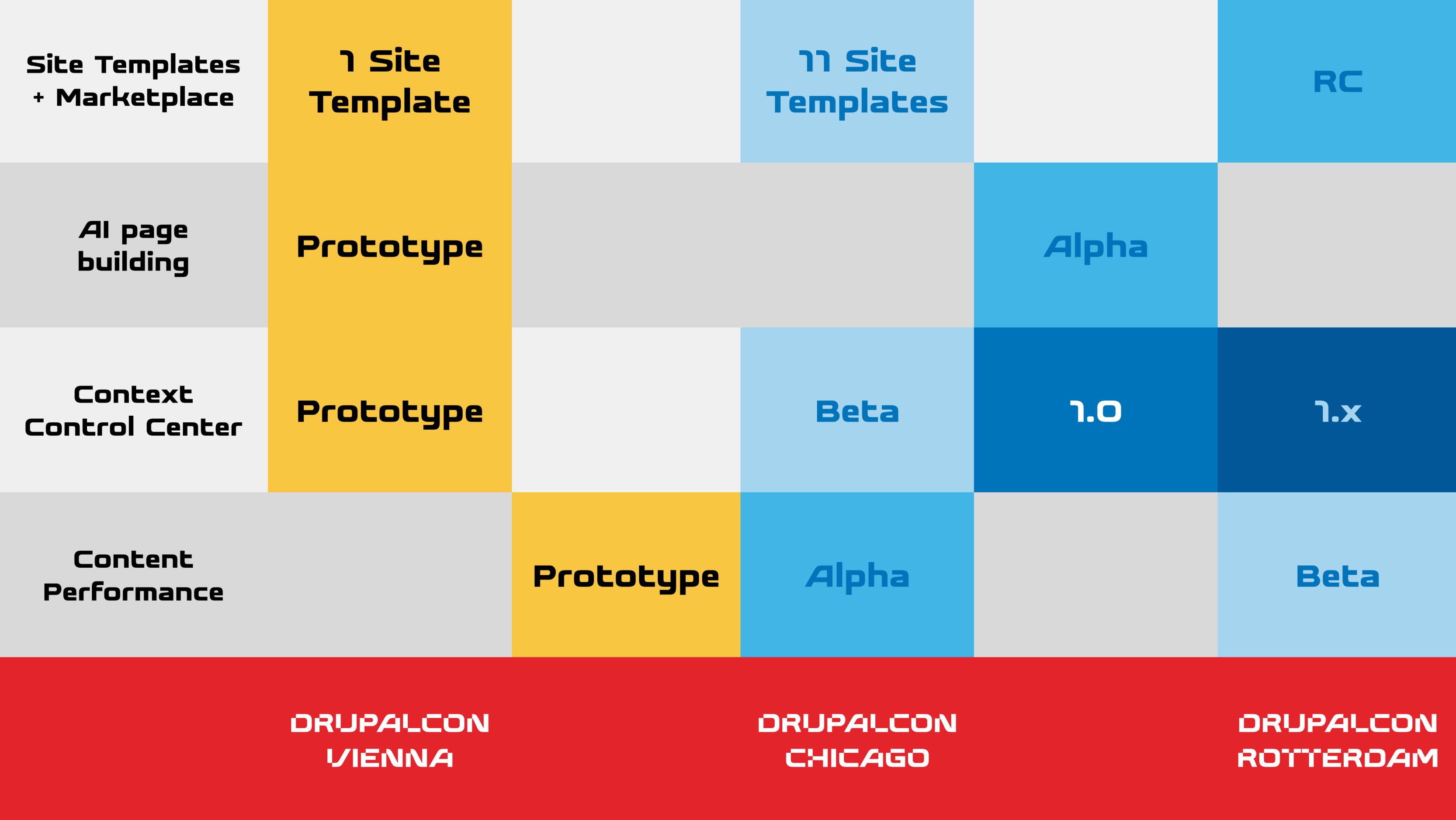
# Integrated Business Travel Management

Book flights, hotels, and rental cars through FinDrop. Enforce travel policies at booking, capture receipts automatically, and reimburse in any currency – all from one platform.

