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MAY 20-24 2013

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WHAT I LIKE ABOUT US

**DO WELL,
DO GOOD.**

Customer: ODS
Code: PT

MAINT/SUPPORT

Customer: NMT
Code: n/a

Customer: ODS
Code: WH

Customer: ODS
Code: n/a

Petitions
Read
API 1.0

Support

ODS

ODS
Maint.

BH MG

NH



Customer: ODS
Code: PT

MAINT/SUPPORT

Customer: NMT
Code: n/a

Customer: ODS
Code: WH

Customer: ODS
Code: n/a

Petitions
Read
API 1.0

Support

ODS

ODS
Maint.

BH MG

NH



the WHITE HOUSE PRESIDENT BARACK OBAMA

★★★★



★★★★

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WE *the* PEOPLE

YOUR VOICE IN OUR GOVERNMENT

Help make We the People even better.
Share your feedback on how this new
platform can improve.

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Giving all Americans a way to engage
their government on the issues that
matter to them.

Get Started

[VIEW PETITIONS](#)[START A PETITION](#)

We the People in Three Easy Steps

Step 1

Browse open petitions to find a
petition related to your issue, and
add your signature.

TAKE ACTION

[► Find a petition](#)

Step 2

If your issue is not currently
represented by an active
petition, start a new petition.

TAKE ACTION

[► Start a Petition](#)

Step 3

If a petition meets the signature
threshold, it will be reviewed by
the Administration and we will
issue a response.

TAKE ACTION

[► View all responses](#)

Featured Petition Responses

[SEE ALL](#)

[A Message from President Obama about
Your Petition on Reducing Gun Violence](#)

[Combatting Online Piracy while Protecting
an Open and Innovative Internet](#)

[Building a 21st Century Immigration System](#)

[Repealing the Discriminatory Defense of
Marriage Act](#)

Most Recent Petitions

[SEE ALL](#)

[support the Keeping All Students Safe Act to
end the harmful and life-threatening use of
restraints and seclusion rooms.](#)

[Soldiers, Sailors, Marines and Airman to
receive retirement benefits in the same
manner as active duty members](#)

[Ban the Use of Gas Chambers to Euthanize
Unwanted Dogs and Cats](#)

WHAT I LIKE ABOUT US

**DO WELL,
DO GOOD.**

'A Death Star Isn't on the Horizon': The White House's Hilarious and Nerdy Response to the *Star Wars* Petition

 **Taylor Berman** +

The White House crushed the dreams of thousands of Star Wars fans yesterday when they officially **rejected a petition** to start building a Death Star by 2016. The petition wasn't quite as successful as the idiotic one to **deport Piers Morgan**, but it did garner over 34,000 signatures, 9,000 more than necessary to receive an official response from the White House. So, good to their word, the White House responded yesterday via on a **post on their website**; in the post, resident nerd Paul Shawcross (official title: Chief of the Science and Space Branch at the White House Office of Management and Budget) gave some matter-of-fact reasons why a Death Star would be a bad idea for the country/universe in general:

- The construction of the Death Star **has been estimated** to cost more than \$850,000,000,000,000,000,000. We're working hard to reduce the deficit, not expand it.
- The Administration does not support blowing up planets.
- Why would we spend countless taxpayer dollars on a Death Star with a fundamental flaw that can be exploited by a one-man starship?

JAN 12, 2013 4:46 PM

34,244 🔥 170 💬

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WE SAVED THE WORLD.



A dramatic space battle scene featuring the Death Star in the background. In the foreground, several TIE fighters are engaged in combat with Rebel starfighters. A large, bright explosion is visible in the center-right of the frame. The text "WE SAVED THE WORLD." is written in large, white, bold, sans-serif capital letters across the middle of the image. The word "WORLD" is crossed out with a thick, red, hand-drawn 'X'. Below "WE SAVED THE WORLD." is the word "UNIVERSE." in the same white, bold, sans-serif capital letters.

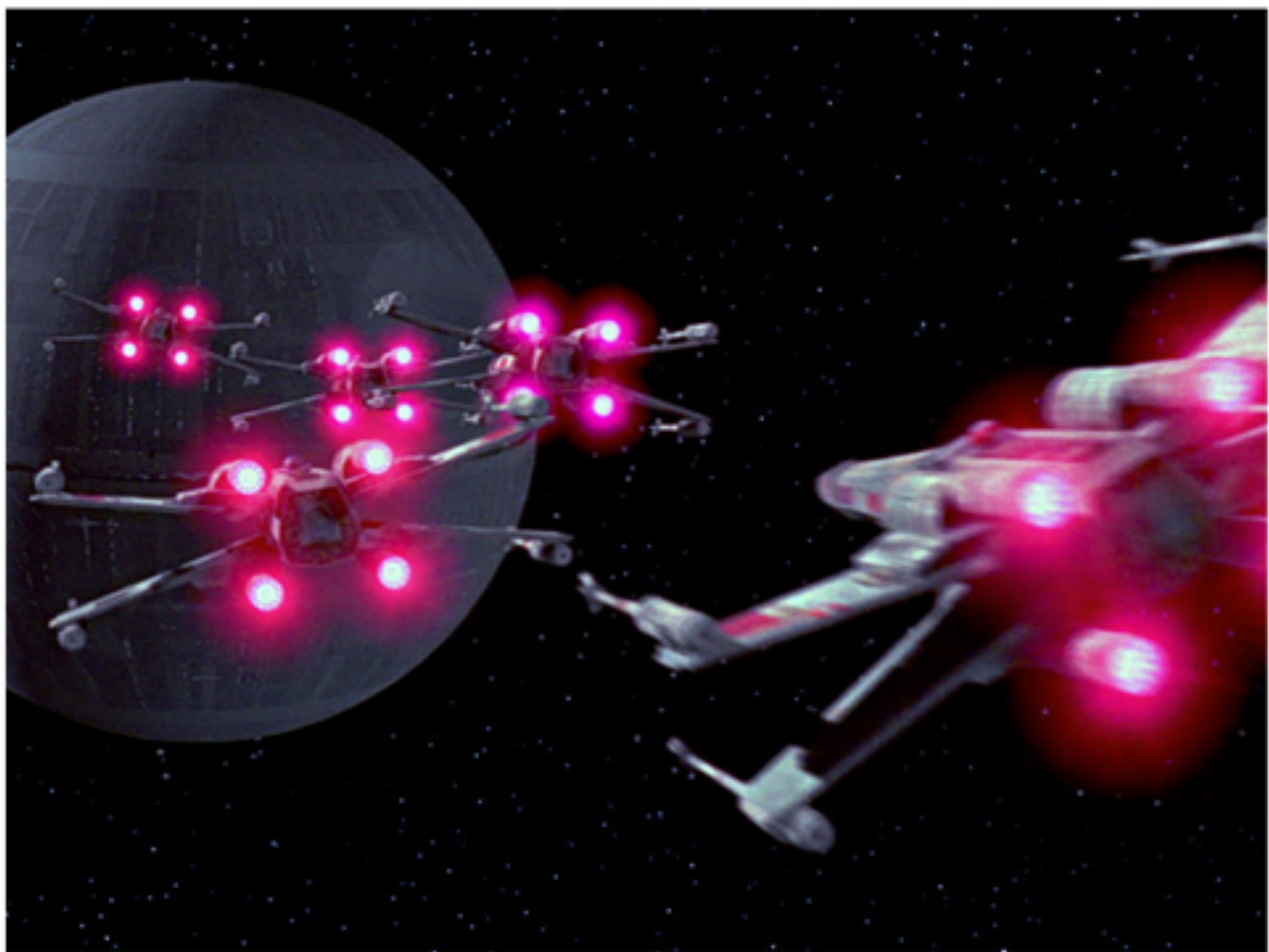
WE SAVED THE WORLD.
UNIVERSE.

Crowdfunding Rebel Alliance X-Wing Squadron

by Simon Kwan

Home Updates 18 Backers 643 Comments 66

Shanghai, China Hardware



643
backers
\$721,036
pledged of \$11,000,000 goal
0
seconds to go

Funding Unsuccessful

This project reached the deadline without achieving its funding goal on April 1.



Project by
Simon Kwan
Shanghai, China
[Contact me](#)

4 created · 52 backed

Has not connected Facebook

Website: lgcldesigns.com

[See full bio](#)

Like 4,636 people like this. Be the first of your friends.

Tweet Embed <http://kck.st/14ZminZ>

We must defend ourselves
against the Empire's Death Star!
Join the Rebel Alliance!

Launched: Feb 8, 2013
Funding ended: Apr 1, 2013



**IT'S NOT JUST ABOUT
PUBLISHING CONTENT
ANYMORE.**

IT'S NOT JUST ABOUT
PUBLISHING CONTENT
ANYMORE.



WHAT ARE ORGANIZATIONS TRYING TO DO?

WHAT ARE ORGANIZATIONS TRYING TO DO?



**ENGAGE WITH
CITIZENS**

WHAT ARE ORGANIZATIONS TRYING TO DO?



**RAISE
DONATIONS**

WHAT ARE ORGANIZATIONS TRYING TO DO?



**EDUCATE
STUDENTS**

WHAT ARE ORGANIZATIONS TRYING TO DO?



**BUILD
COMMUNITIES**

WHAT ARE ORGANIZATIONS TRYING TO DO?



INCREASE ONLINE SALES

**DIGITAL
AT THE HEART OF
EVERY BUSINESS**

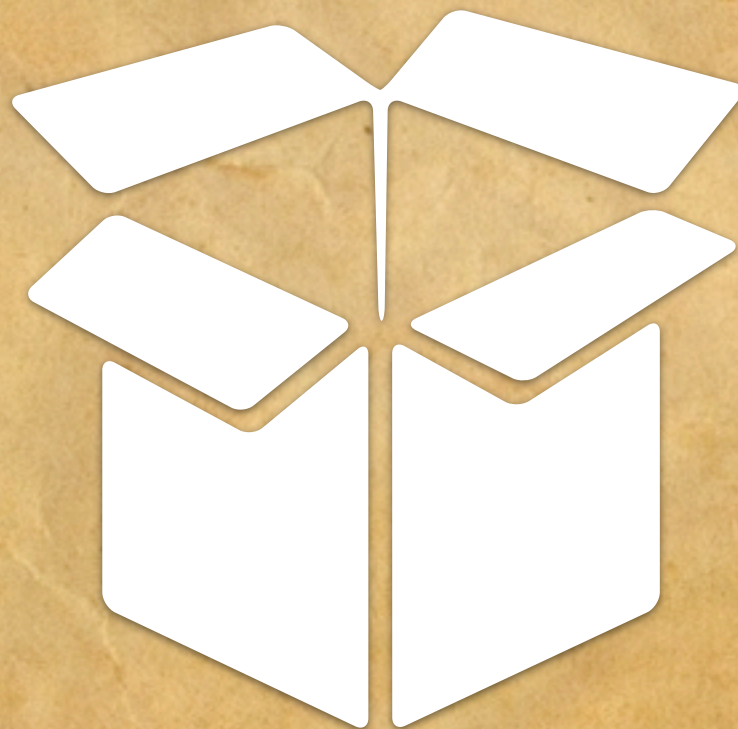


DRUPAL

**AT THE HEART OF
EVERY BUSINESS**

TO BE
insure domestic Tranquility, provide for the common defence, and
and our Posterity, to bind together the States in more perfect Union, to secure the Blessings of Liberty to this and future Generations of the United States.

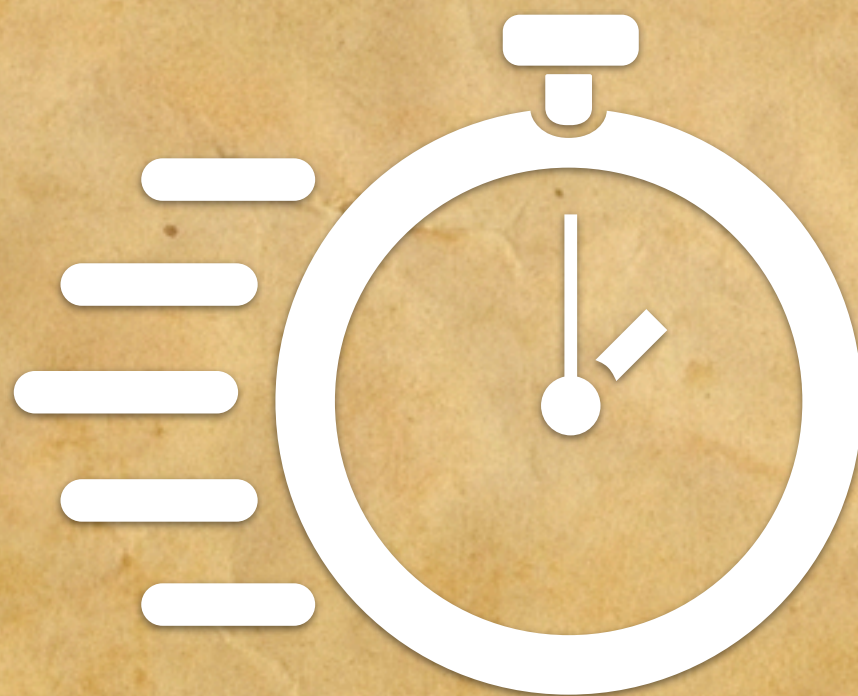
RIGHT CONTENT



RIGHT PLACE



RIGHT TIME



CONTEXT

amazon.com
and you're done.™

NETFLIX





**ONE MILLION
DOLLARS**

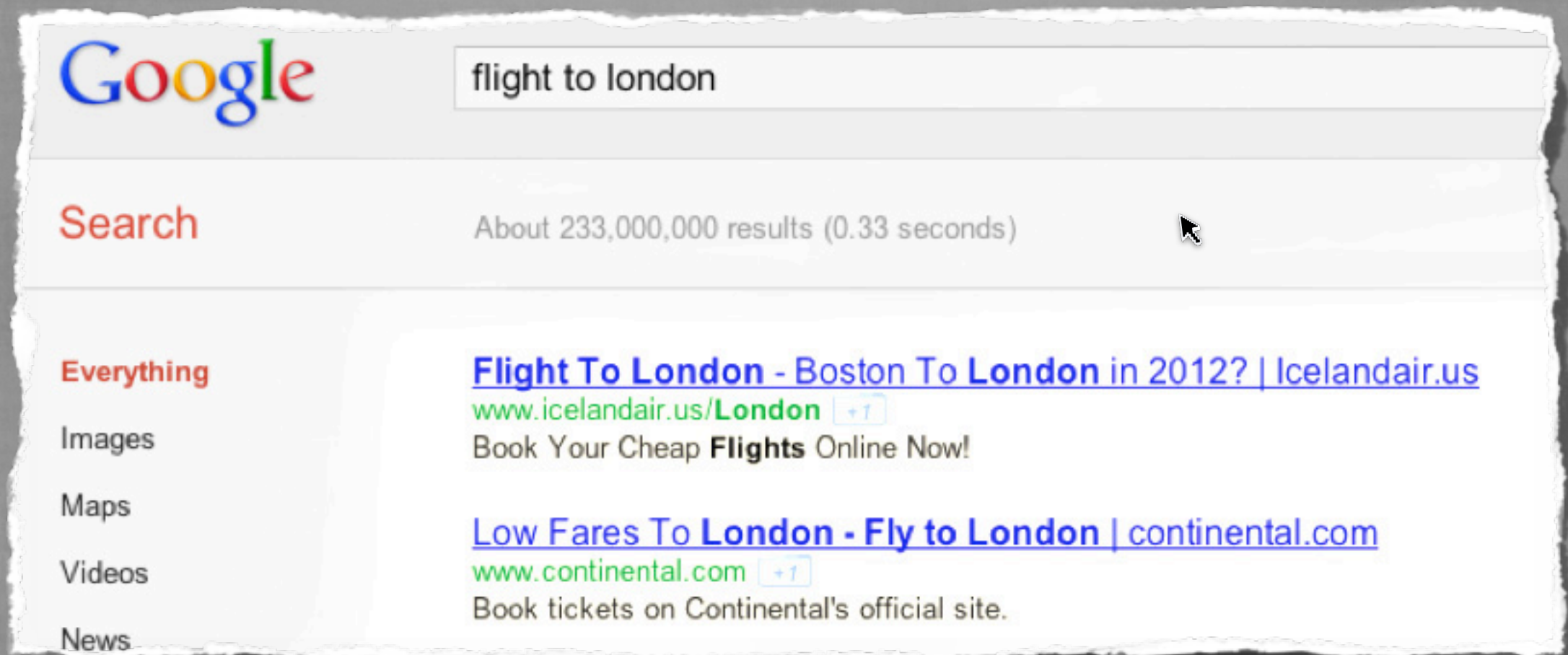




**DESPITE THE SUCCESSES,
ALMOST
EVERYONE
SUCKS
AT THIS.**

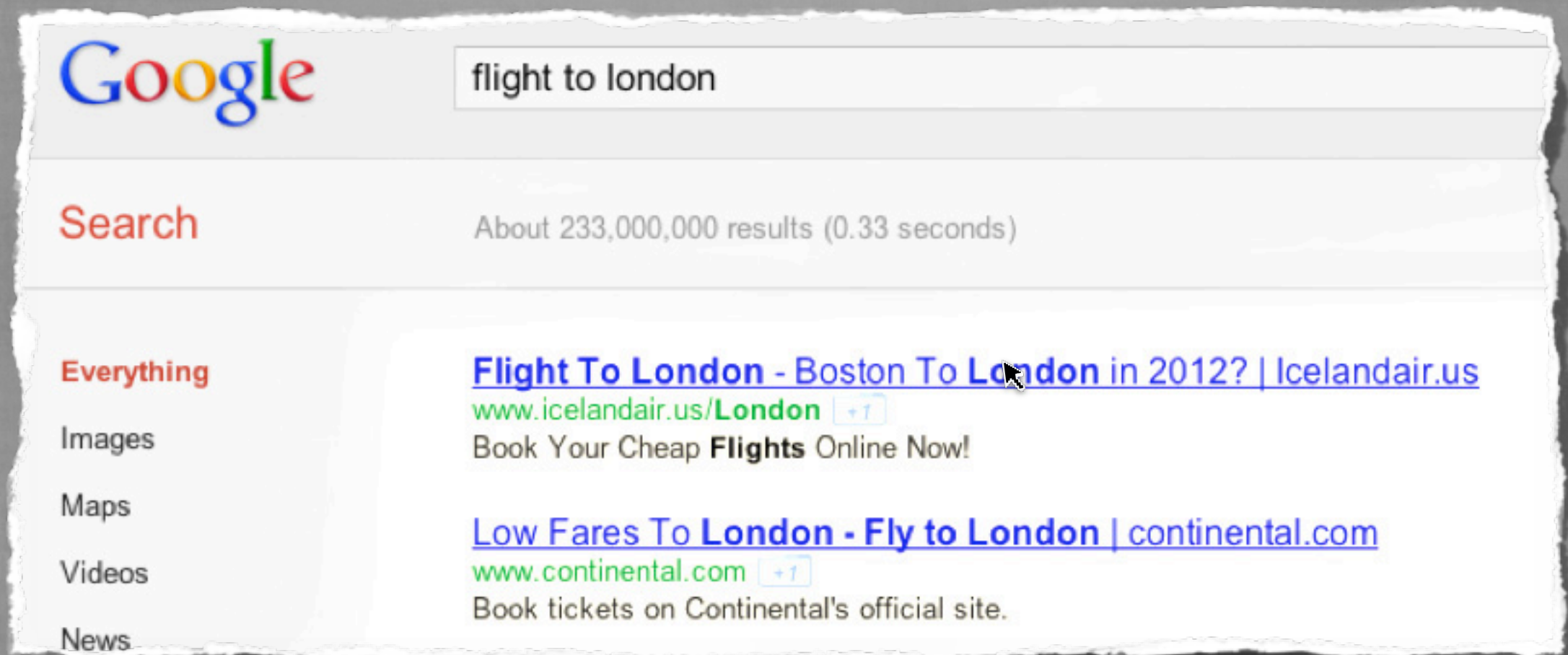
CONTEXT IN ACTION

EXAMPLE: FLIGHTS TO LONDON



CONTEXT IN ACTION

EXAMPLE: FLIGHTS TO LONDON



EUROPE

ALICANTE

AMSTERDAM

BARCELONA

BRUSSELS

FRANKFURT

GLASGOW

HAMBURG

HELSINKI

LONDON

MADRID

MANCHESTER

MILAN

MUNICH

PARIS


REYKJAVIK

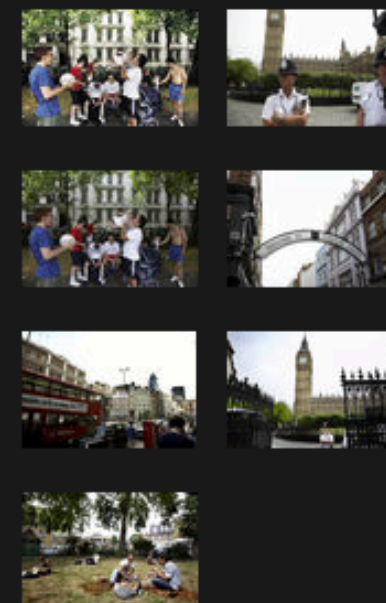
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BOOK A FLIGHT TO:

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☒ Round-trip ☐ One Way

Adult

1

Child (2-11)

0

Infant

0

From:

Boston

Depart:

mm/dd/yyyy

Return:

mm/dd/yyyy

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HERE, TOO!

AND HERE!

BOOK A FLIGHT TO:
London



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From:

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Depart:

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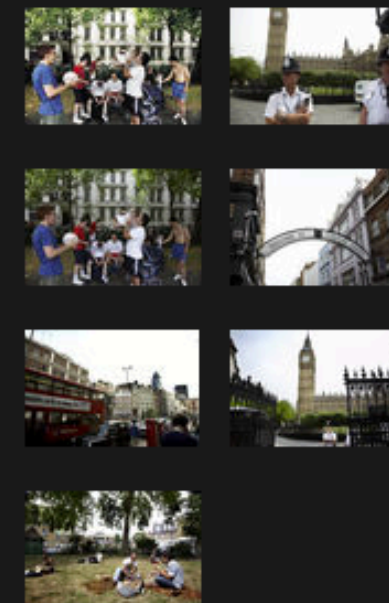
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RELEVANT IMAGE



Gallery

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mm/dd/yyyy

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mm/dd/yyyy

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PRE-SELECTED BOSTON ORIGIN

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Adult

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Child (2-11)

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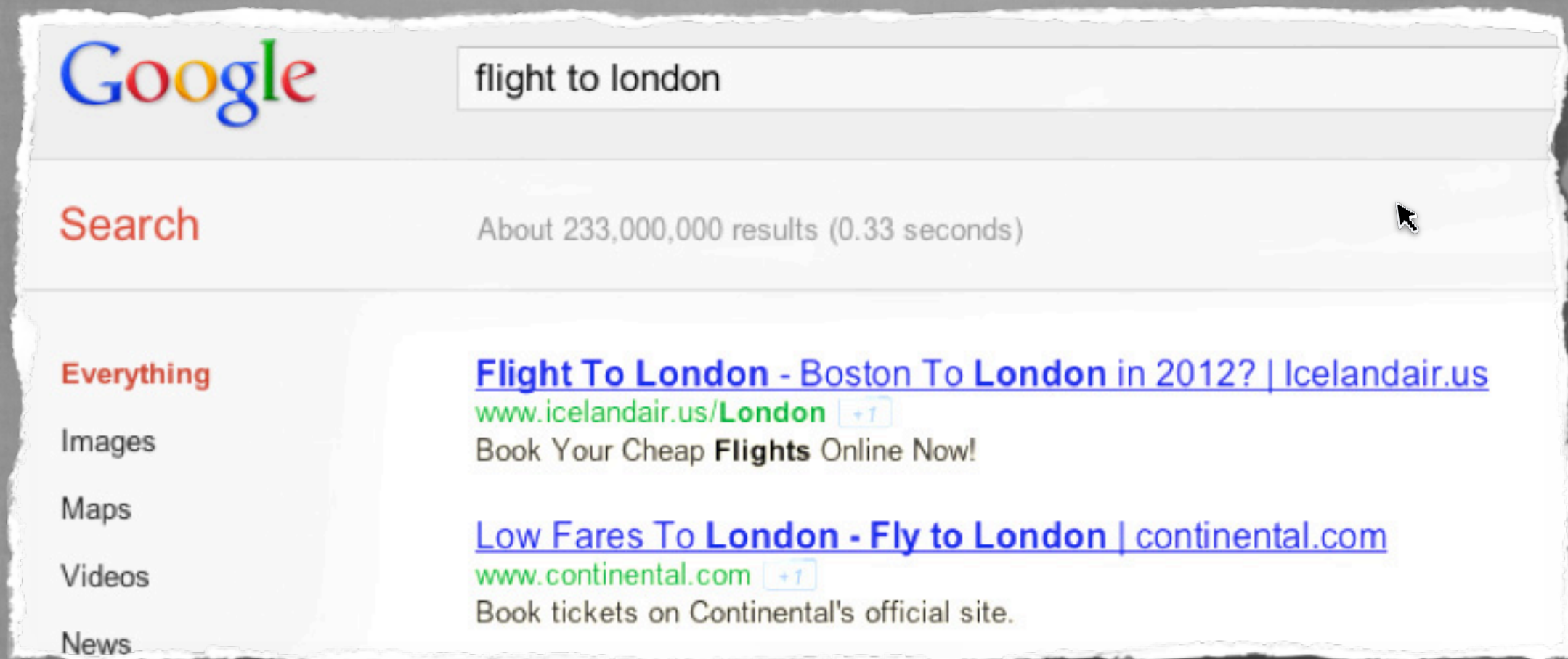
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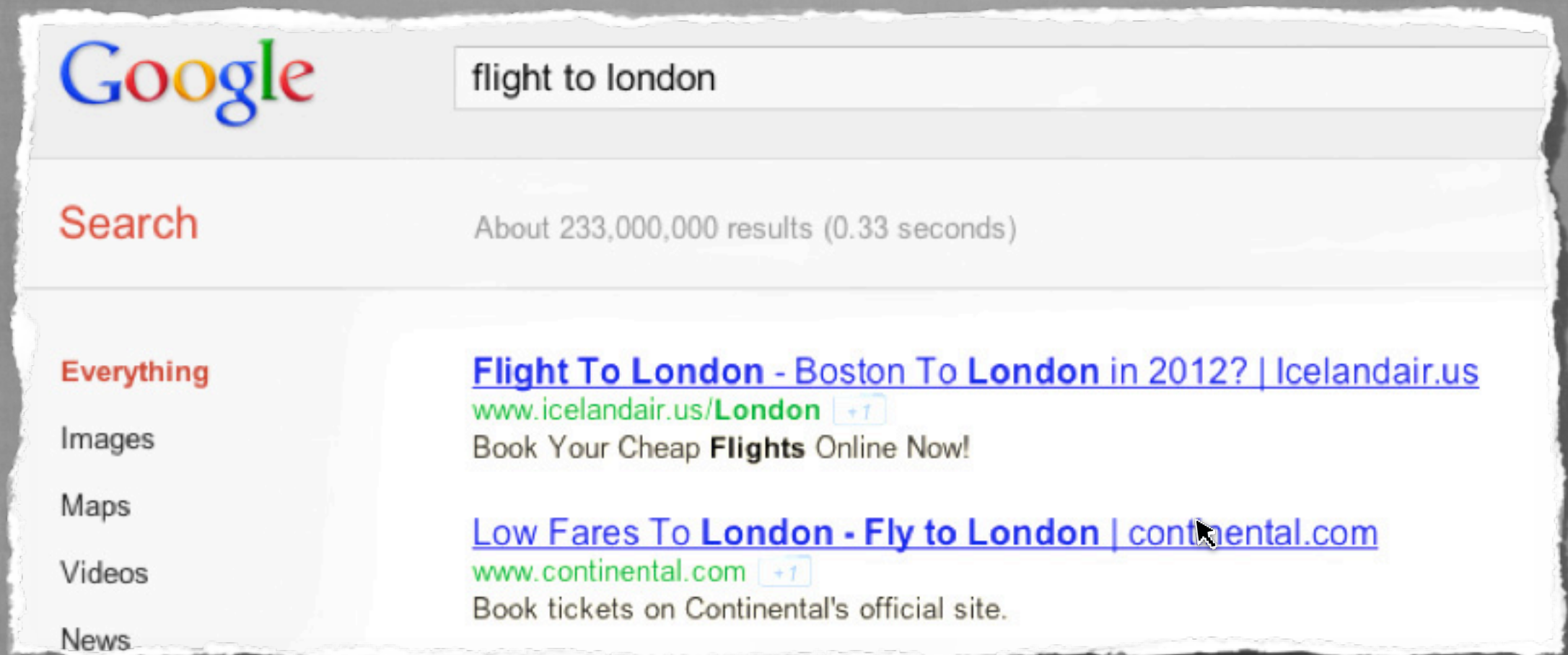
CONTEXT IN ACTION

EXAMPLE: FLIGHTS TO LONDON



CONTEXT IN ACTION

EXAMPLE: FLIGHTS TO LONDON



Flight Hotel Car Vacation

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From: (city or airport) To: (city or airport)

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☐ Find Lower Fare +/- 3 Days

☒ Search Specific Dates ☐ My Dates are Flexible

Depart Date:

Time:

mm/dd/yyyy



Anytime



Return Date:

Time:

mm/dd/yyyy



Anytime



Adults:

Offer Code (optional):

1

Children

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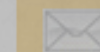
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Adults:

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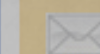
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mm/dd/yyyy

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Return Date:

Time:

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Anytime

Adults:

1 Children

[Offer Code \(optional\):](#)

Cabin:

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Search By:

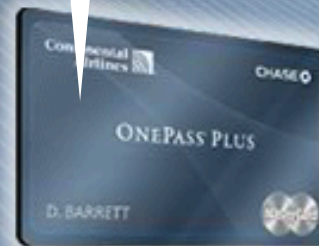
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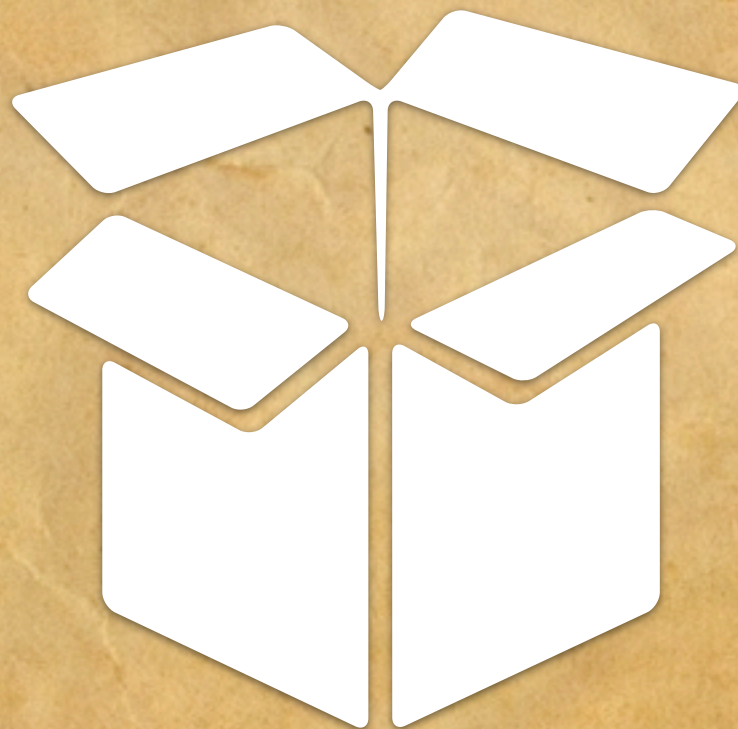


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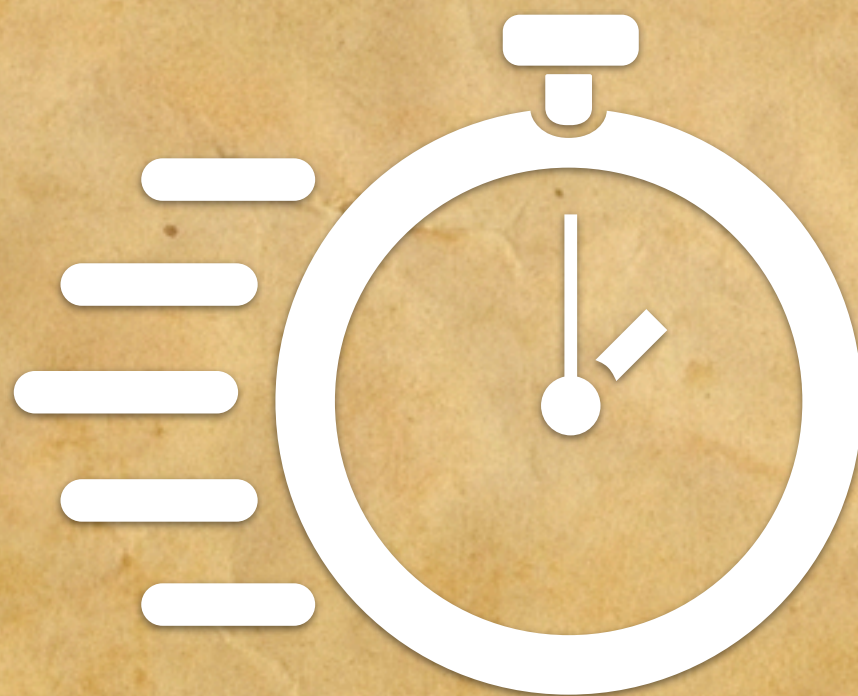
RIGHT CONTENT



RIGHT PLACE



RIGHT TIME



CONTEXT

**CONTEXT =
ENGAGEMENT**



**CONTEXT =
EXPERIENCE**



CONTEXT = EXPERIENCE

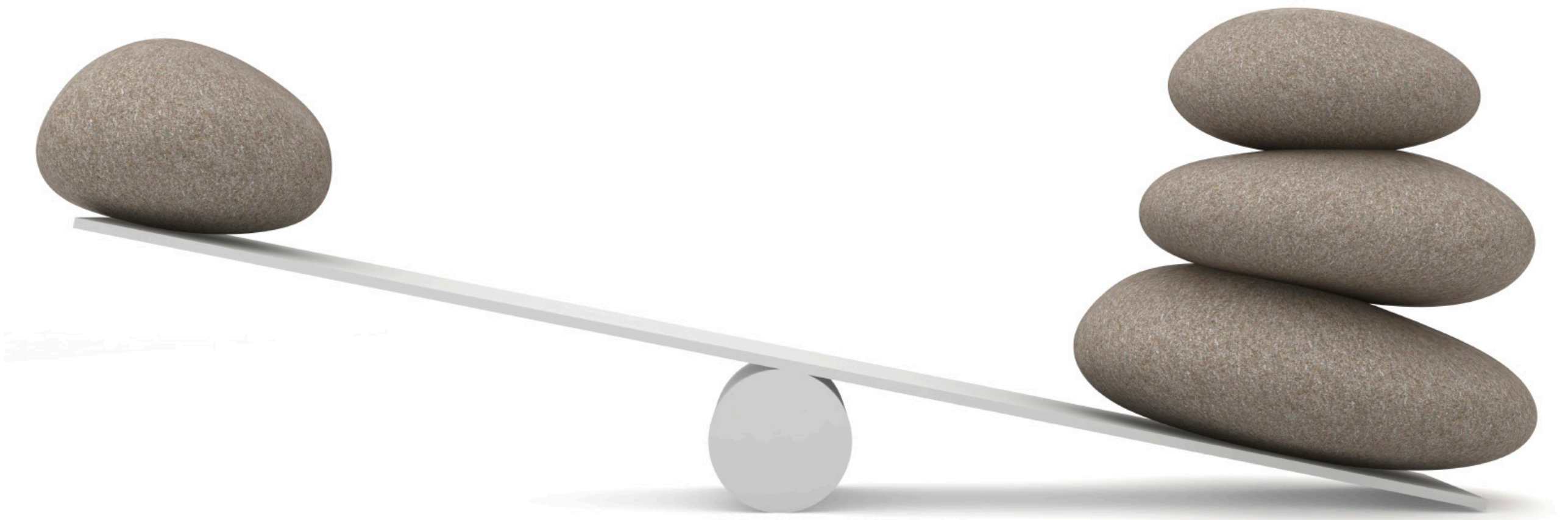
CONTEXT DEPENDS ON:

- GEOGRAPHY
- PAST BEHAVIOR
- INTENT
- DEVICE
- TIME OF DAY
- TEMPERATURE

...AND MORE



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More ▾

Search tools

SafeSearch on ▾



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Posted by [Amazon](#) on March 10, 2009 at 1:01am

Last updated by [JLint](#) on Tue, 2013-05-14 14:11

22



List of governments at the state and federal level who are using Drupal. List includes embassies, parliaments, governmental portals, police, research centers, ministries/departments, monarchies etc. in more than 150 countries.

See also: [Local governments](#) and [International organizations](#) using Drupal. (Let's keep these lists distinct)

Countries

- Albania
- Algeria
- Andorra
- Antigua and Barbuda
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Bermuda
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Brazil
- Bhutan
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Costa Rica
- Côte d'Ivoire
- Croatia
- Cuba
- Curaçao
- Cyprus
- Czech Republic
- Denmark
- Dominica
- Dominican Republic
- Dubai
- Ecuador
- Eritrea
- El Salvador
- Egypt
- Estonia
- Ethiopia
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- Estonia
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- Finland
- France
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Grenada
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- St Kitts-Nevis
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon
- Lesotho
- Liberia
- Lithuania
- St Lucia
- Luxembourg
- Macedonia
- Madagascar
- Malawi
- Mexico
- Moldova
- Mongolia
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nepal
- the Netherlands
- New Zealand
- Nicaragua
- Nigeria
- Norway
- Pakistan
- Palestina
- Panama
- Papua New Guinea
- Pakistan
- Palestina
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Qatar
- Romania
- Russian
- South Africa
- Spain
- Sri Lanka
- Sudan
- Suriname
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Timor-Leste
- Tonga
- Tunisia
- Trinidad and Tobago
- Turkey
- Turkmenistan
- Tunisia
- Trinidad and Tobago
- Turkey
- Turkmenistan
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States of America
- Uruguay
- Uzbekistan

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Group organizers

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[Hanno](#)

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Group events

[ESIP Summer Drupal Lab in Chapel Hill NC](#)

Start: 2013-07-09 08:30 - 17:00

America/New_York



New groups

[Google Summer of Code 2013](#)

[OpenDrupal](#)

[Drupaleros de Riobamba](#)

[Gensan Drupal Users Group](#)

[Twitter Bootstrap](#)

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This group offers an [RSS feed](#) and supports [notifications](#). Or subscribe to these personalized, sitewide feeds:

Site Name	Status	Address
Accreditation Directorate	live	http://www.dpa.gov.al/
Ministry of Interior	live	http://www.moi.gov.al/
province of Kukes		
Regional Council	live	http://www.kqk.gov.al/
Ministry of Culture – mission to Frankfurt book fair 2010	live	http://www.frankfurt2010.gov.ar/
Ministry of Culture – National Commission for Public Libraries (CONABIP)	live	http://www.conabip.gob.ar/
Project System National Geographic Information Argentina (GA)	live	http://www.sig.gov.ar/
National Pest Surveillance and Monitoring	live	http://www.sinavimo.gov.ar/
Ministry of Health – Unit for the Coordination of Programs and Projects	live	http://www.ufisalud.gov.ar/

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Commission and Provincial Archives of Memory	live	http://www.apm.gov.ar/
province of Corrientes		
Government	live	http://www.corrientes.gob.ar/portal/
province of Mendoza		
Court of Auditors	live	http://www.tribunaldecuentas.mendoza.gov.ar/
Science and Technology Center (CTC) – CONICET	live	http://www.mendoza-conicet.gob.ar/portal/
Seismologic department	live	http://sismos.mendoza-conicet.gob.ar/
province of Santa Fe		
The Ombudsman	live	http://www.defensorsantafe.gov.ar
Buenos Aires City		
Buenos Aires Official Site	live	http://www.buenosaires.gob.ar
Metropolitan Design Center (CMD)	live	http://cmd.buenosaires.gob.ar

Armenia

National Library of Australia – Treasures Gallery Education Program	live	http://treasure-explorer.nla.gov.au/
National Literacy and Numeracy Week 2011	live	http://literacyandnumeracy.gov.au
National Police Memorial	live	http://www.npm.org.au/
National Program for Sustainable Irrigation	live	http://npsi.gov.au/
OnSecure – Information Management Office (AGIMO) and Defence Signals Directorate (DSD)	extranet, live	http://members.onsecure.gov.au/
Our Health, Our Community, Department of Health and Ageing	live	http://ourhealth.org.au

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Why whitehouse.gov uses Drupal



[Whitehouse.gov](#)

In late October, the White House switched its content management system from a proprietary platform to Drupal. Drupal (pronounced droo-pal) is an open-source content management system that is mature, rich with features, and very flexible. Now the White House site can be added to the “powered by Drupal” list along side companies such as CNN, Yahoo, and Nike.

The web has been buzzing about this change, but what’s the significance of this announcement? Why do so many people find this switch to Drupal important? There are a number of reasons but here are 3 that stick out to me the most

Lastly it shows that open-source is capable. Though many high-profile sites have been powered by Drupal, adding the U.S. government to that list helps solidify its standing as a powerful content management system. Even beyond the realm of Drupal, there are other

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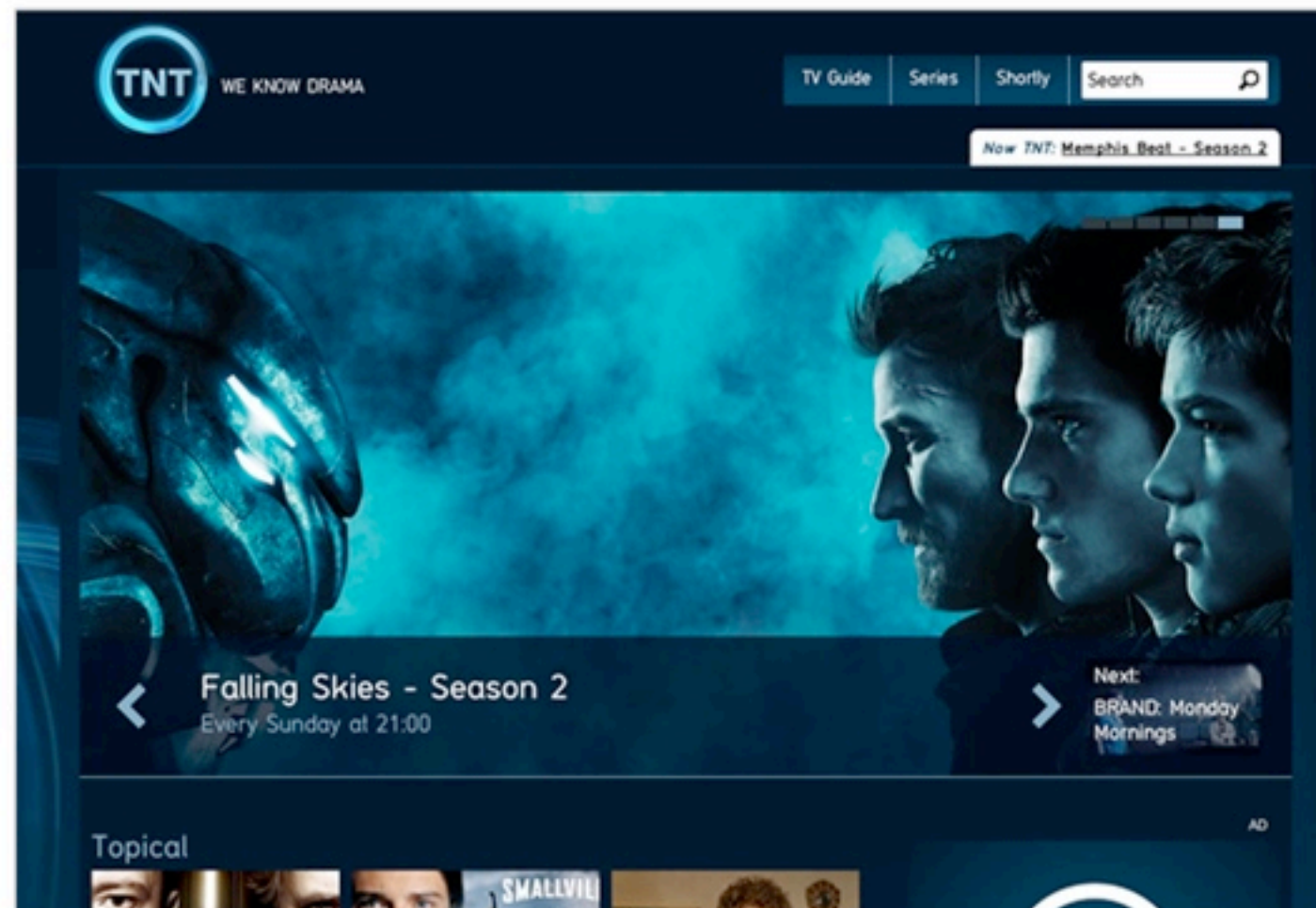
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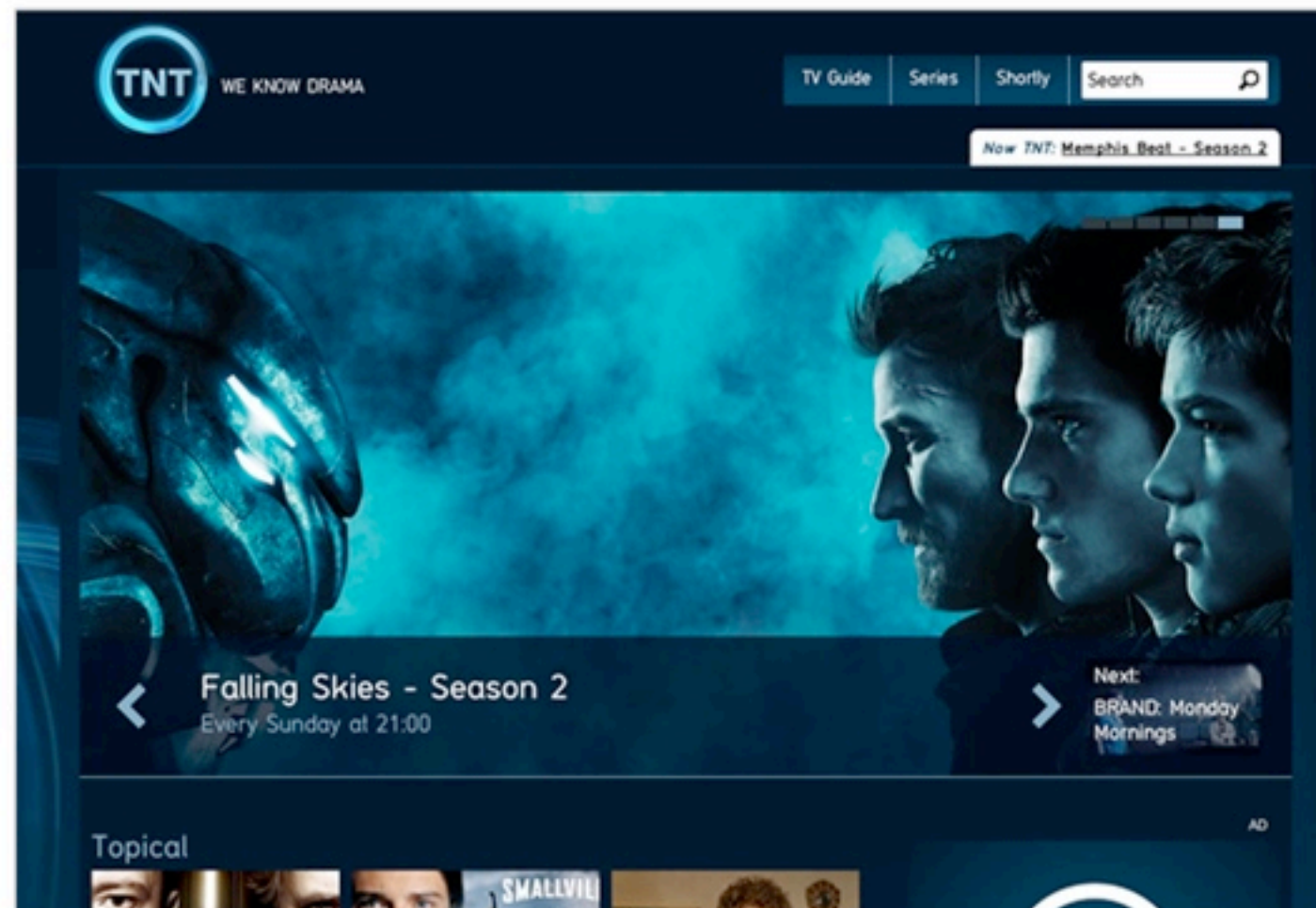
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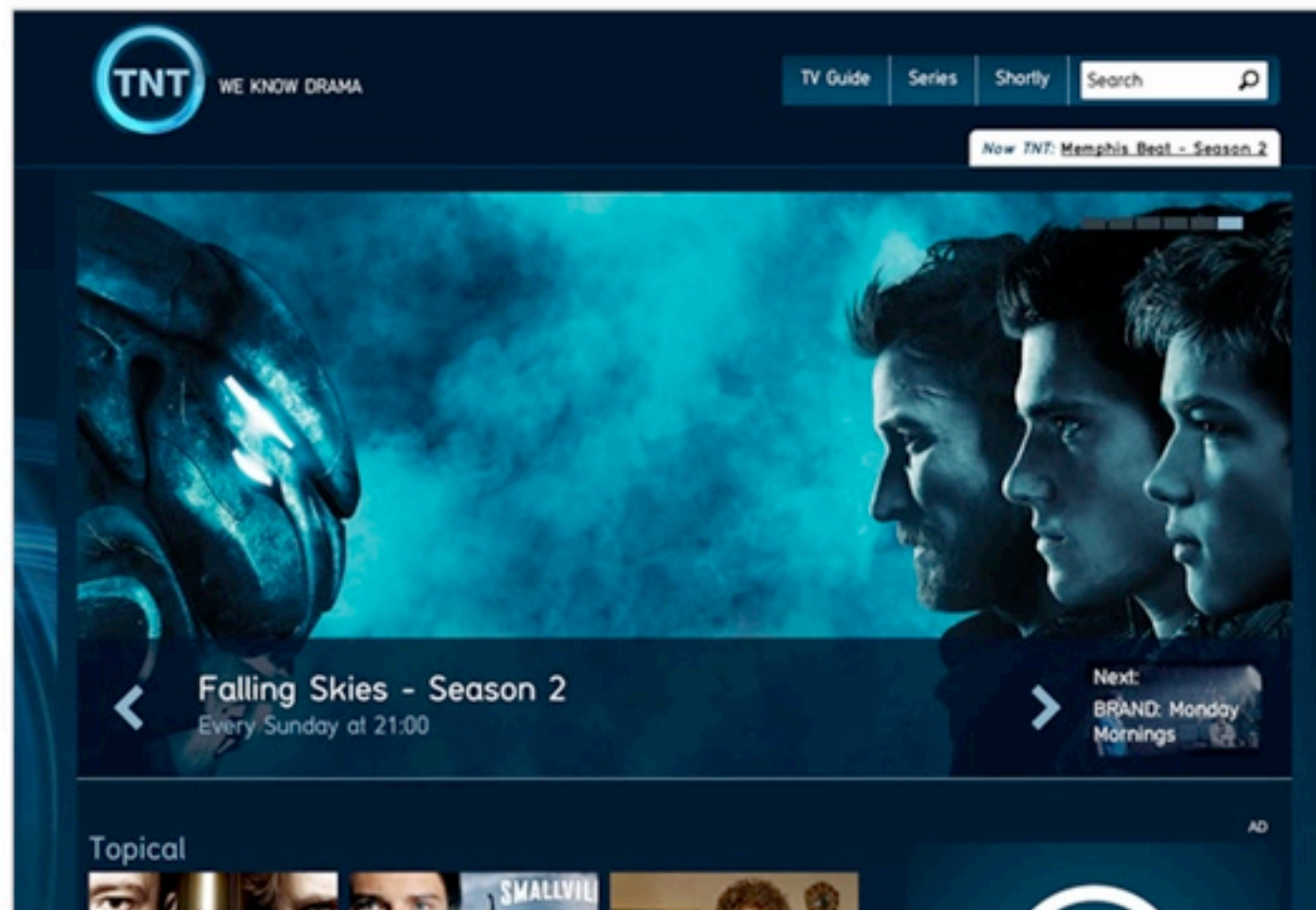
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Developer onramp Four simple steps to becoming a Drupal contributor