Download Travel Guide 

# Expertise without friction.

*A true agentic system*



Site Templates + Marketplace

1 Site Template

11 Site Templates

RC

AI page building

Prototype

Alpha

Context Control Center

Prototype

Beta

1.0

1.x

Content Performance

Prototype

Alpha

Beta

DRUPALCON VIENNA

DRUPALCON CHICAGO

DRUPALCON ROTTERDAM

**Drupal is ready  
for what's next**



Now let's

**tell the world!**

**Ryan  
Witcombe**



# Drupal Growth Initiative

## Track 1

### **Enterprise Drupal growth**

- ◆ Case studies
- ◆ RFP positioning
- ◆ Analyst/thought leadership

## Track 2

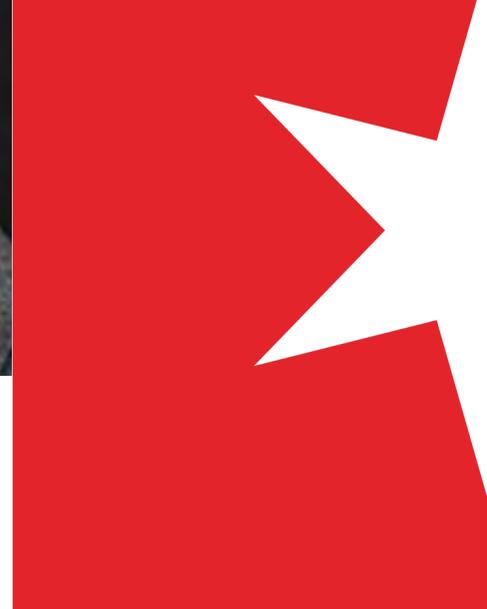
### **Drupal CMS adoption**

- ◆ Product messaging
- ◆ Onboarding
- ◆ Demo-driven content

## Track 3

### **AI Leadership**

- ◆ Innovation stories
- ◆ Experiments
- ◆ Future narrative



# Thank you

*to everyone who made the demo possible*



tellurium 52 <b>Te</b> 127.60	carbon 6 <b>C</b> 12.011	hydrogen 1 <b>H</b> 1.0079	nobelium 102 <b>No</b> [259]	chromium 24 <b>Cr</b> 51.996	astatine 85 <b>At</b> [210]
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ACQUIDA



# Thank you

*to the organizations who funded them*



dropsolid



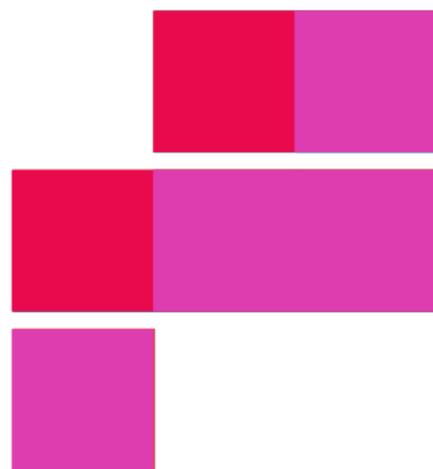
FreelyGive.

Drupal  
**Platform**



Drupal  
**Community**

Drupal  
**Agencies**



Foster  
Interactive



Drupal  
Agencies

*Aidan Foster*



*Aidan Foster*



**AI commoditizes production**



**Value moves to judgment and expertise**

*AI commoditizes production*



*Value moves to judgment and expertise*



**Drupal lets you turn expertise  
and judgement into systems.**

# Agency leaders,



**You don't  
have to  
figure this  
out alone:**

Sessions at  
**DrupalCon  
Chicago**

**Drupal  
Pivot**  
May 27-28  
Cambridge

Drupal  
**Platform**



Drupal  
**Community**

Drupal  
**Agencies**



# Making Drupal radically easier to use



*Jürgen Haas*

Drupal  
Community



**16,640+** active installs



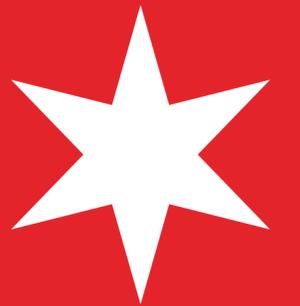
*Jürgen Haas*

**AI amplifies expertise.**  
**It does not replace it.**

*AI enables us to think bigger.*



**We have to say  
“No” to AI slop.**



Don't submit code



you don't understand!



**Can-contribution**

**≠**

**Con-contribution**

OUR CRAFTS ALWAYS

OUR CRAFTS ALWAYS

OUR CRAFTS ALWAYS

OUR CRAFTS ALWAYS



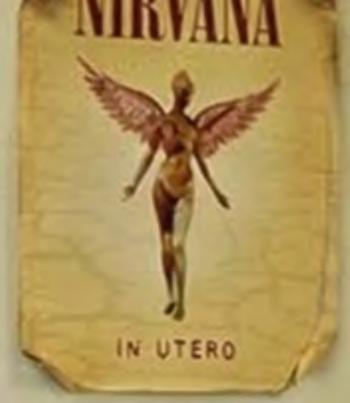
OUR CRAFTS ALWAYS

OUR CRAFTS ALWAYS



**Drupal is at another  
crossroads.**



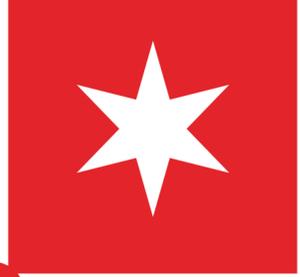




I went all in.