1

Get set up

Register, download and install Drupal, set up your SSH keys



2

Create a project

Turn an idea into a module or theme and share it



3

Join a project group

Meet other developers working on things you are interested in



4

Contribute

Start committing code to Drupal modules and themes

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Modules you might be interested in

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Taxonomy menus



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Hierarchical menus



[Documentation: Guide to using GIT on Drupal.org](#)

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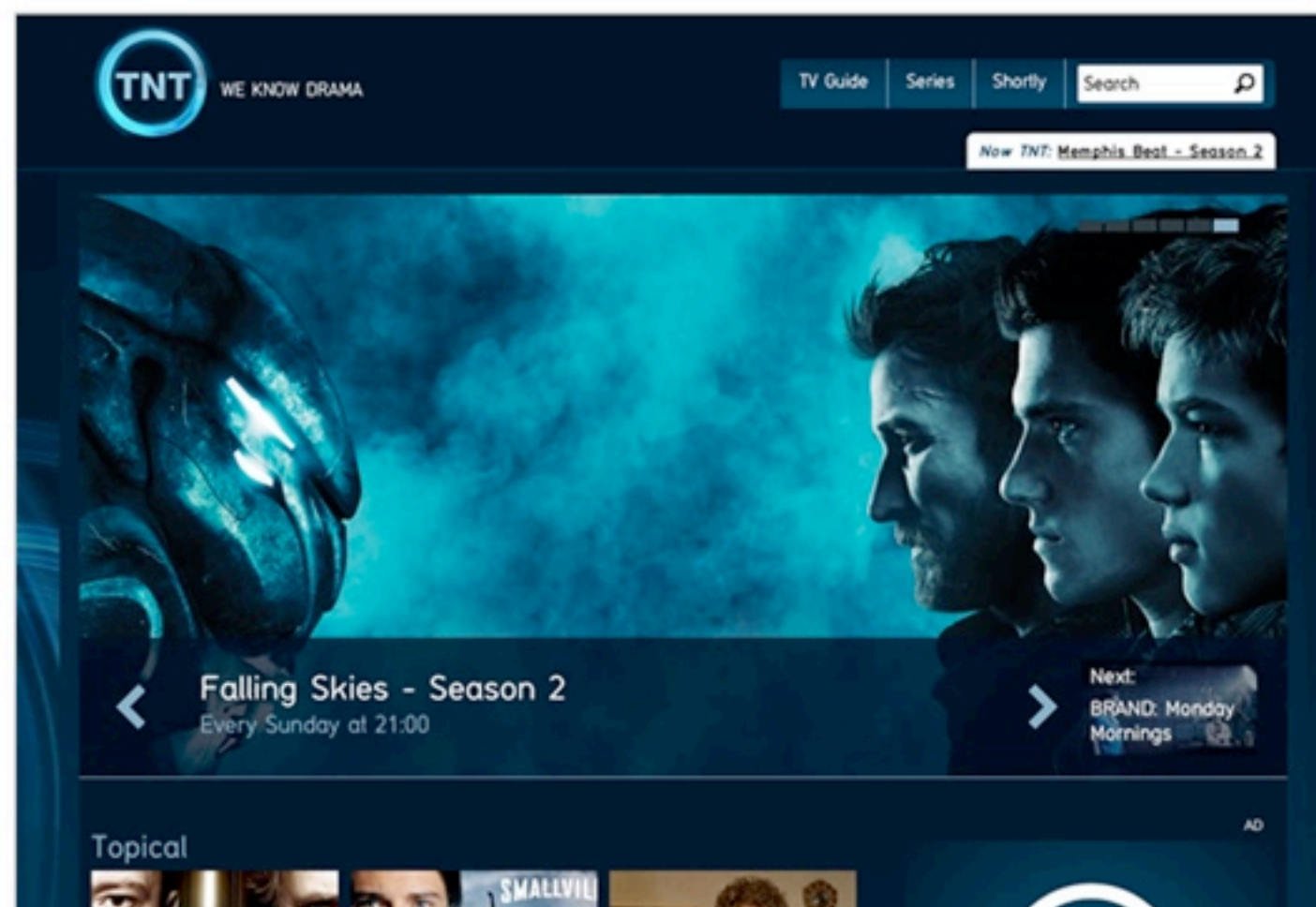
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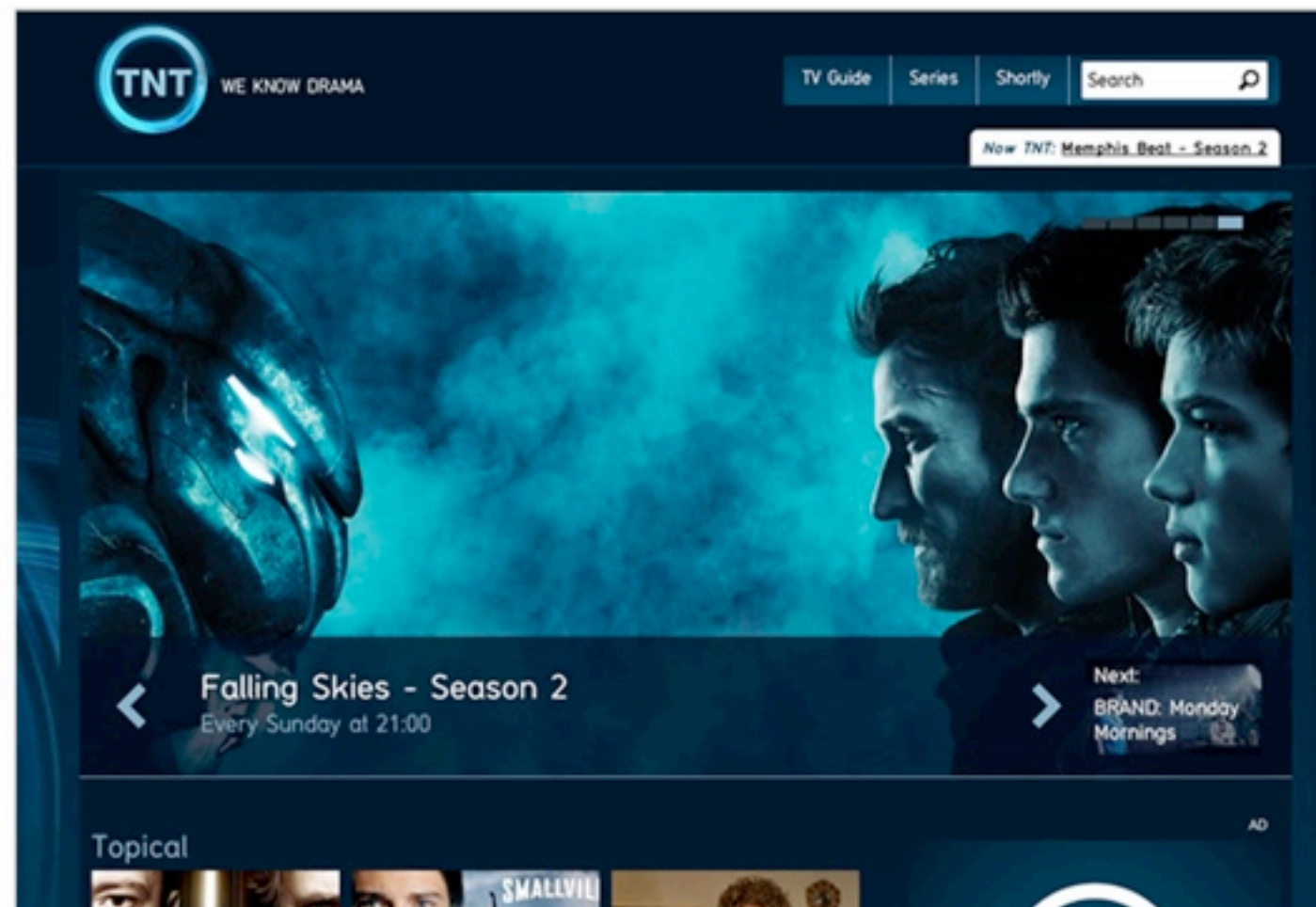
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Drupal est une plate-forme open source de gestion de contenu alimenter des millions de sites Web et d'applications. Il est construit, utilisé et soutenu par une communauté active et diversifiée de personnes à travers le monde.

Resherche Drupal.org



Page d'accueil

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Pourquoi choisir Drupal?

Utiliser Drupal pour tout construire à partir blogs personnels aux applications d'entreprise. Des milliers d'ajouter des modules supplémentaires et dessins vous permettront de créer un site que vous pouvez imaginer. Rejoignez-nous!

Commencez avec Drupal >

distributions Drupal

Les distributions sont un ensemble de pré-configurées thèmes et de modules pour les sites web riches en fonctionnalités qui vous donne une longueur d'avance sur la construction de votre site. Construisez vos propres communautés en ligne, les médias portail, boutique en ligne, et plus encore!

Renseignez-vous sur les distributions

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[Informations sur la sécurité](#)
[développeur Docs](#)
[documentation de l'API](#)

Visitez planète Drupal

Nouvelles et conseils du monde entier.



947,758 people in 228 countries* speaking 181 languages power Drupal.



News

Docs Updates

Forum Posts

Commits

Drupal 7.31 released

Drupal™

Come for the software, stay for the community

Open source content management powering millions of websites and applications. Built, used, and supported by an active and diverse community of people around the world.

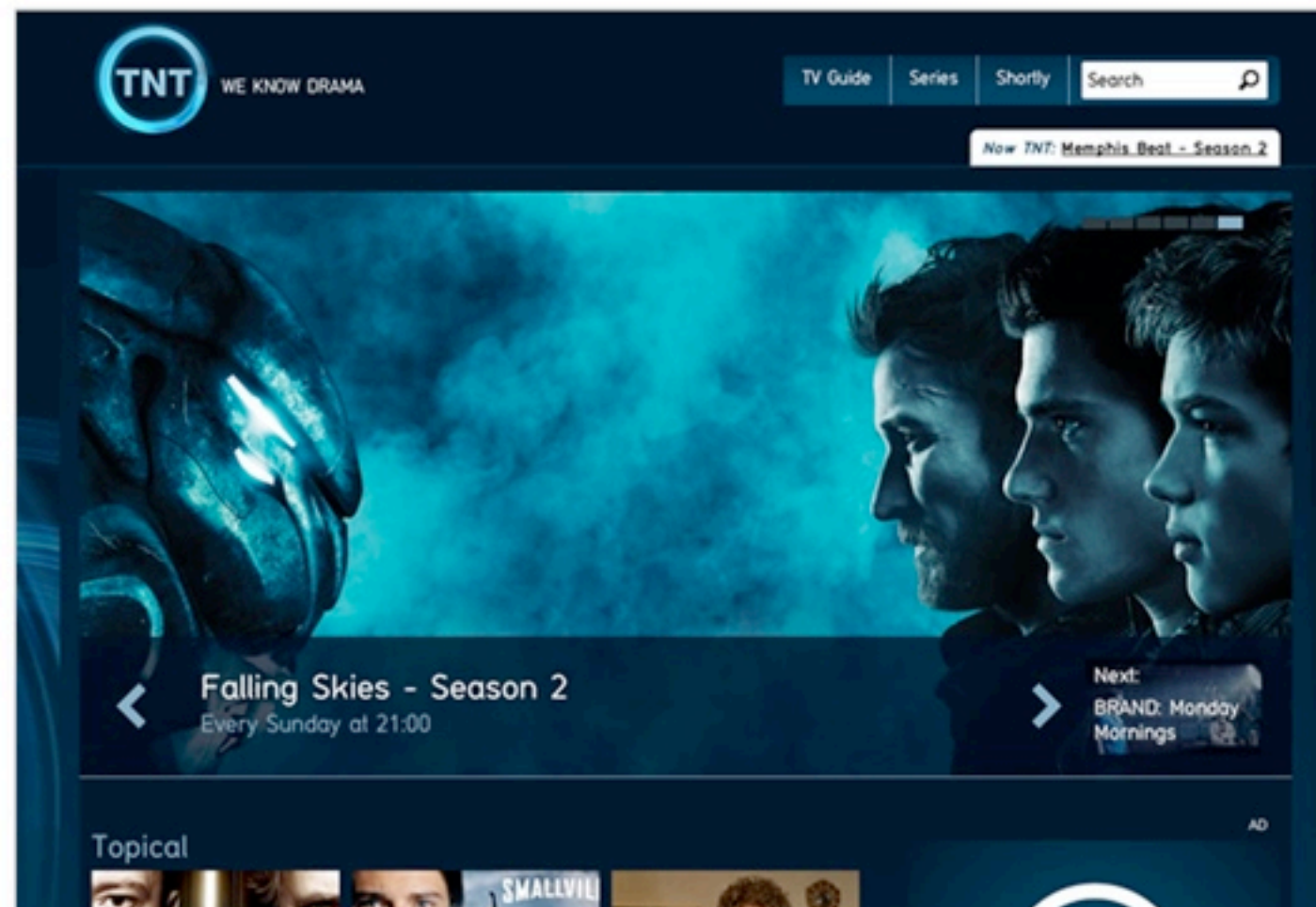
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Why Drupal is big, and getting bigger in media and in entertainment



Turner network

Why choose Drupal for media management?

Use Drupal to build everything from personal blogs to enterprise applications. Thousands of add-on modules and designs let you build any site you can imagine. Join us!

[Get started with Drupal](#) >

Media management distributions

Distributions are a collection of pre-configured themes and modules for feature-rich web sites giving you a head start on building your site.

[Media Mosa](#) >

[Media Drive](#) >

[Open Media](#) >

Media management modules

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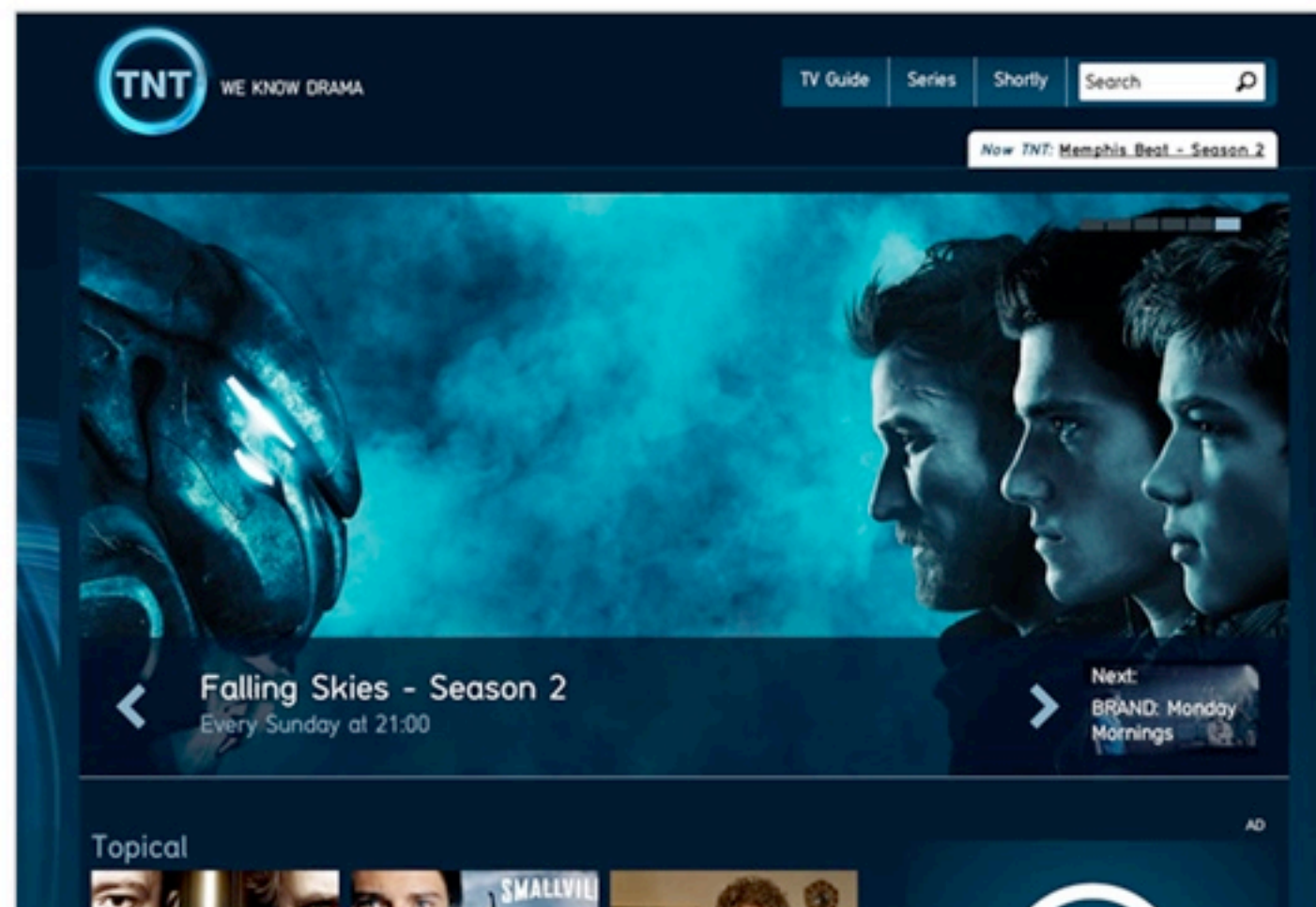
[Drupal Homepage](#)

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100% TRANSPARENCY

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Open cookies

Managin your cookie preferences on Drupal.org.
[Add Open cookie jar to your site](#)

Why do we need cookies at all?

Some users would prefer to not be tracked in any way. As a community we are sensitive to the needs of all of our users so we allow them to opt out of cookies.

☐ Turn off all cookies

Open cookie settings

✓ Session cookies

✓ Performance cookies

✓ Personalization cookies

✗ Third-party cookies

What are session cookies?

Session cookies let you move around Drupal.org and use it's features. Without them, you wouldn't be able to do things like use use forms or update your profile. They also help keep your session secure.

- ☒ Enable security cookies
- ☒ Enable javascript cookies
- ☒ Enable navigation cookies

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EASY TO CONTROL OPTIONS

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- ☒ Enable security cookies
- ☒ Enable javascript cookies
- ☒ Enable navigation cookies

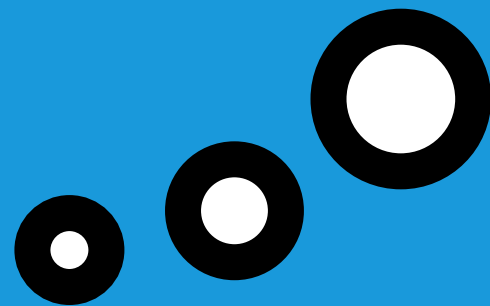
THERE'S MORE!



**HOW WOULD
WE DO THIS?**

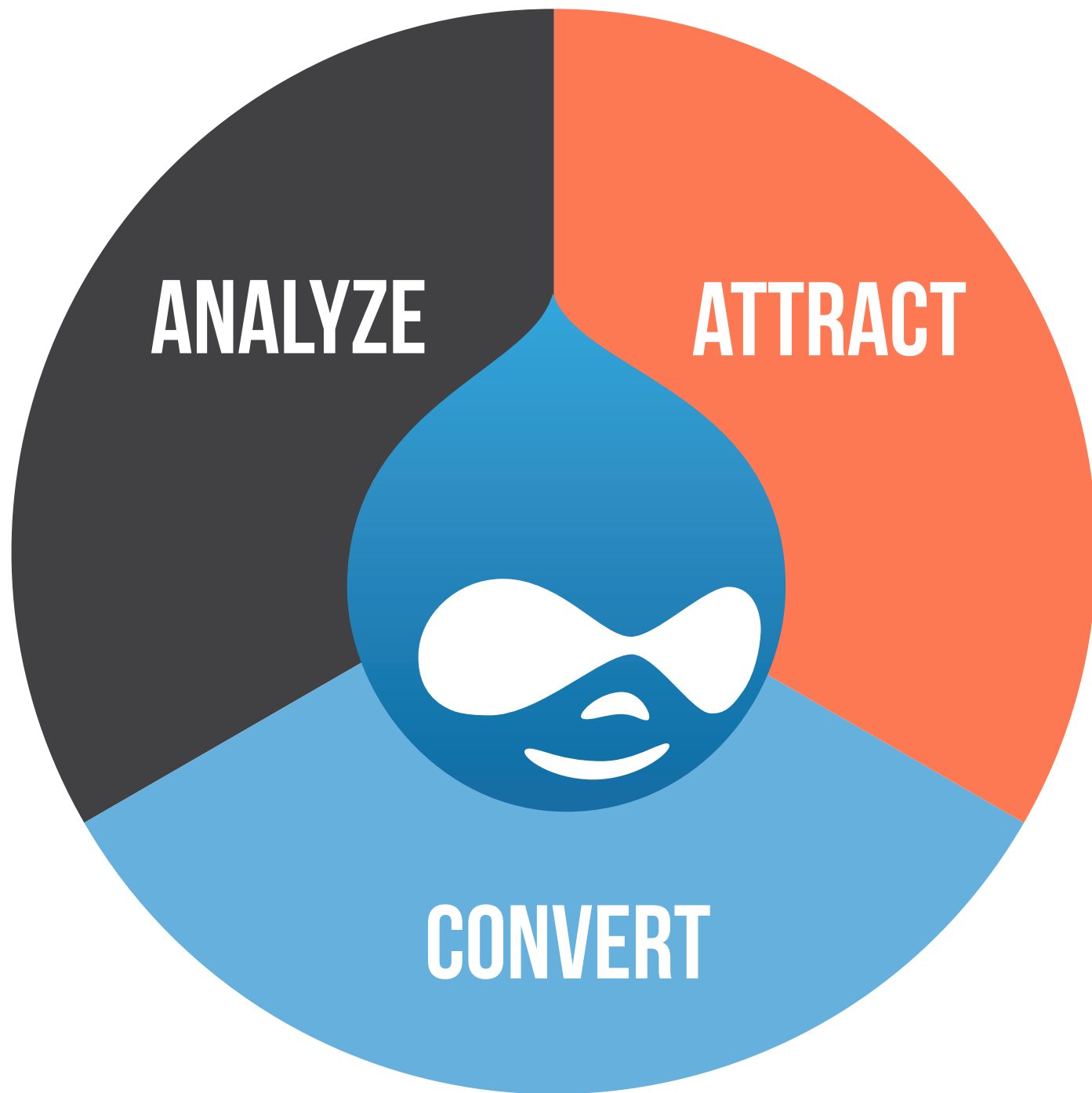
HOW WOULD WE DO THIS?

How does Iceland Air do this?

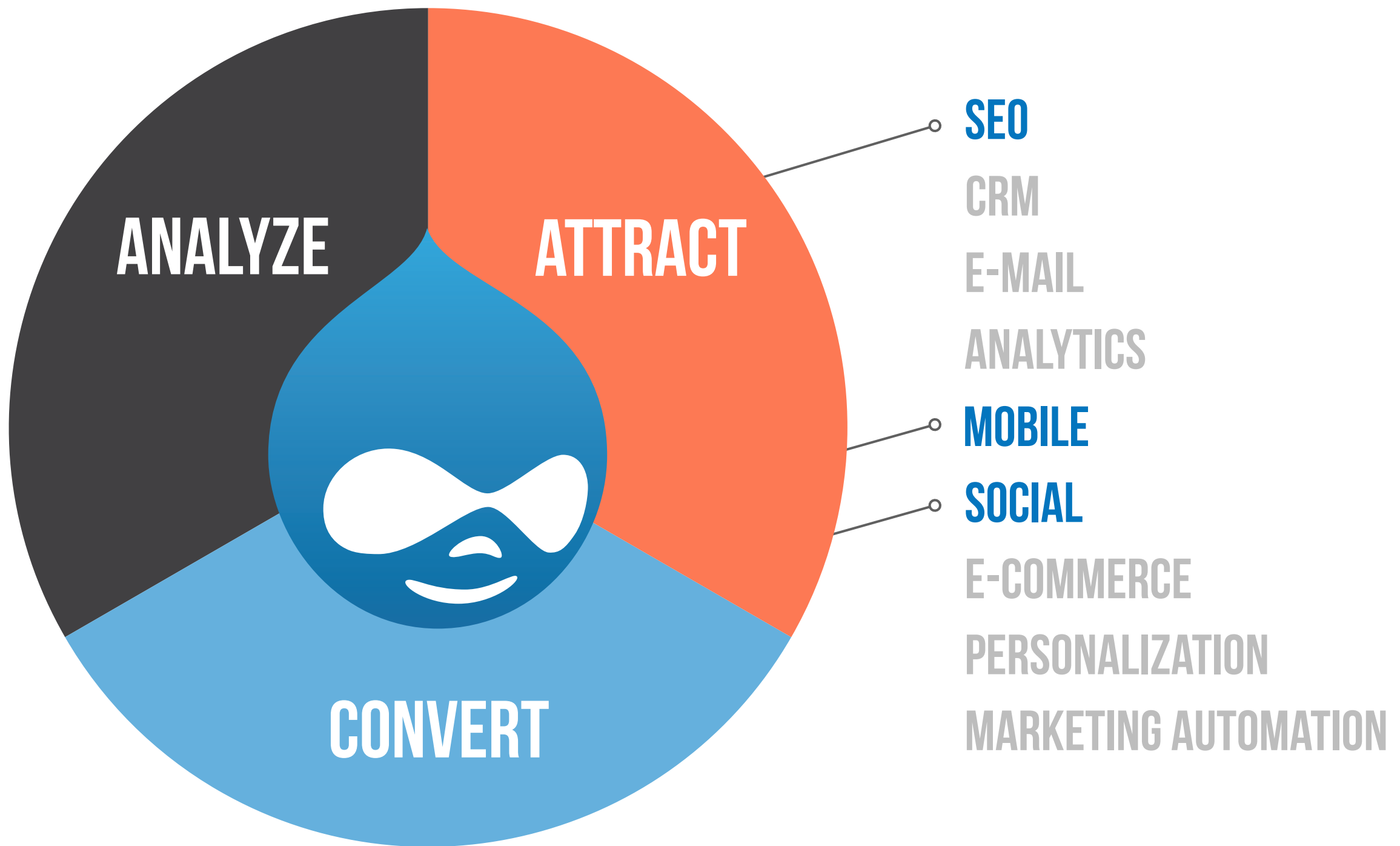


A COMBINATION OF TOOLS - NOT JUST A CMS

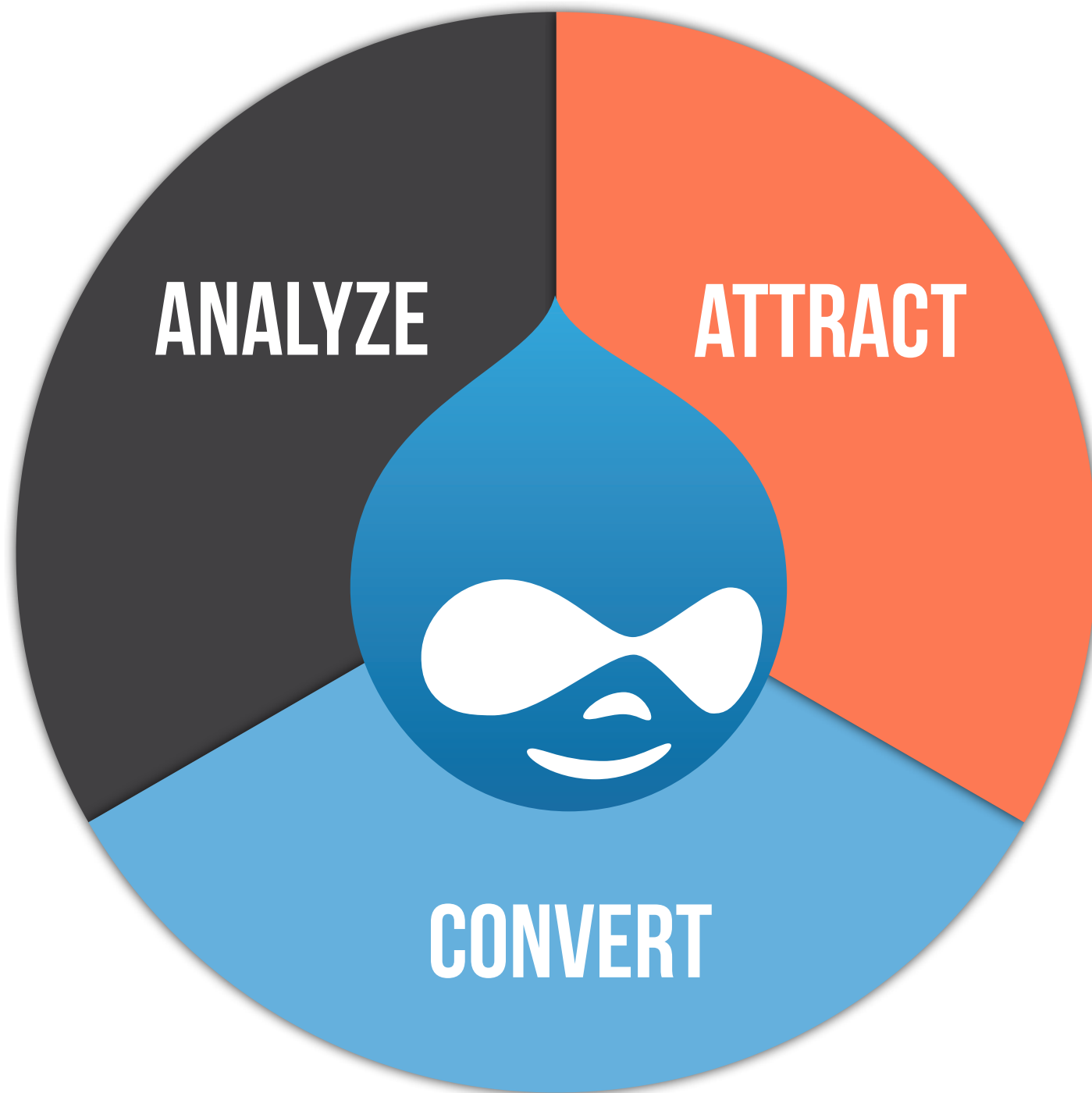
A COMBINATION OF TOOLS - NOT JUST A CMS



A COMBINATION OF TOOLS - NOT JUST A CMS



A COMBINATION OF TOOLS - NOT JUST A CMS



SEO

CRM

E-MAIL

ANALYTICS

MOBILE

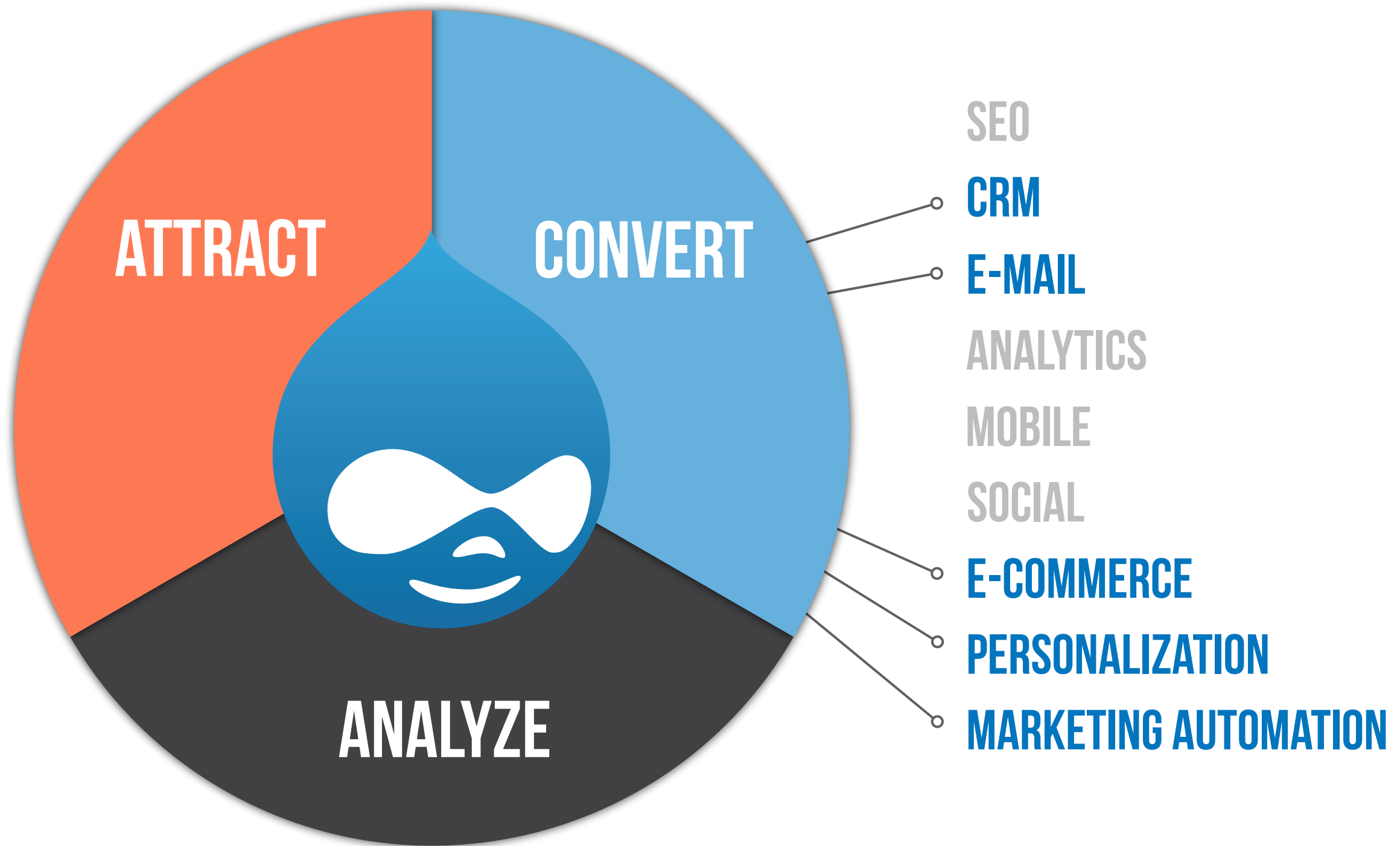
SOCIAL

E-COMMERCE

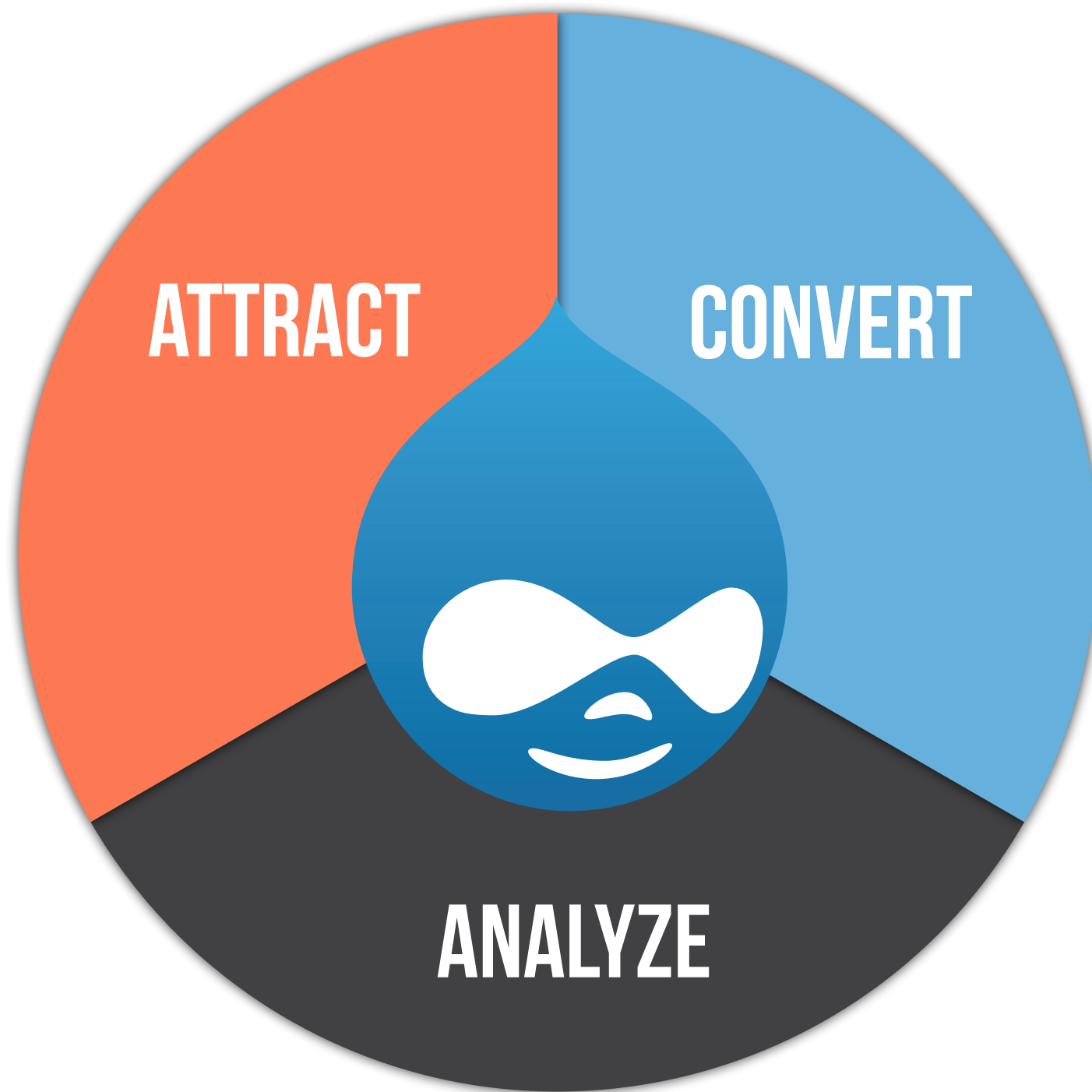
PERSONALIZATION

MARKETING AUTOMATION

A COMBINATION OF TOOLS - NOT JUST A CMS



A COMBINATION OF TOOLS - NOT JUST A CMS



SEO

CRM

E-MAIL

ANALYTICS

MOBILE

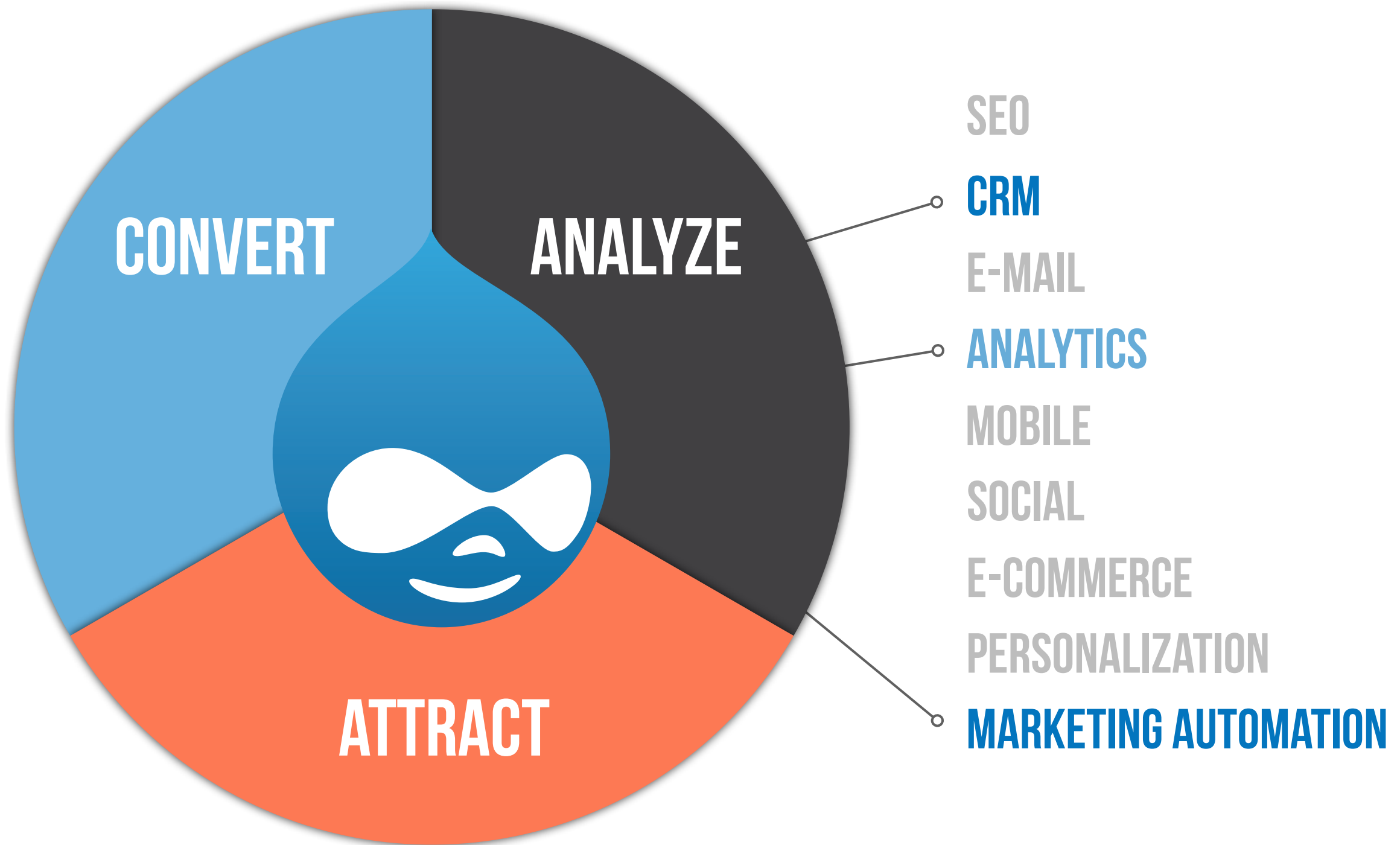
SOCIAL

E-COMMERCE

PERSONALIZATION

MARKETING AUTOMATION

A COMBINATION OF TOOLS - NOT JUST A CMS



MARKETERS WHO RATE THE FOLLOWING CMS INTEGRATION AS 'EXCELLENT'



CRM

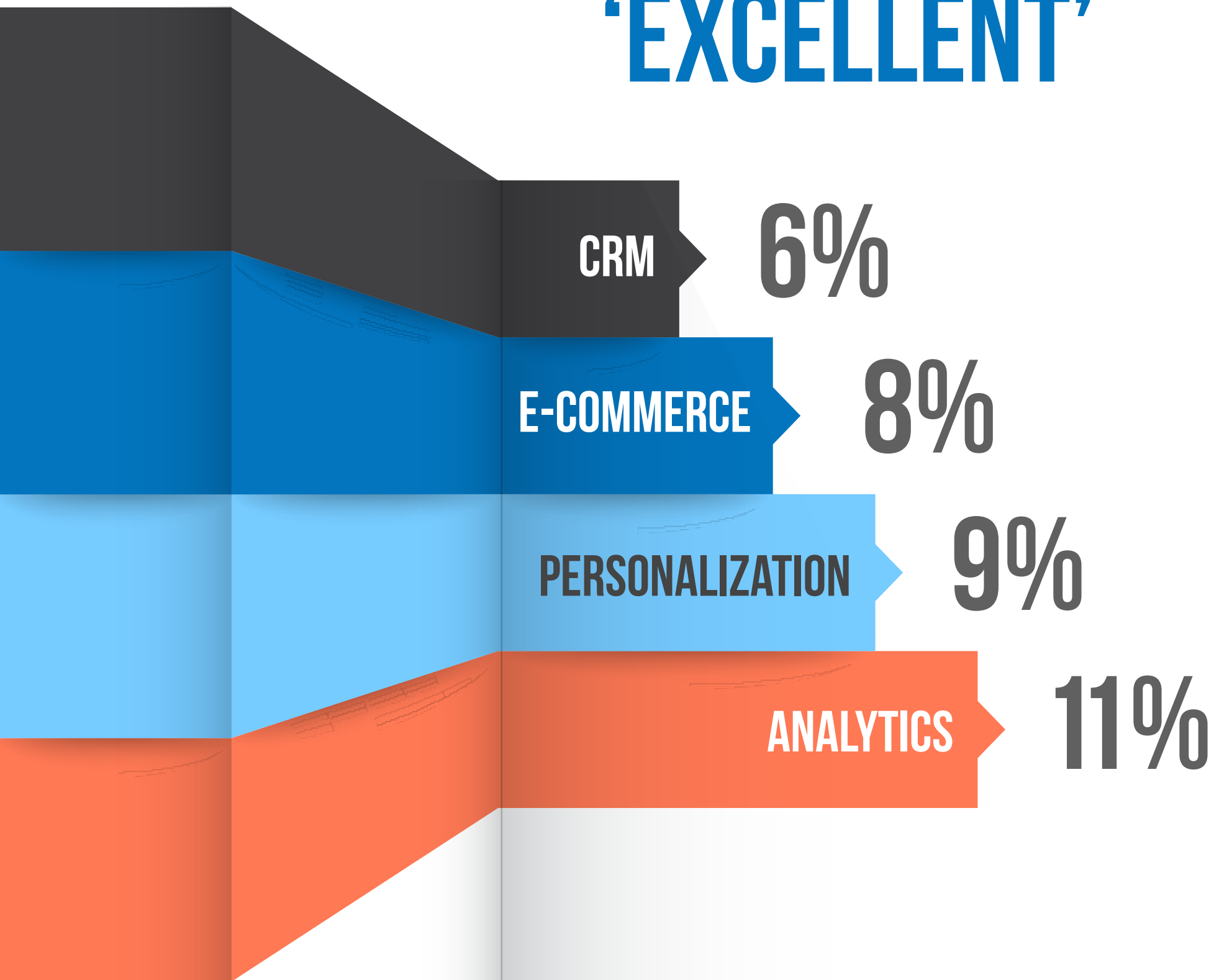
Integration Type	Percentage of Marketers Rating 'Excellent'
CRM	15%
E-COMMERCE	25%
PERSONALIZATION	35%
ANALYTICS	45%

E-COMMERCE

PERSONALIZATION

ANALYTICS

MARKETERS WHO RATE THE FOLLOWING CMS INTEGRATION AS 'EXCELLENT'



MARKETERS WHO RATE THE FOLLOWING CMS INTEGRATION AS 'EXCELLENT'

CRM

6%

INTEGRATION IS KEY TO SUCCESS
BUT THE TECHNOLOGY IS LAGGING.