I never once regretted it.



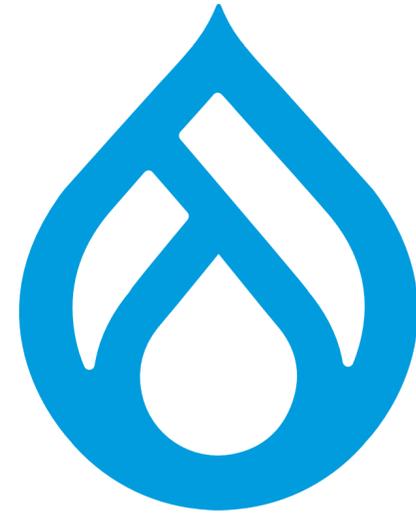


AI is the storm

*and the way through it.*



**Drupal  
Platform**



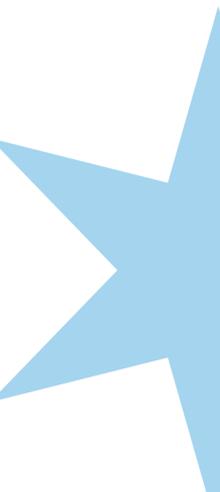
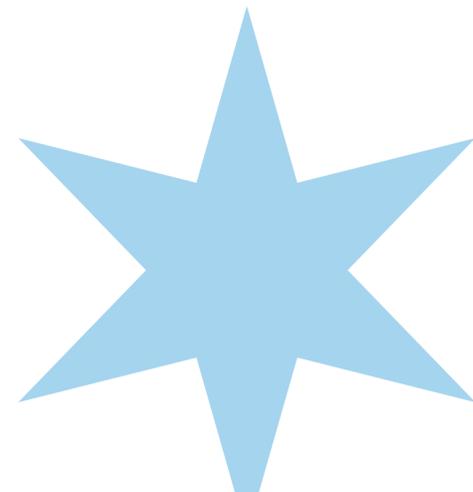
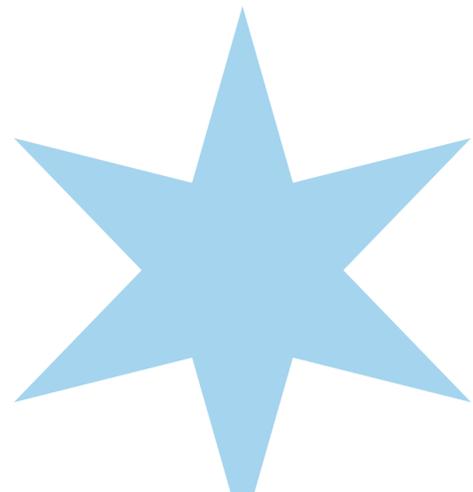
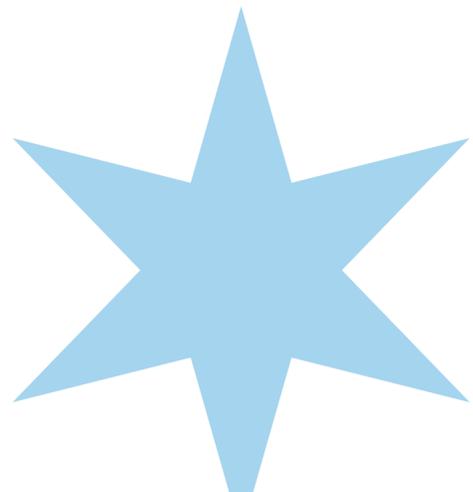
**Drupal  
Community**

**Drupal  
Agencies**



**Average is cheap now.**

**Expertise is  
priceless.**





*The people are  
the difference.*

**2025**

*DrupalCon  
Vienna*

**Photo: Joris Vercammen**

*Are we out?*

**Are you out,**  
**or are you in?**

*or are we in?*

*Are we out?*

**Are you out,**  
**or are you in?**

*or are we in?*



Chicago rebuilt its foundations

*We can too!*



Slides to  
be posted  
at dries

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