E-COMMERCE

8%

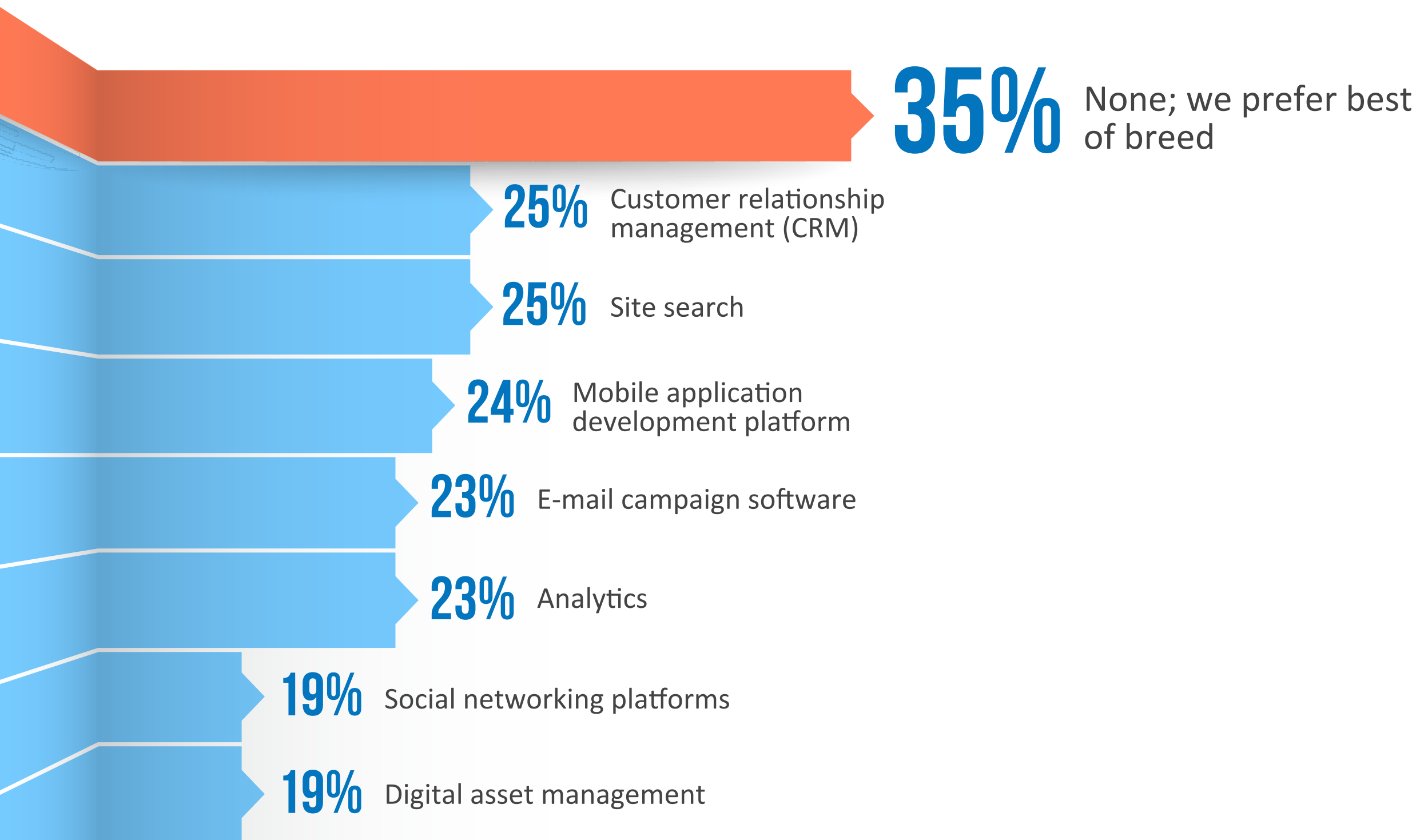
PERSONALIZATION

9%

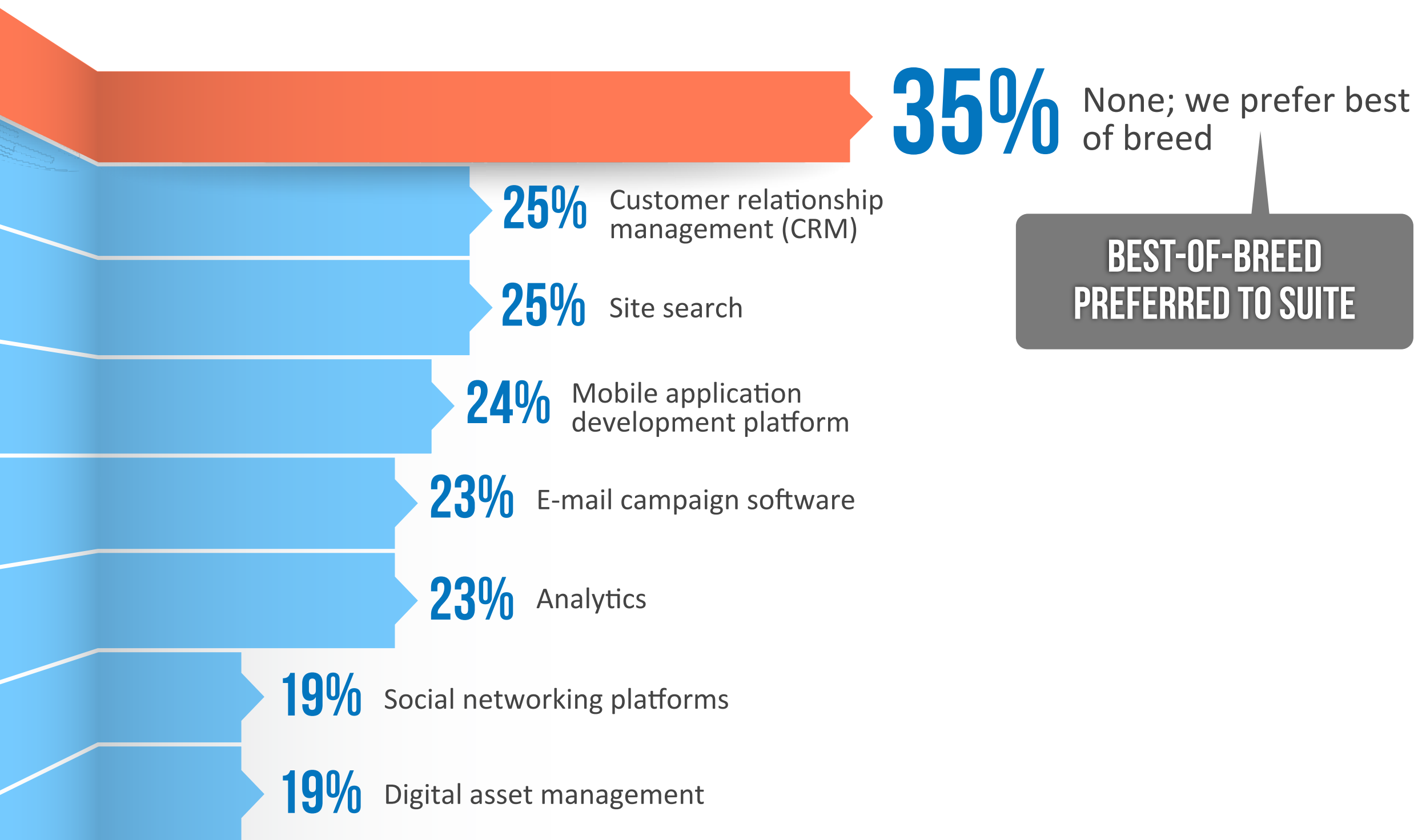
ANALYTICS

11%

WHICH OF THE FOLLOWING WOULD YOU LIKE INCLUDED IN THE SAME STACK AS YOUR CMS?



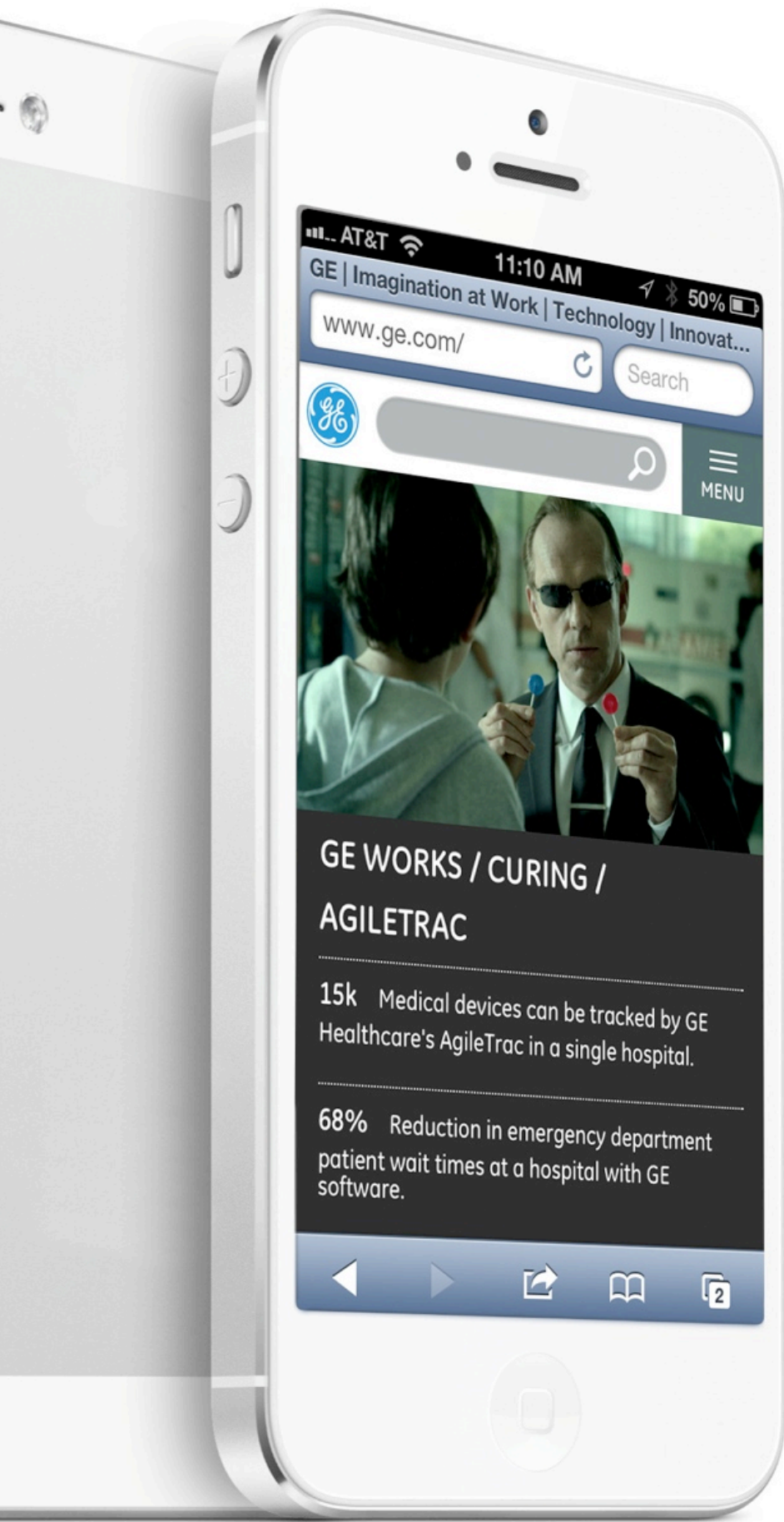
WHICH OF THE FOLLOWING WOULD YOU LIKE INCLUDED IN THE SAME STACK AS YOUR CMS?



MOBILE: THE CHALLENGE AND OPPORTUNITY

70%

say providing optimal experiences across all screens and devices is a major challenge.



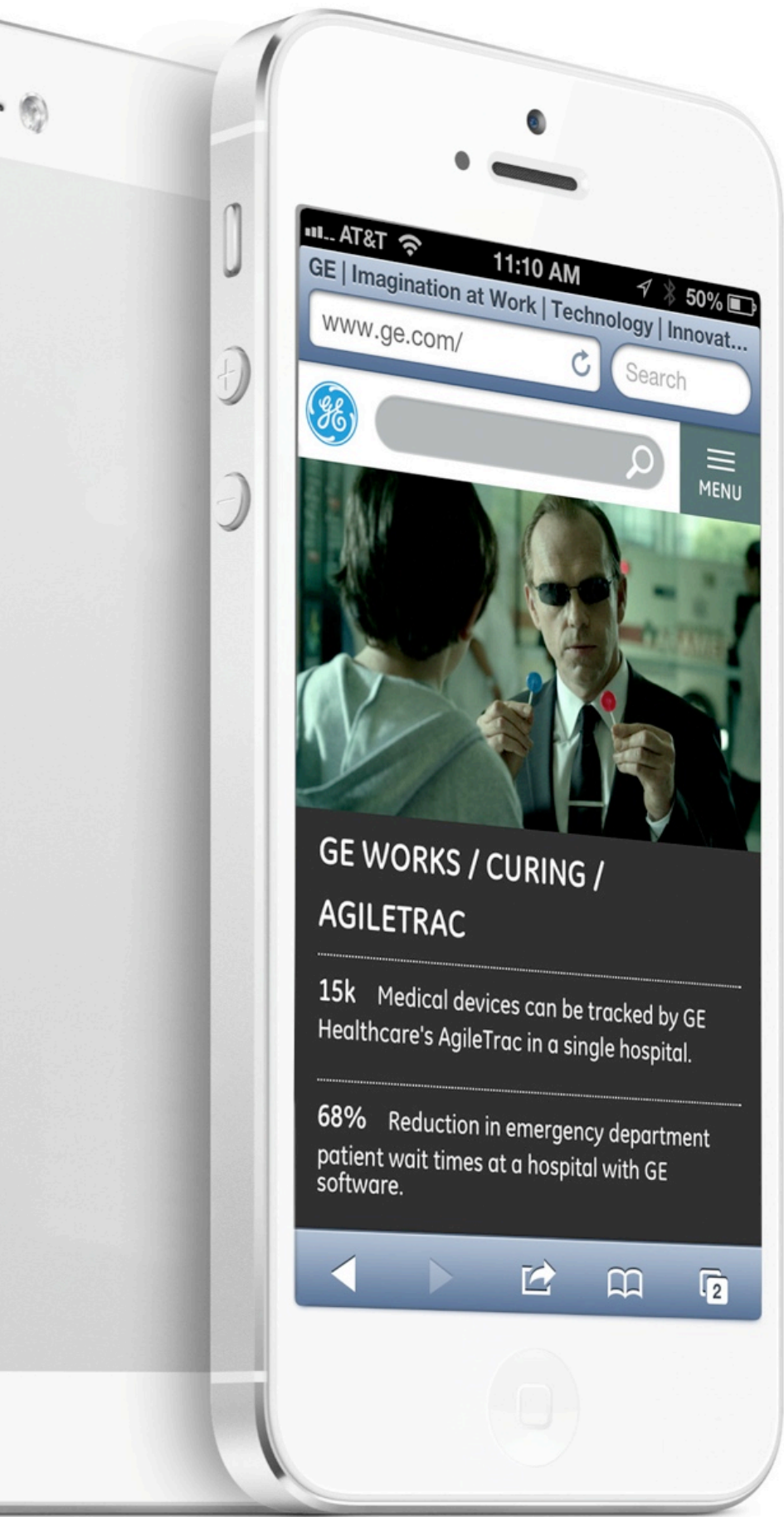
MOBILE: THE CHALLENGE AND OPPORTUNITY

70%

say providing optimal experiences across all screens and devices is a major challenge.

11%

believe they are currently "mobile first" organizations



MOBILE: THE CHALLENGE AND OPPORTUNITY

70%

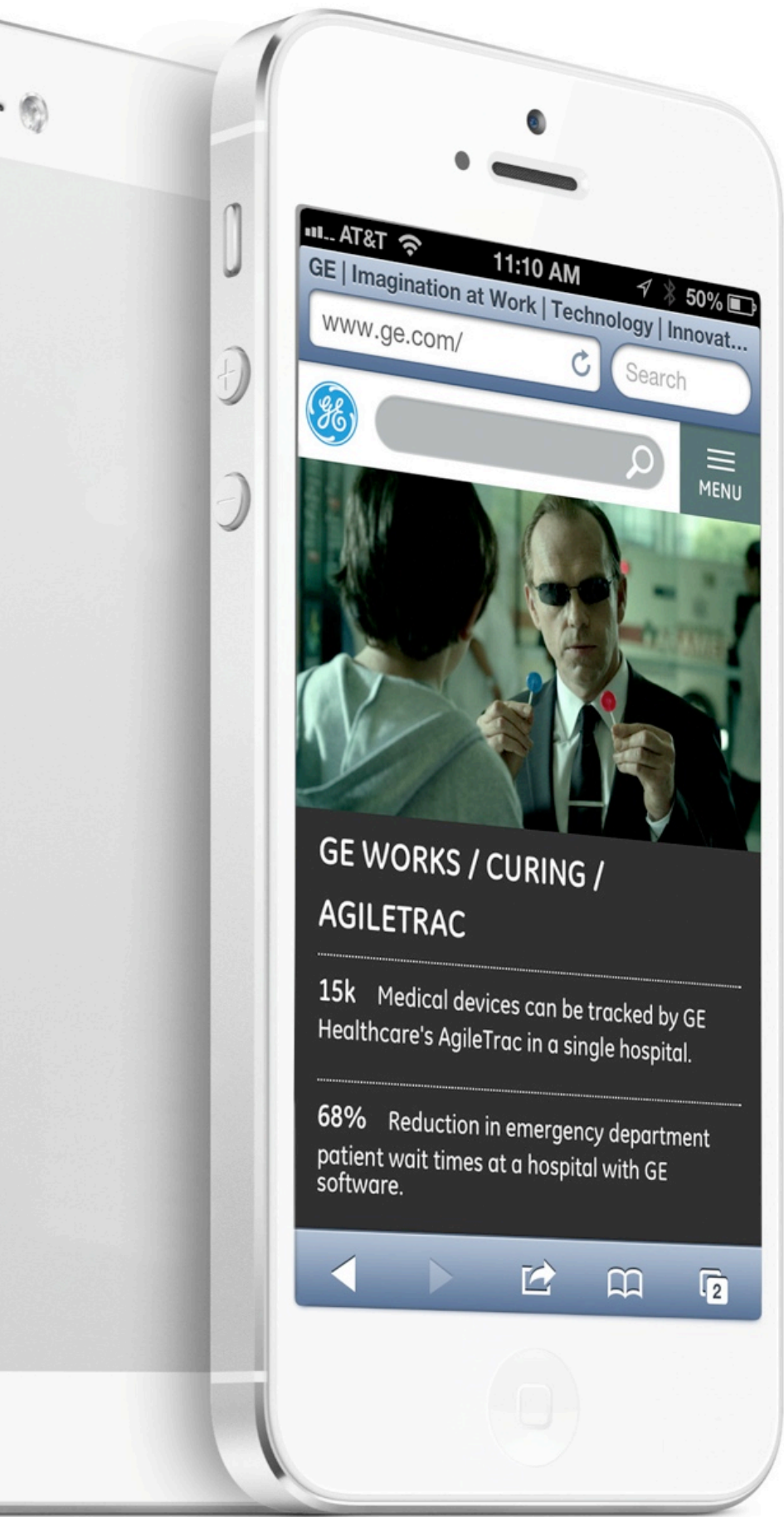
say providing optimal experiences across all screens and devices is a major challenge.

11%

believe they are currently "mobile first" organizations

33%

chose "responsive design" when asked which ONE feature they would add to their CMS right now



WHAT ELSE MATTERS WHEN CHOOSING A CMS?

WHAT ELSE MATTERS WHEN CHOOSING A CMS?



43%

EASE OF USE AND CONTENT AUTHORIZING CAPABILITIES

WHAT ELSE MATTERS WHEN CHOOSING A CMS?



43%

EASE OF USE AND CONTENT AUTHORIZING CAPABILITIES

User friendliness was rated as more important than technical features

9:41 AM

ALL THINGS COMBINED

1. INTEGRATE WITH BEST-OF-BREED TOOLS

9:41 AM

ALL THINGS COMBINED

- 1. INTEGRATE WITH BEST-OF-BREED TOOLS**
- 2. DELIVER GREAT MOBILE EXPERIENCE**

9:41 AM

ALL THINGS COMBINED

- 1. INTEGRATE WITH BEST-OF-BREED TOOLS**
- 2. DELIVER GREAT MOBILE EXPERIENCE**
- 3. EASE OF USE / CONTENT AUTHORING**

WHAT DO THESE HAVE IN COMMON?



ORACLE®

WebCenter



WHAT DO THESE HAVE IN COMMON?

ANSWER: THEY ALL “CLAIM”
TO DO THIS OUT OF THE BOX.



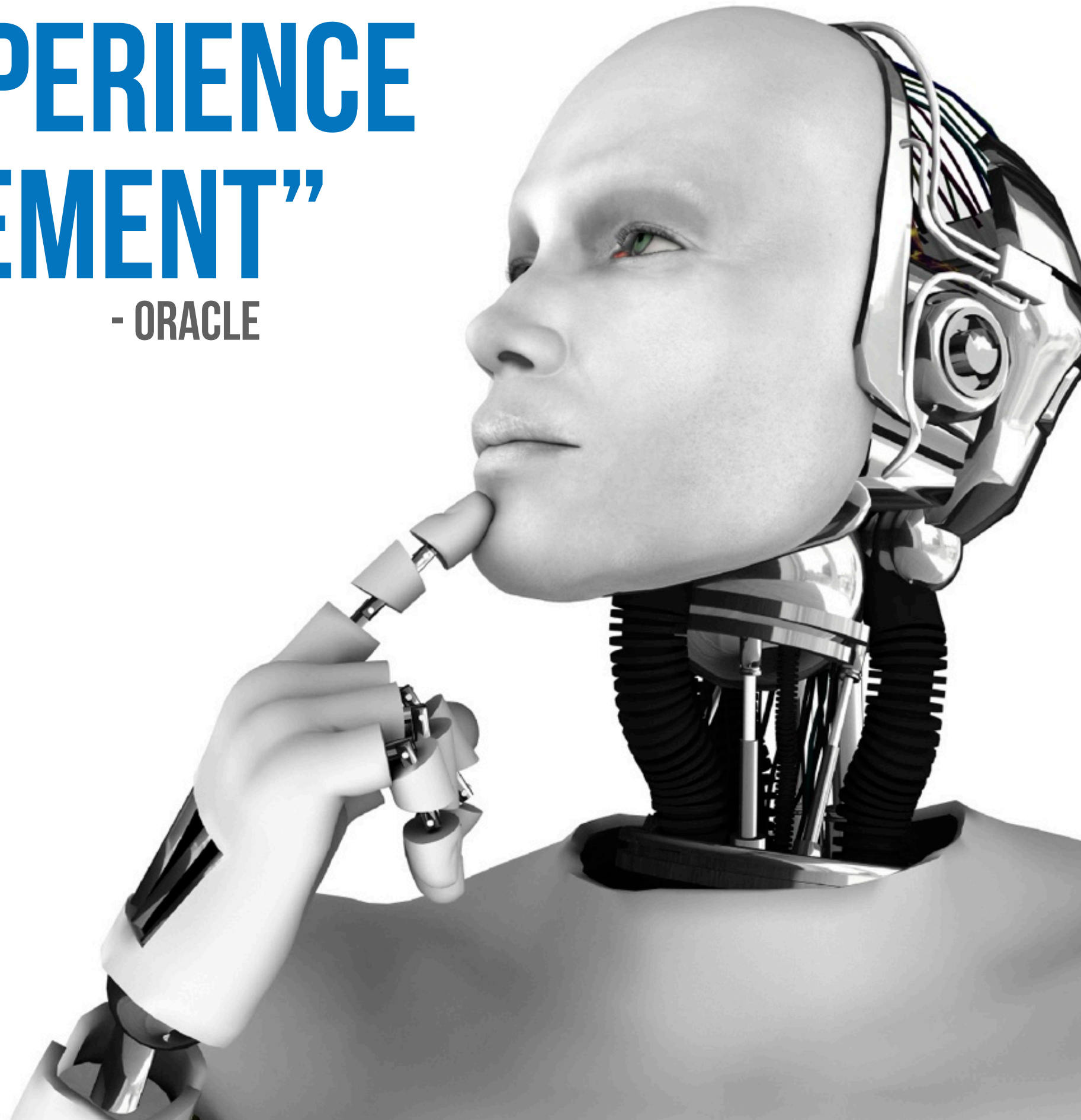
ORACLE®

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“WEB EXPERIENCE MANAGEMENT”

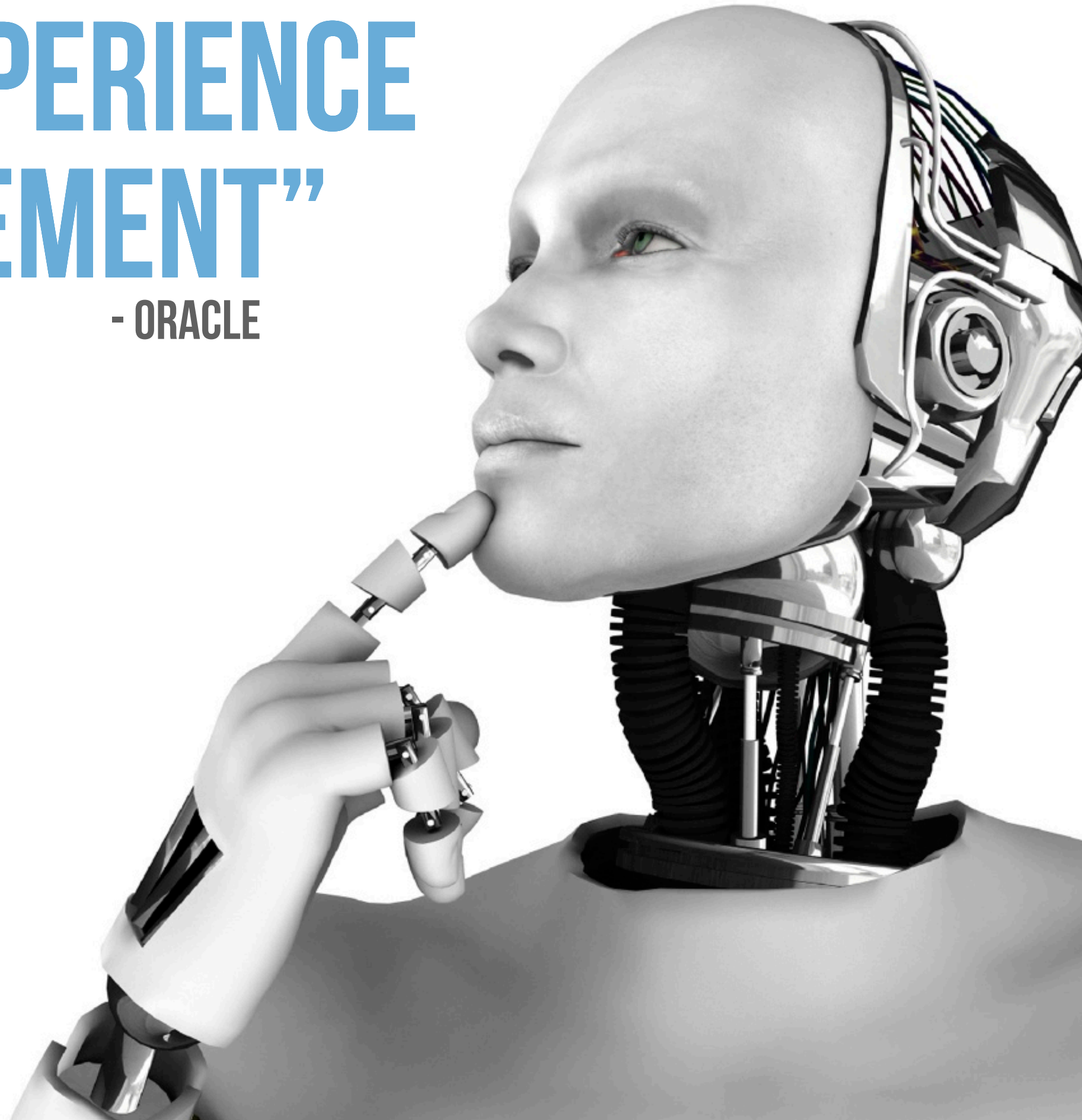
- ORACLE



“WEB EXPERIENCE MANAGEMENT”

- ORACLE

“WEM”



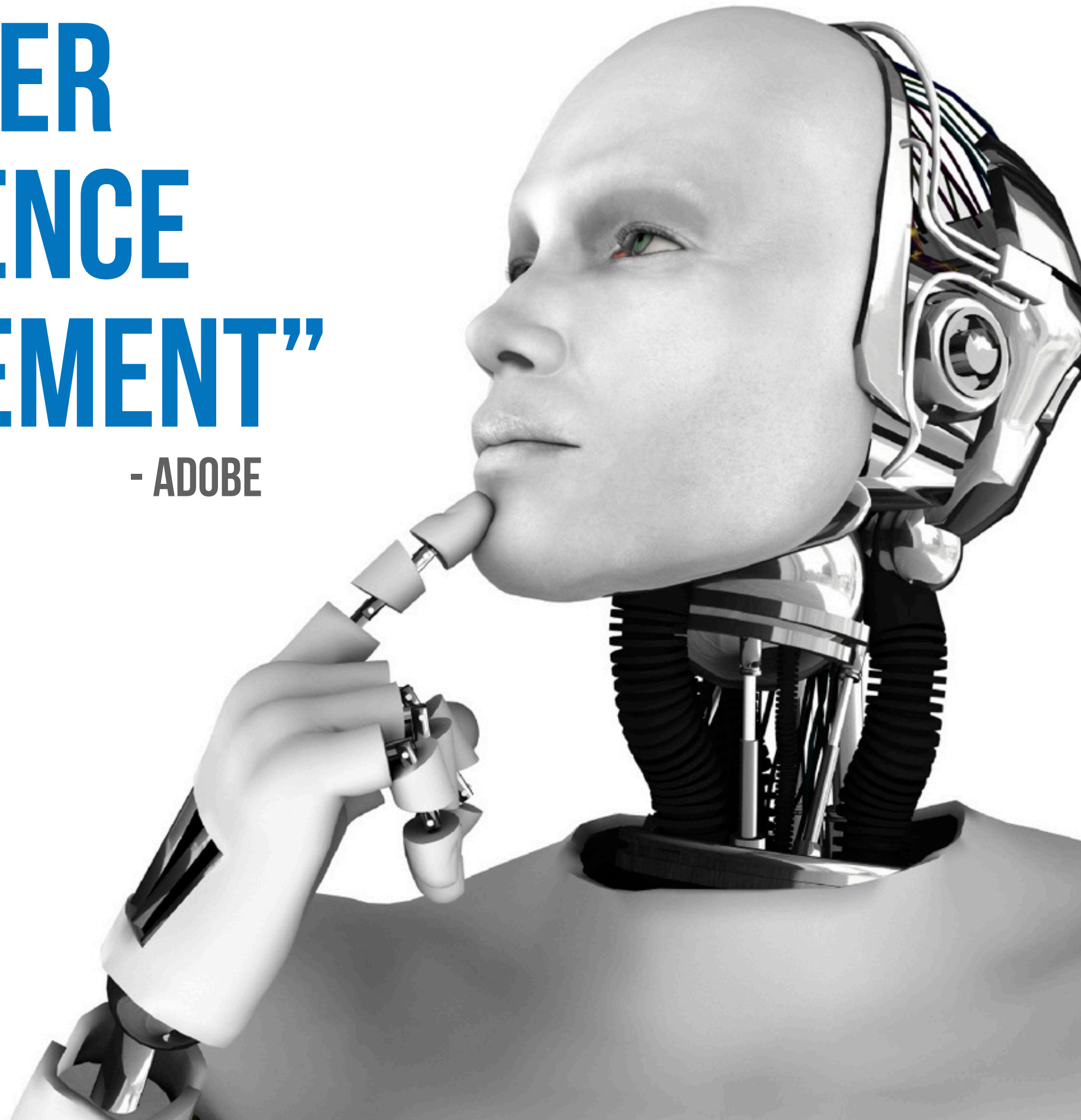
“ONLINE CHANNEL OPTIMIZATION”

- GARTNER



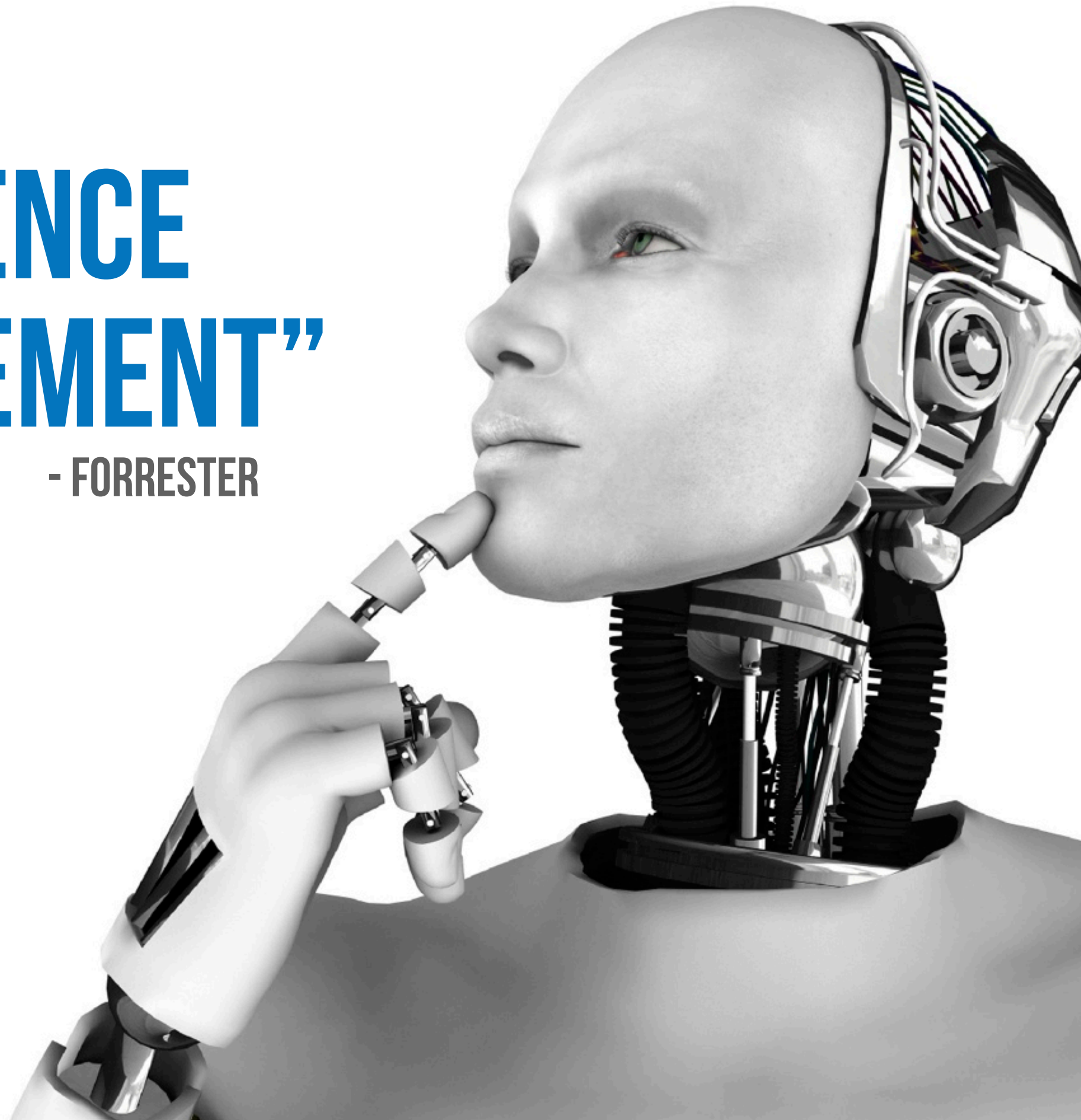
“CUSTOMER EXPERIENCE MANAGEMENT”

- ADOBE



“DIGITAL EXPERIENCE MANAGEMENT”

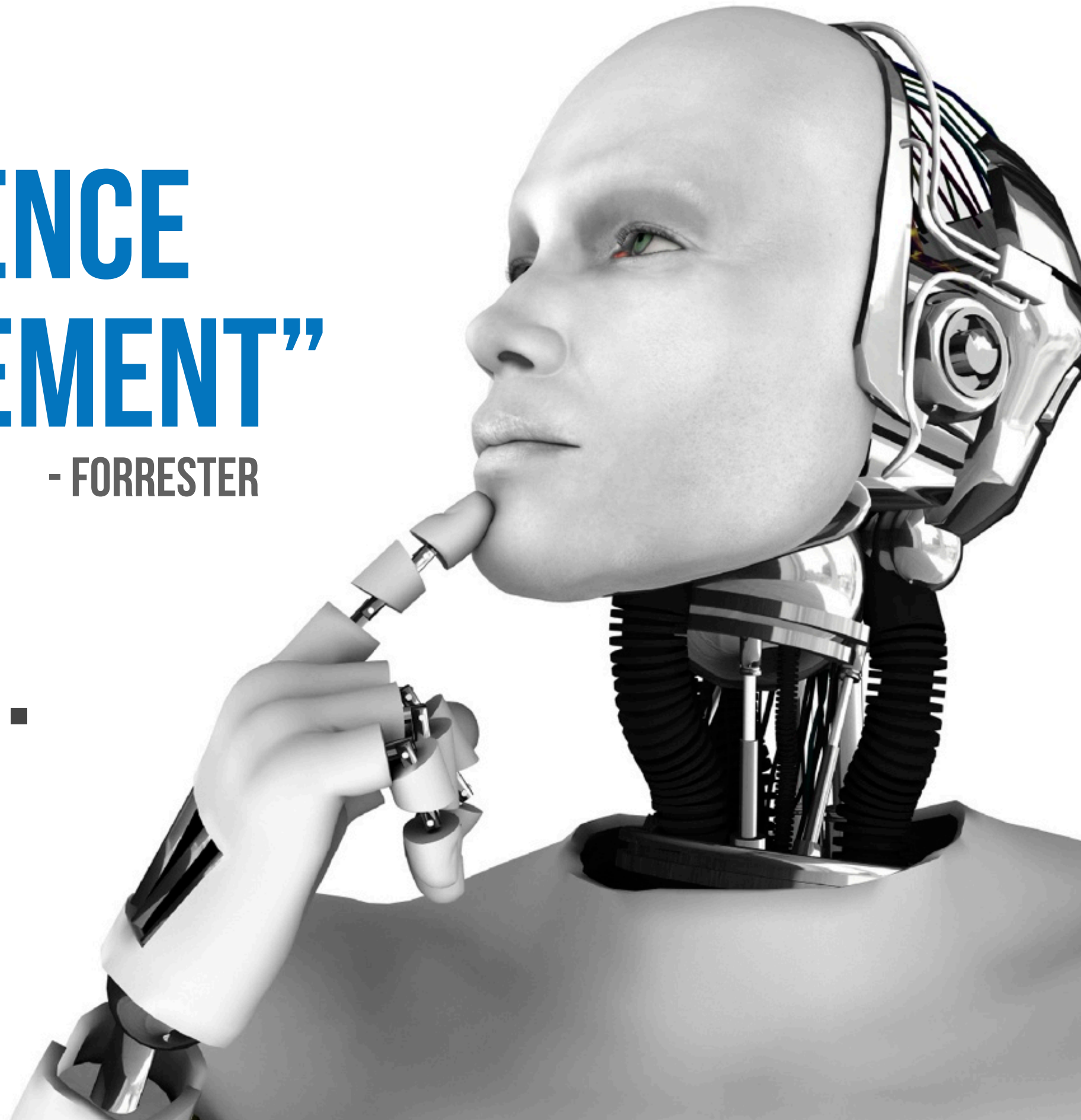
- FORRESTER



“DIGITAL EXPERIENCE MANAGEMENT”

- FORRESTER

OR JUST...

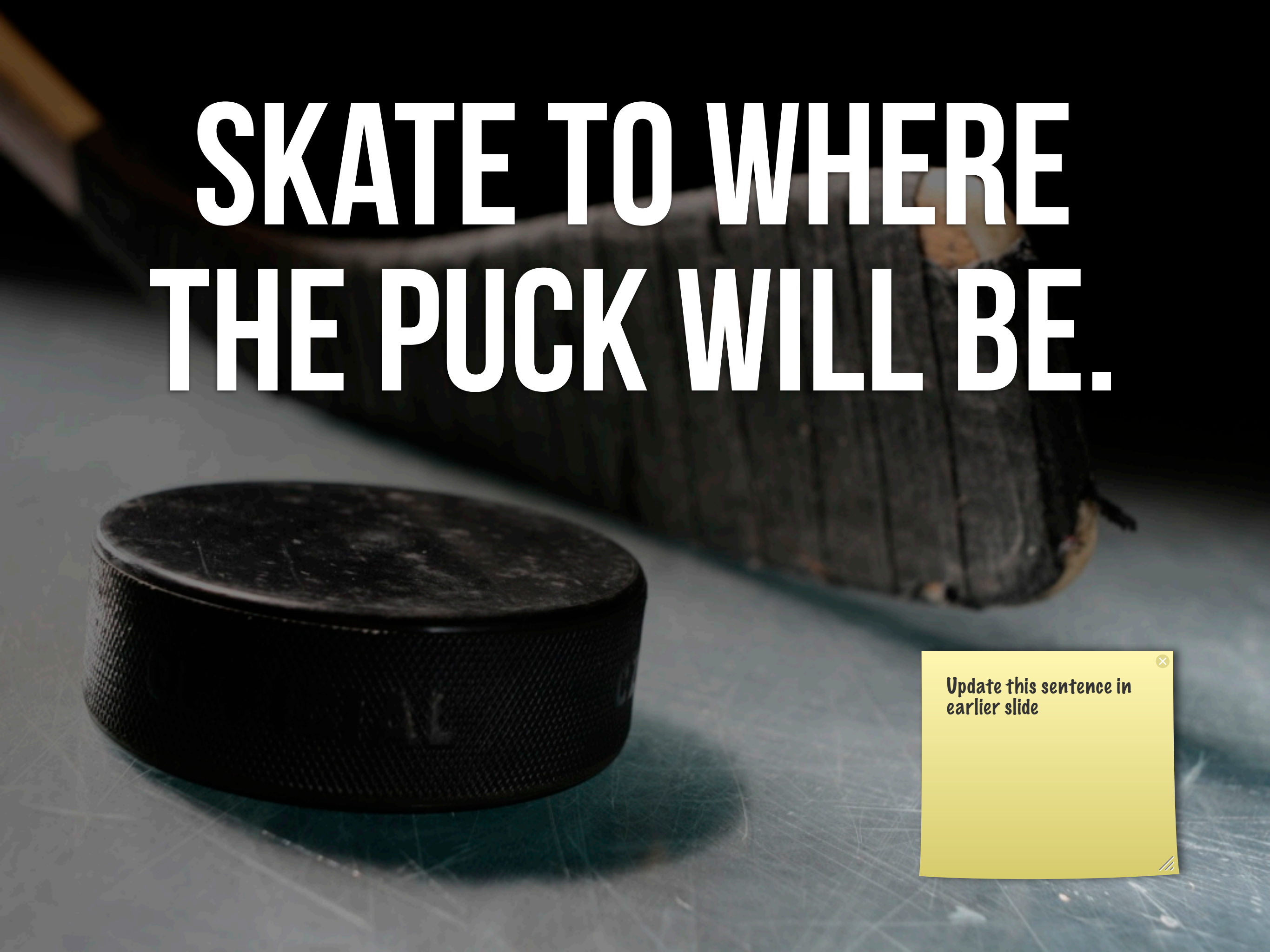


A woman with a bright smile, wearing a light-colored, ruffled dress with a dark belt, holds a white rectangular sign in front of her chest. The sign features the word "DIGITAL" in large, bold, blue capital letters, followed by a blue smiley face ":)". The background is a solid, warm yellow-orange color.

DIGITAL :)

WHAT DOES THAT MEAN
FOR US?

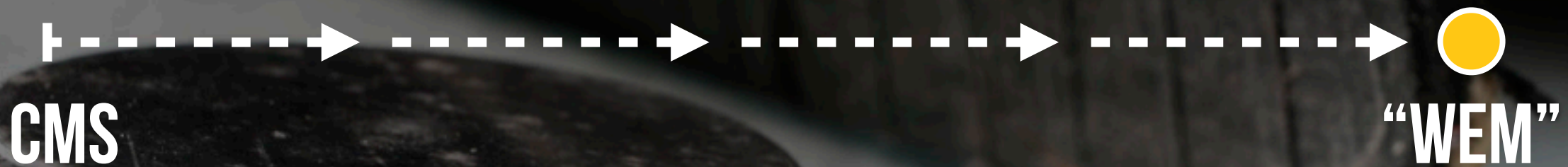


A close-up photograph of a black hockey puck resting on a light blue ice surface. In the background, a hockey stick with a dark, textured blade is visible, slightly out of focus. The lighting is soft, creating a subtle shadow of the puck on the ice.

SKATE TO WHERE THE PUCK WILL BE.

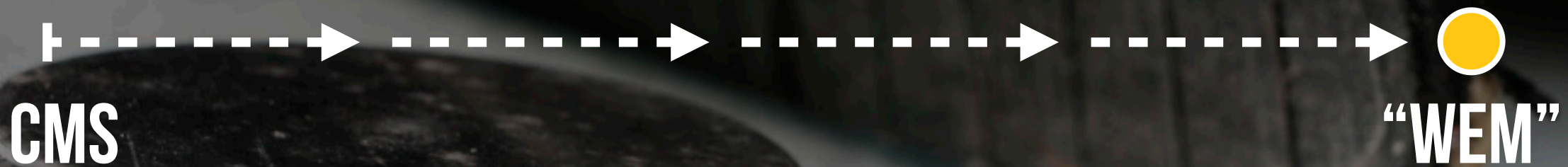
Update this sentence in
earlier slide

SKATE TO WHERE THE PUCK WILL BE.



Update this sentence in
earlier slide

SKATE TO WHERE THE PUCK WILL BE.



It's no longer enough to simply manage content,
we need to manage and integrate
the entire digital experience.

Update this sentence in
earlier slide

TODAY

**DON'T
HAVE IT**

**COMPLETE
SOLUTION**



1

**BUILD IT
OURSELVES**



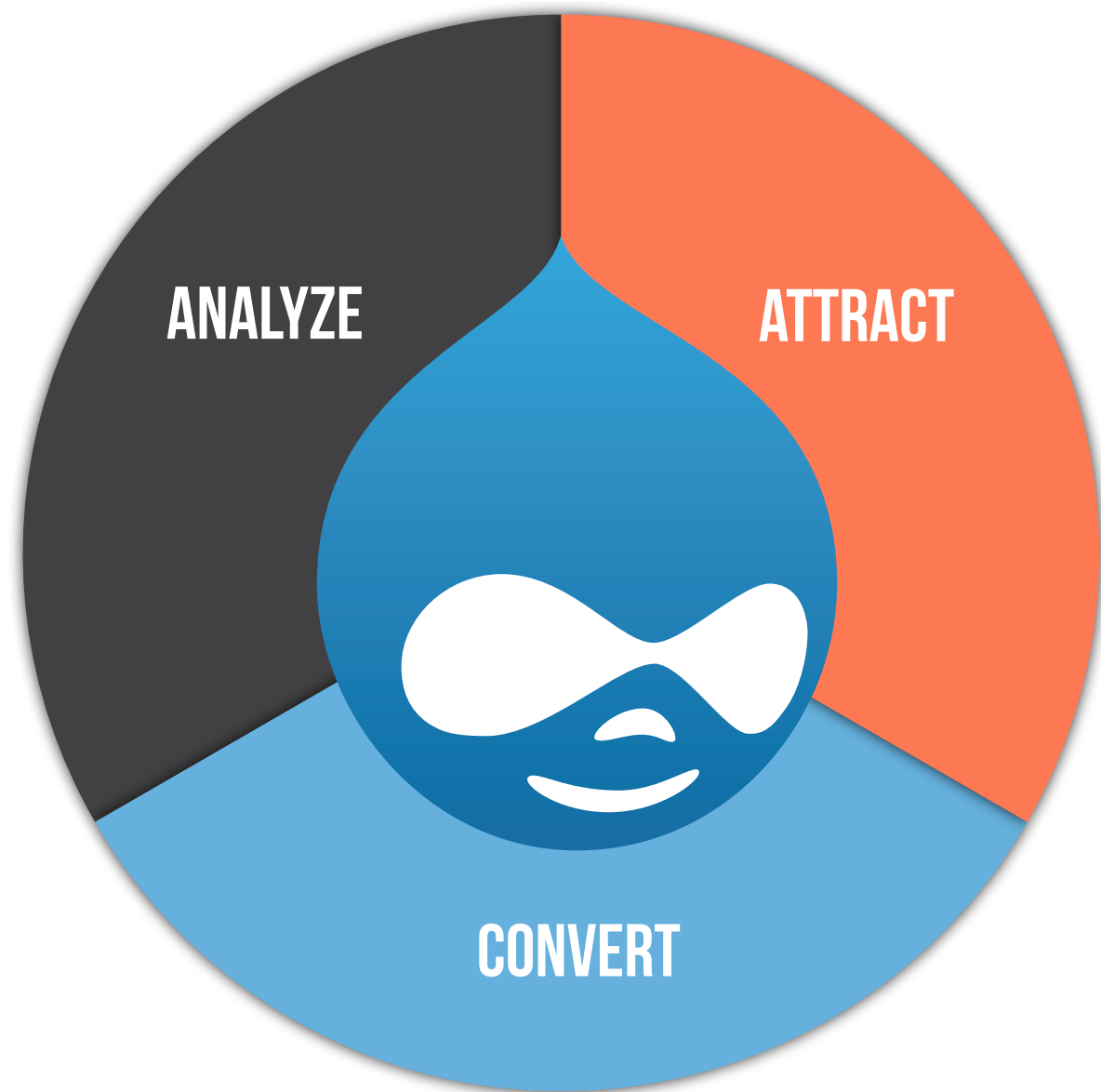
COMPETITORS ARE BUILDING IT



ORACLE®



DRUPAL “STARTUPS”



CRM

E-MAIL

ANALYTICS

MOBILE

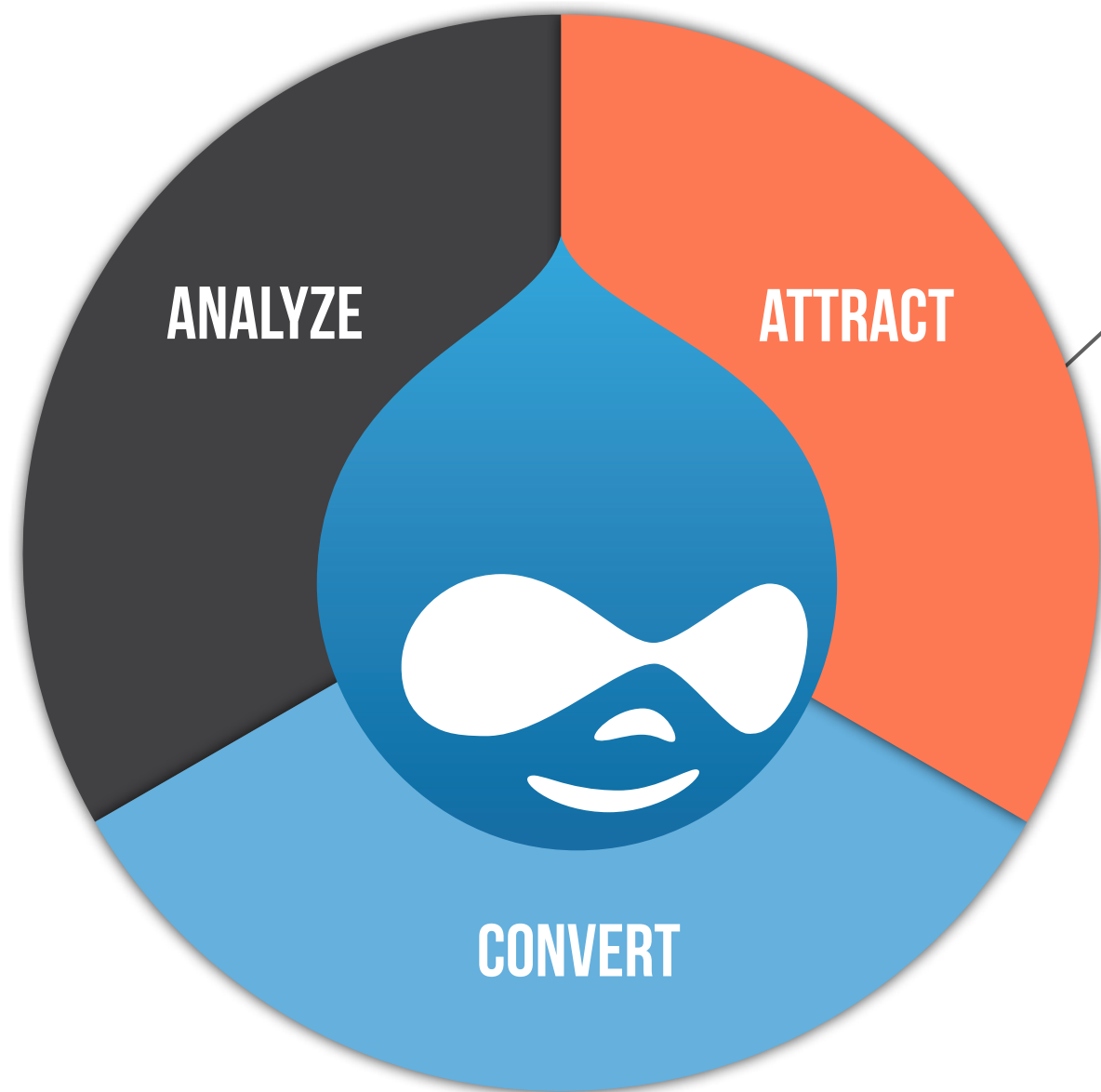
SOCIAL MEDIA

E-COMMERCE

PERSONALIZATION

MARKETING AUTOMATION

DRUPAL “STARTUPS”



CRM

E-MAIL

ANALYTICS

MOBILE

SOCIAL MEDIA

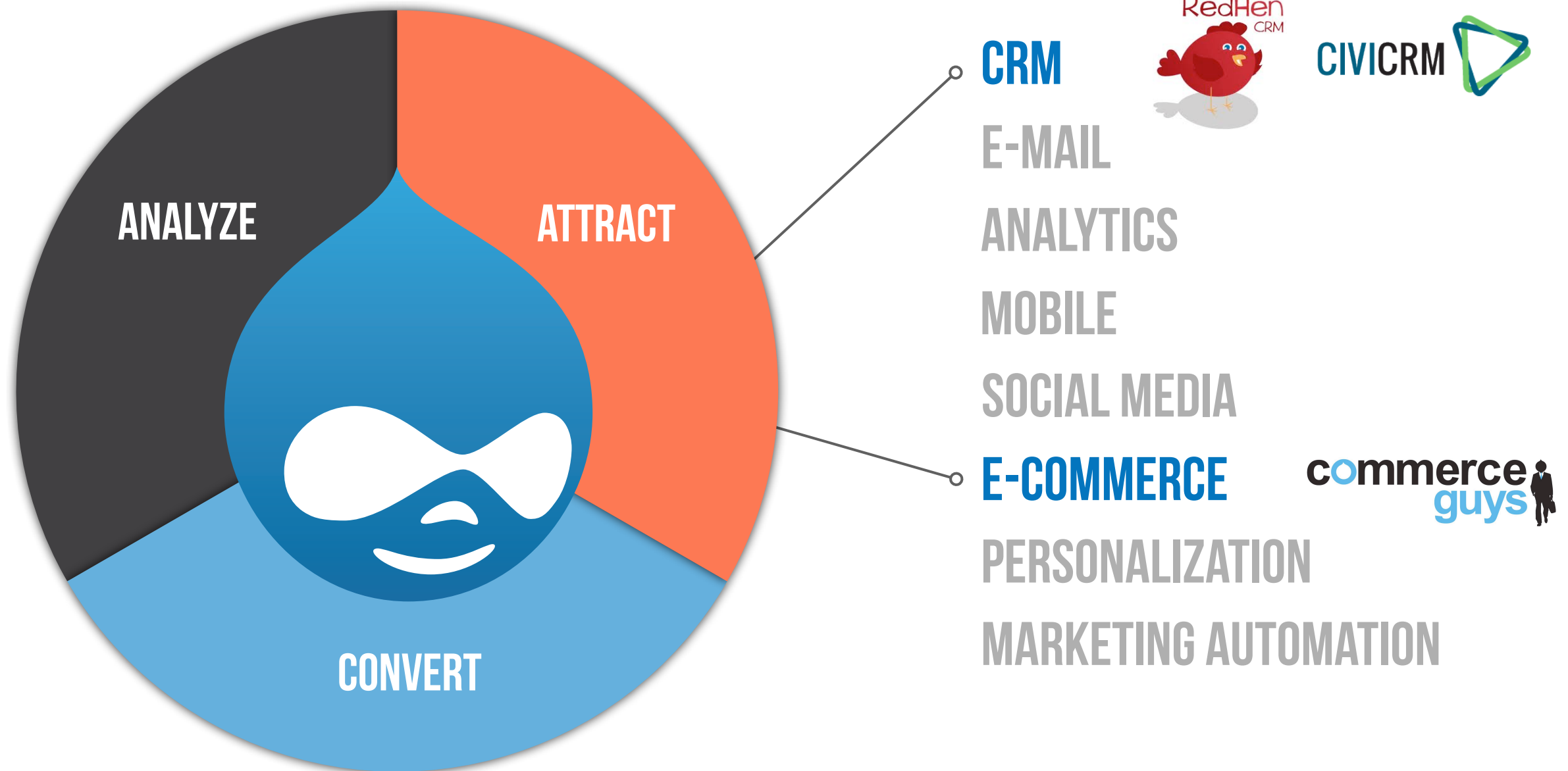
E-COMMERCE

PERSONALIZATION

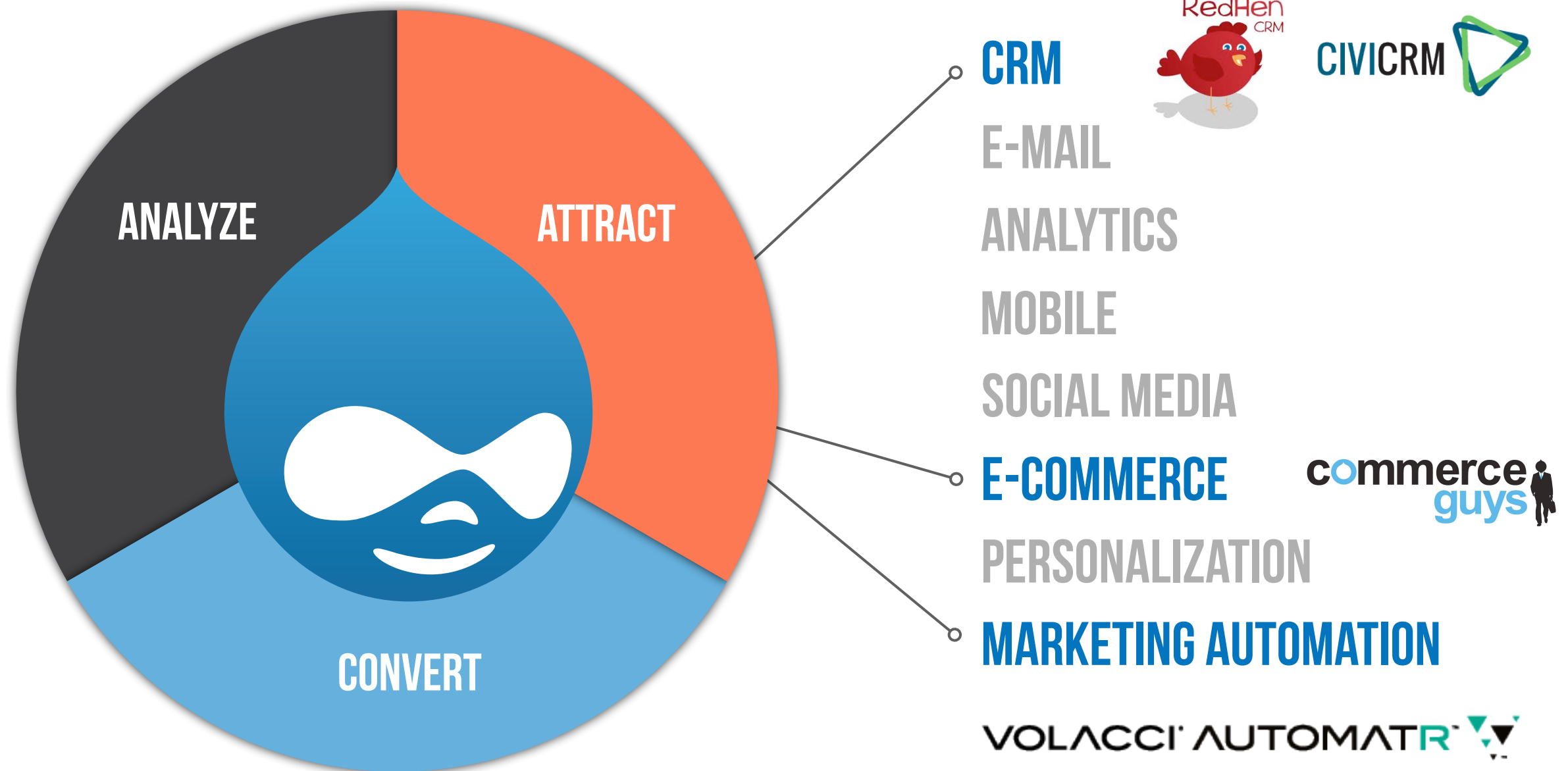
MARKETING AUTOMATION



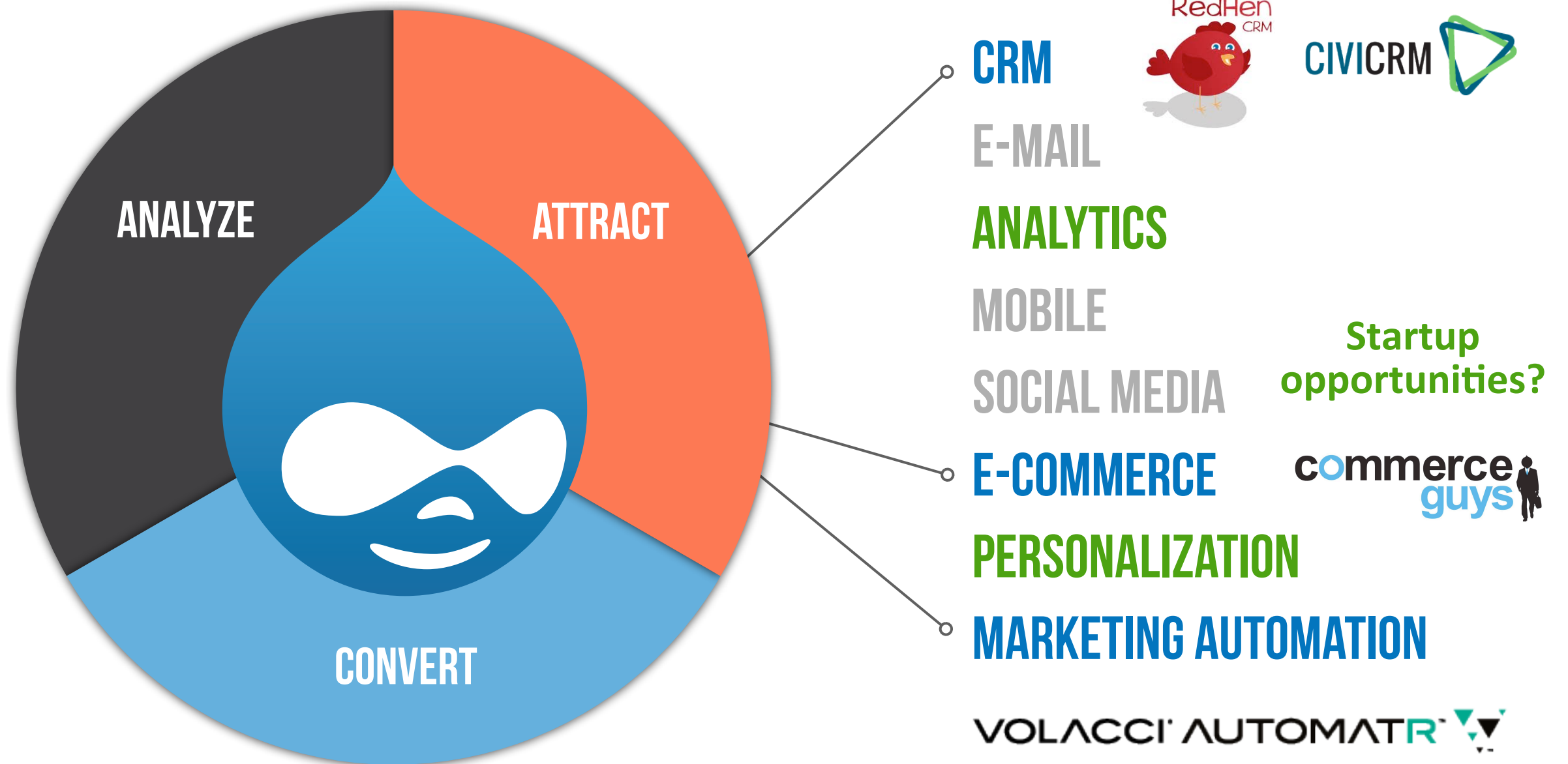
DRUPAL “STARTUPS”



DRUPAL “STARTUPS”



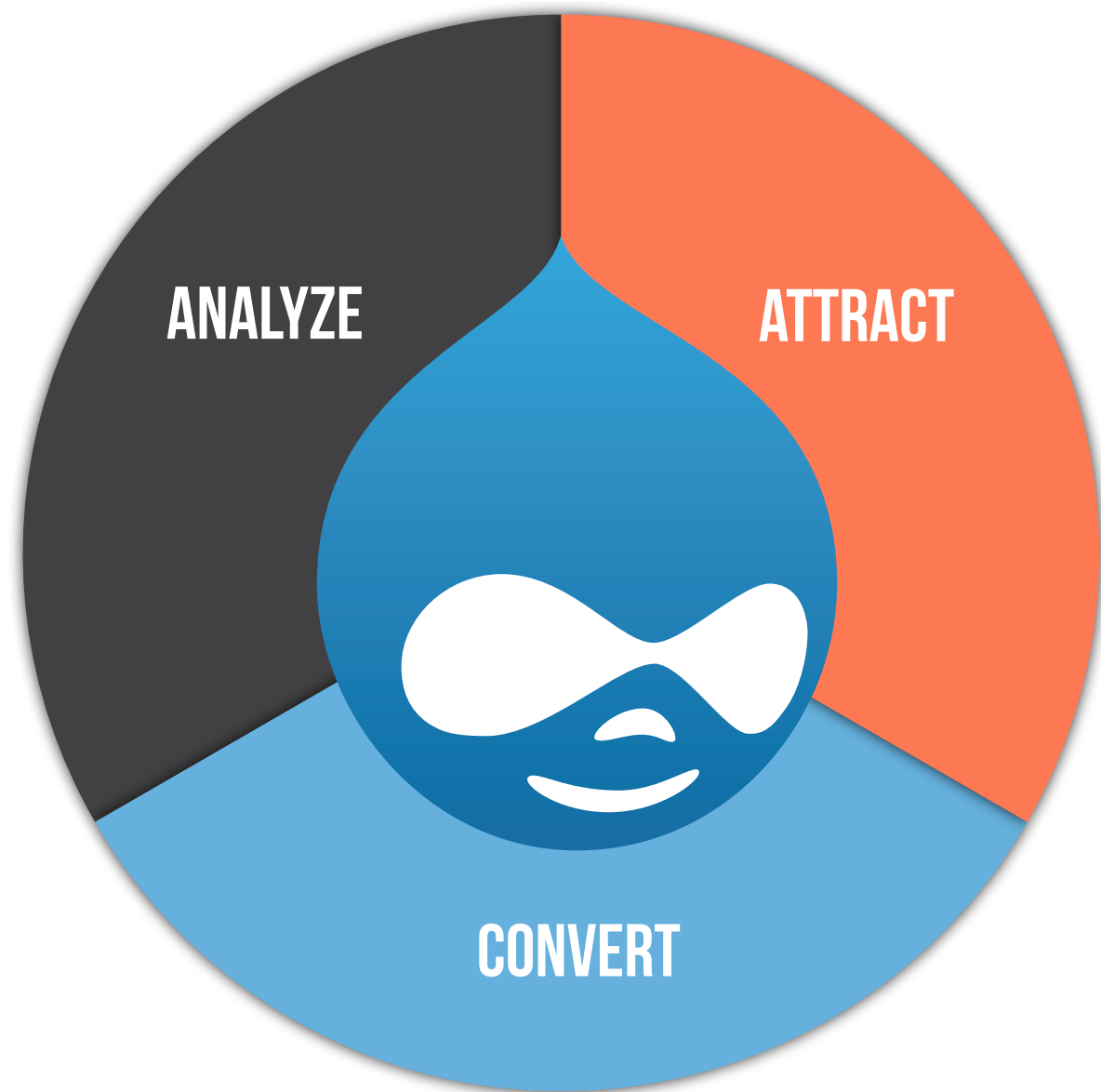
DRUPAL “STARTUPS”



2.

**BETTER
INTEGRATIONS**

ECOSYSTEM INTEGRATIONS



CRM

E-MAIL

ANALYTICS

MOBILE

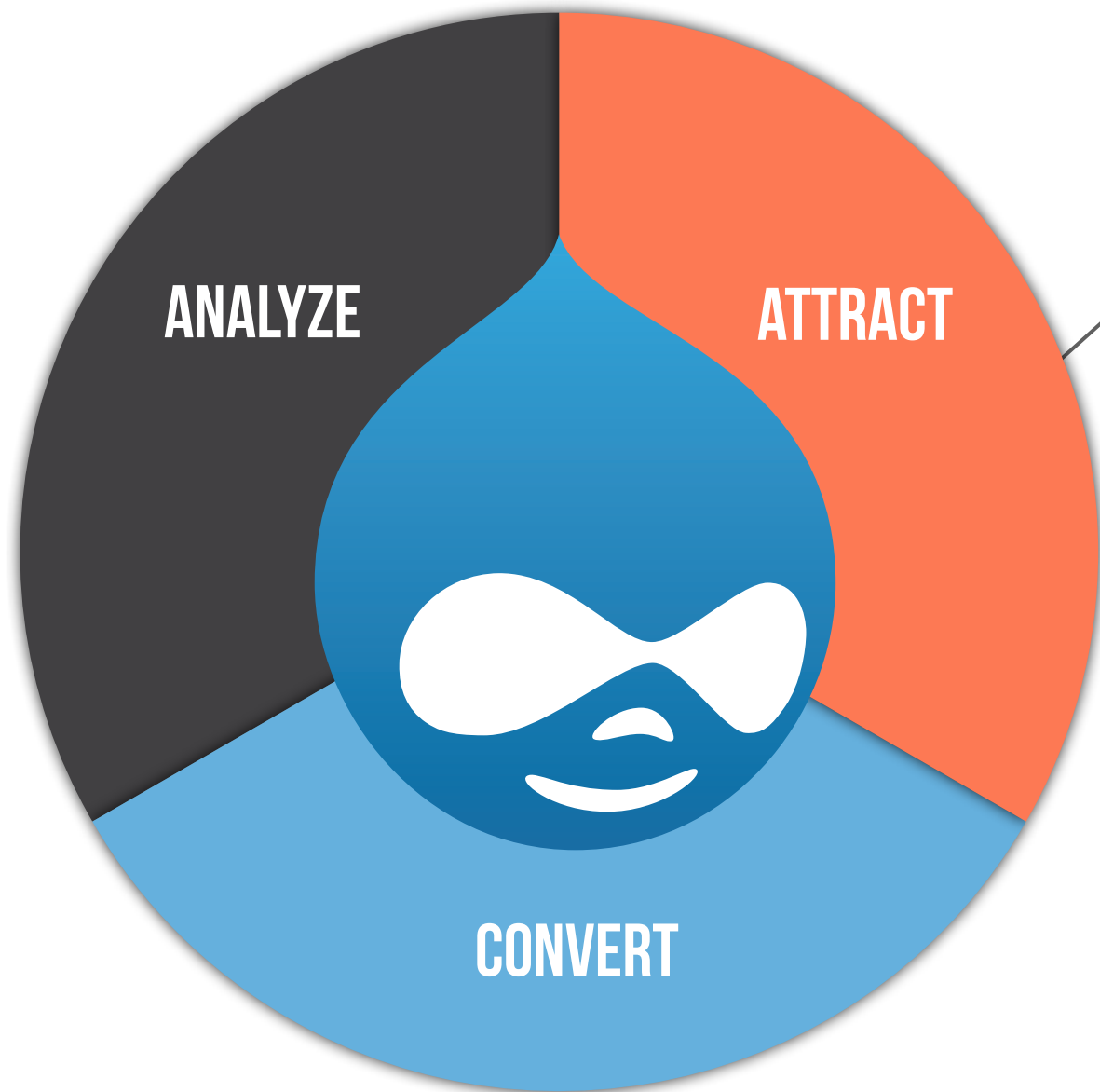
SOCIAL MEDIA

E-COMMERCE

PERSONALIZATION

MARKETING AUTOMATION

ECOSYSTEM INTEGRATIONS



CRM

E-MAIL

ANALYTICS

MOBILE

SOCIAL MEDIA

E-COMMERCE

PERSONALIZATION

MARKETING AUTOMATION

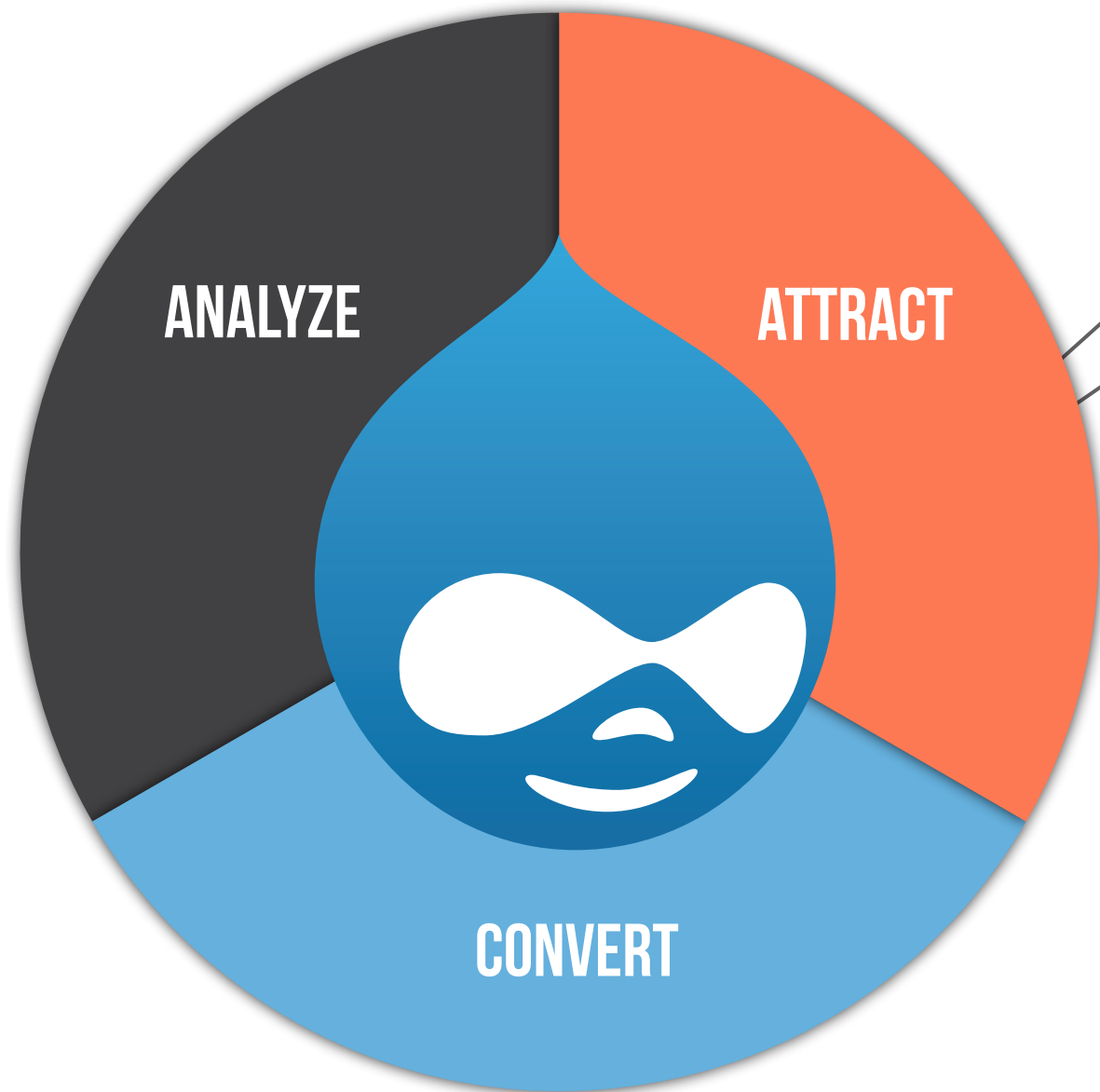


SUGARCRM.
THE CLOUD IS OPEN

CIVICRM



ECOSYSTEM INTEGRATIONS



CRM



NETSUITE



SUGARCRM. THE CLOUD IS OPEN

CIVICRM



E-MAIL

ExactTarget®

MailChimp

ANALYTICS

MOBILE

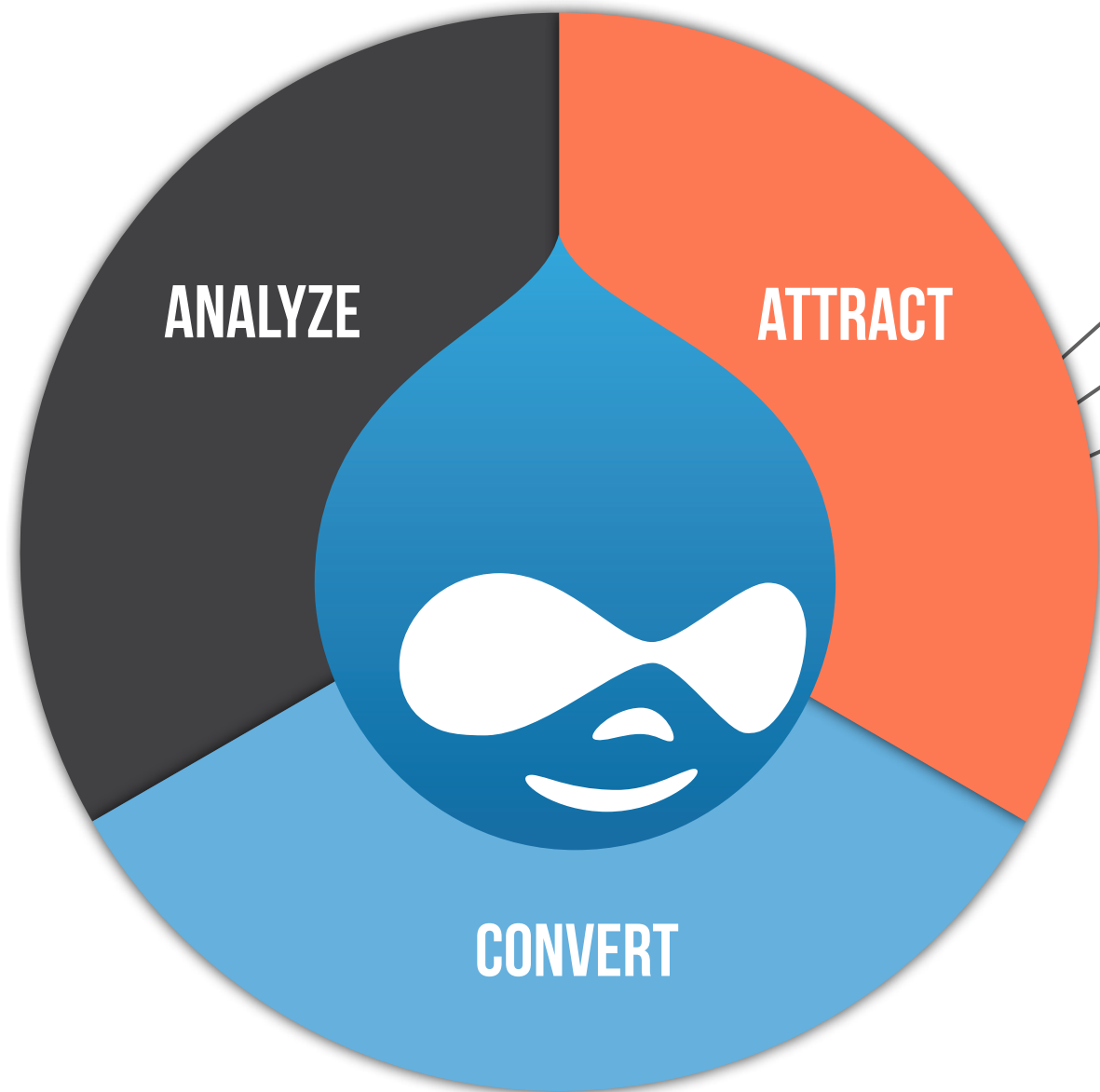
SOCIAL MEDIA

E-COMMERCE

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MARKETING AUTOMATION

ECOSYSTEM INTEGRATIONS



CRM



E-MAIL



ANALYTICS



MOBILE

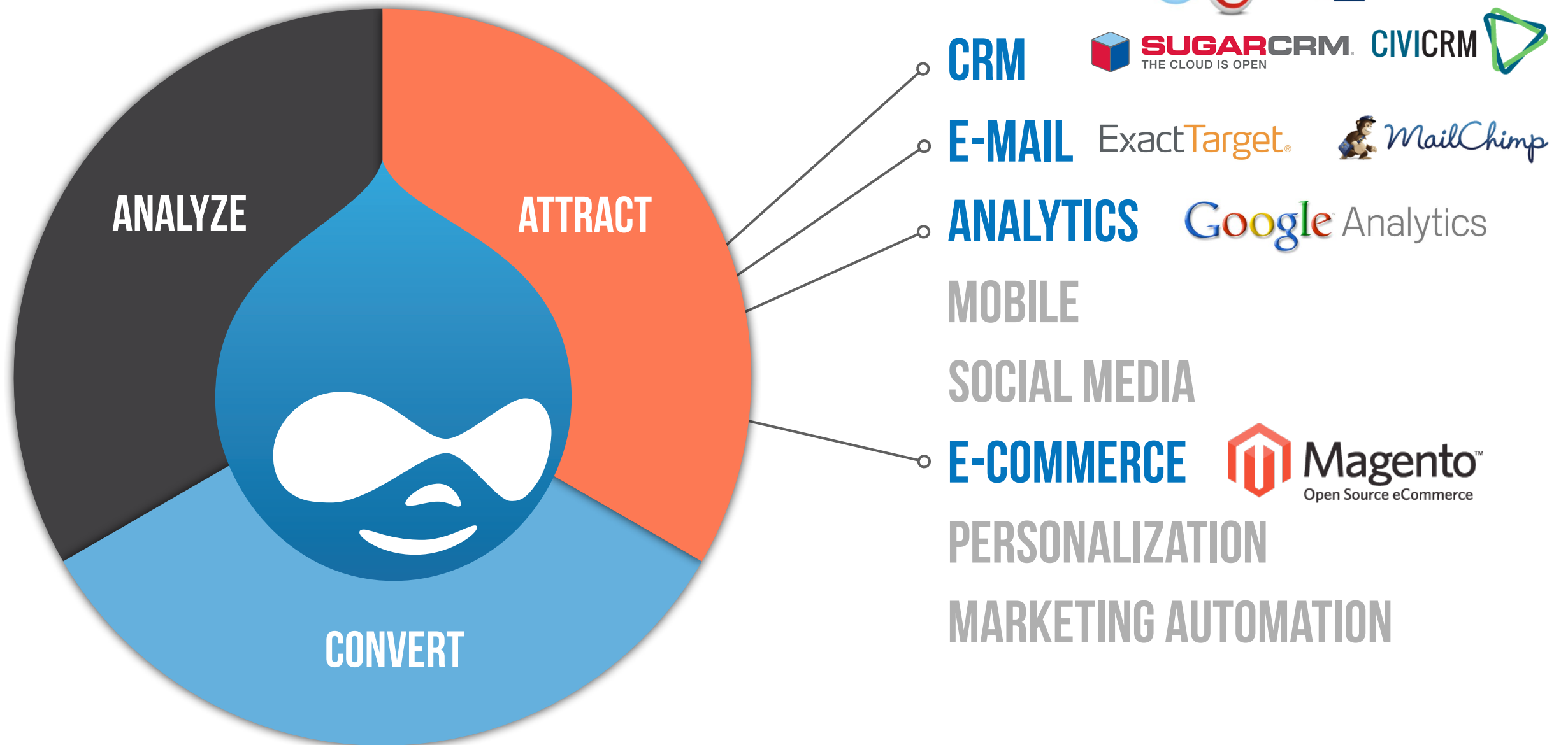
SOCIAL MEDIA

E-COMMERCE

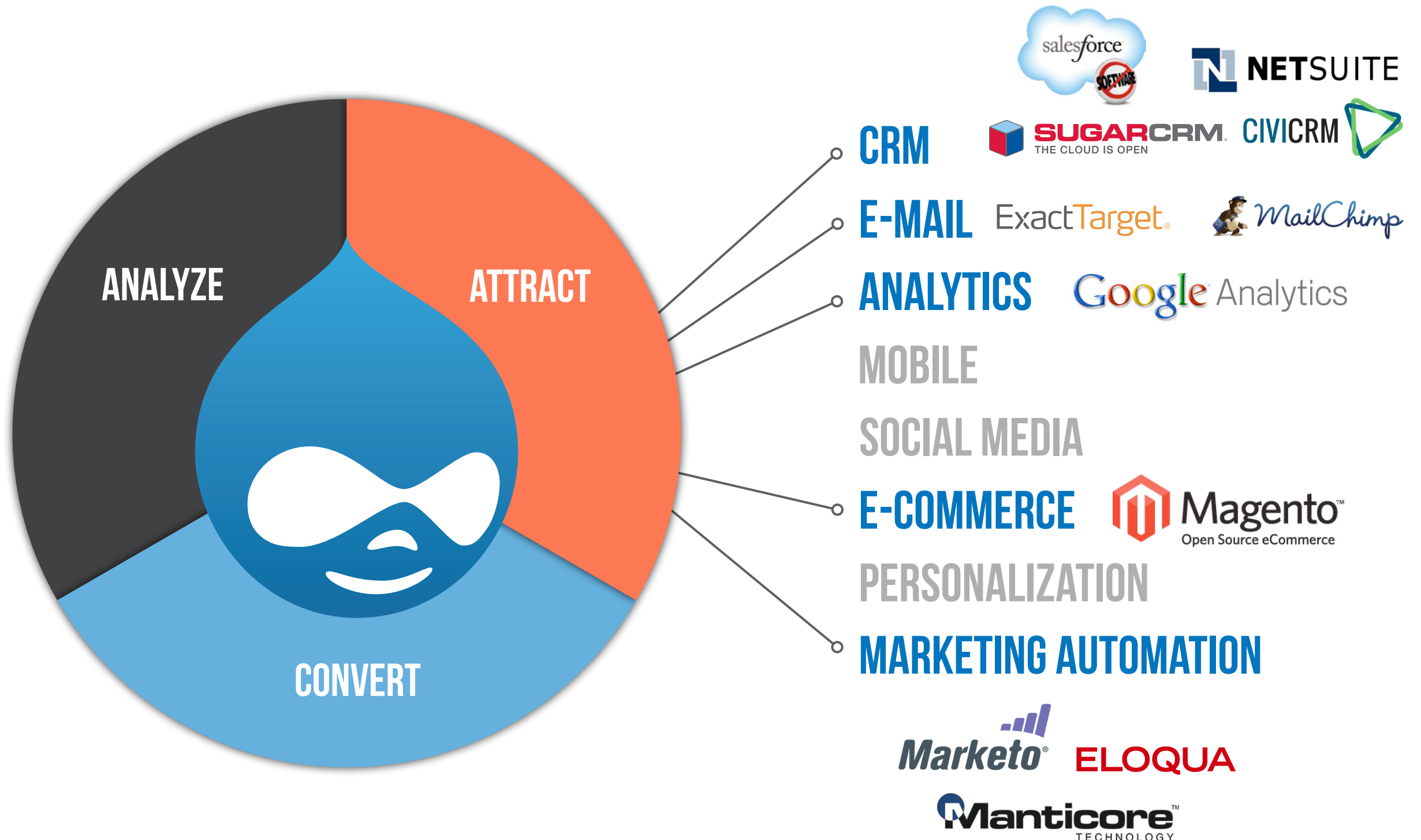
PERSONALIZATION

MARKETING AUTOMATION

ECOSYSTEM INTEGRATIONS



ECOSYSTEM INTEGRATIONS



MARKETING TECHNOLOGY LANDSCAPE



**EXISTING INTEGRATION
MODULES NEED TO BE
FINE-TUNED.**



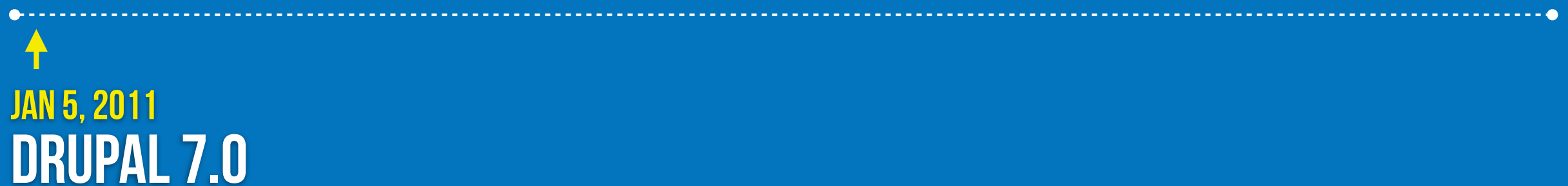


WHAT ARE WE DOING TODAY?

**WELL...WE'RE
WORKING ON
DRUPAL 8**



DRUPAL 8.0 TIMELINE



DRUPAL 8.0 TIMELINE

DEVELOPMENT BEGINS

MAR 10, 2011



JAN 5, 2011

DRUPAL 7.0

DRUPAL 8.0 TIMELINE

DEVELOPMENT BEGINS

MAR 10, 2011



JAN 5, 2011

DRUPAL 7.0



FEB 18, 2013

FEATURE FREEZE

DRUPAL 8.0 TIMELINE



DRUPAL 8.0 TIMELINE

NOW

MAY 2013

CODE FREEZE

JULY 1, 2013



FEB 18, 2013

FEATURE FREEZE

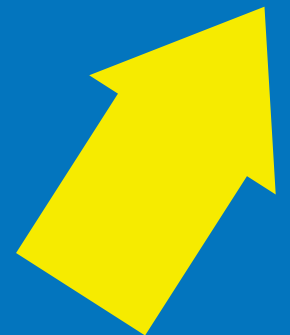
DRUPAL 8.0 TIMELINE

NOW
MAY 2013

CODE FREEZE
JULY 1, 2013



FEB 18, 2013
FEATURE FREEZE



DRUPAL 8.0

END OF 2013

(OR WHEN IT'S DONE)



GET INVOLVED!

**CODE SPRINTS
FRIDAY - SUNDAY**

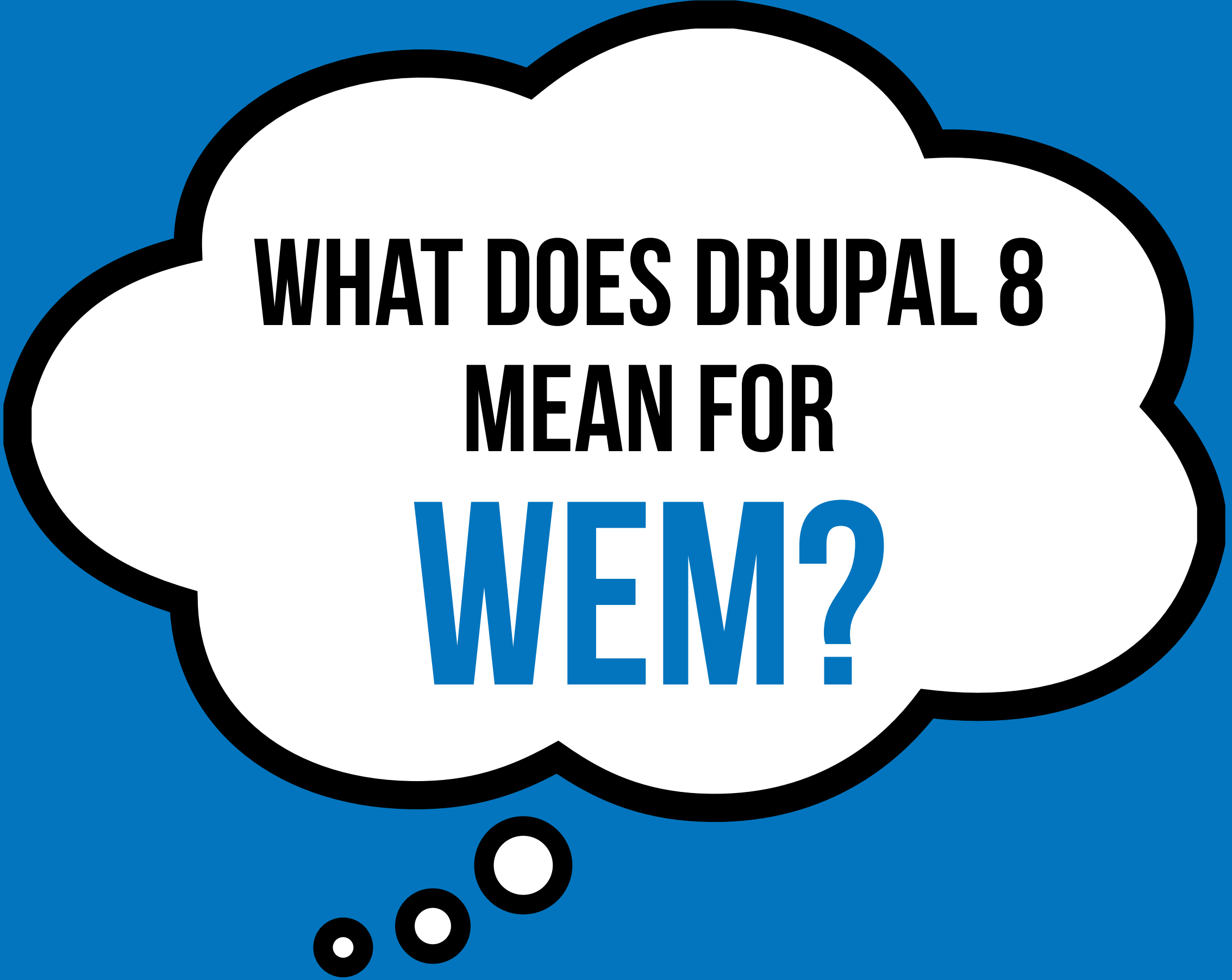
**WHEN SHOULD
I MOVE TO
DRUPAL 8?**



**WHEN SHOULD
I MOVE TO
DRUPAL 8?**

2014





**WHAT DOES DRUPAL 8
MEAN FOR
WEM?**



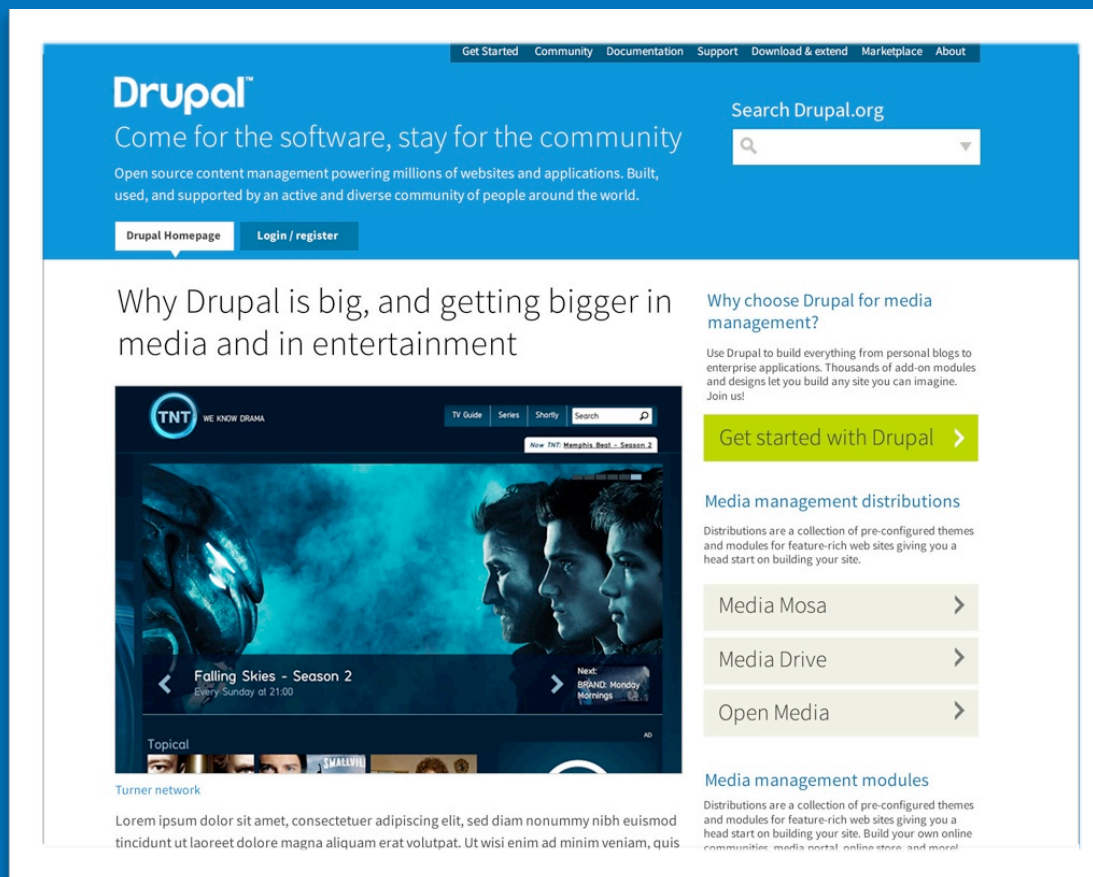
9:41 AM

ALL THINGS COMBINED

- 1. INTEGRATE WITH BEST-OF-BREED TOOLS**
- 2. DELIVER GREAT MOBILE EXPERIENCE**
- 3. EASE OF USE / CONTENT AUTHORING**

1.

WEB SERVICES FOR BETTER INTEGRATIONS



SITE

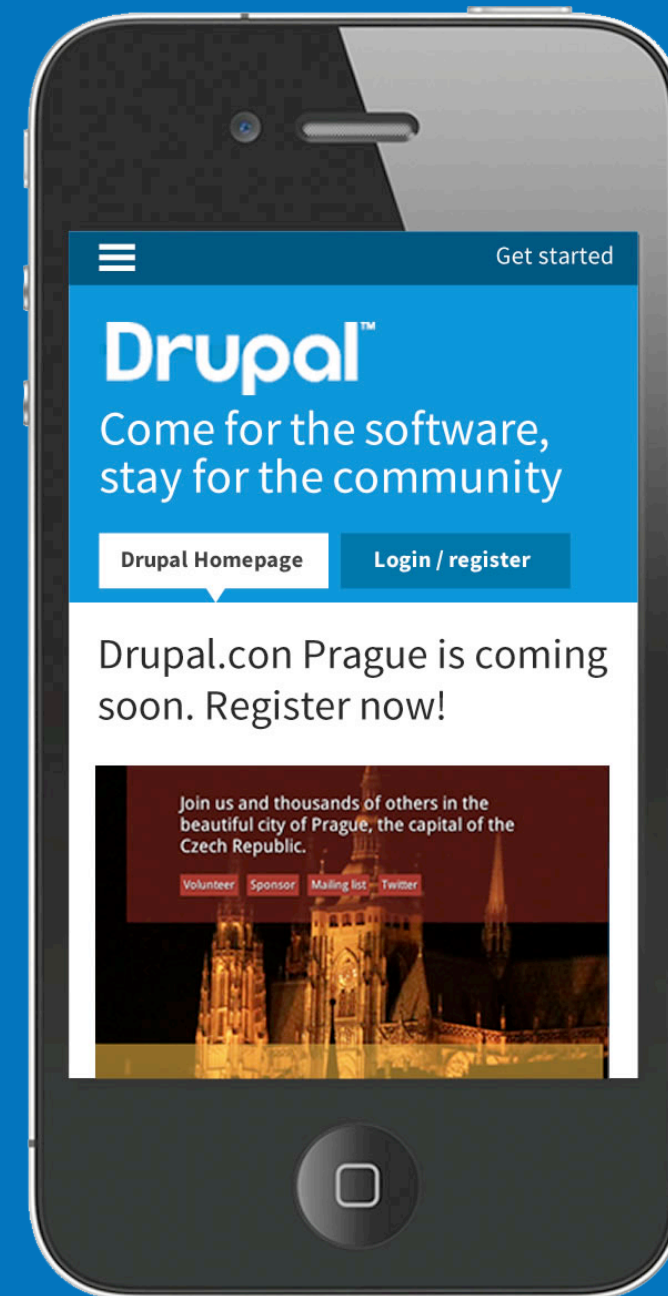


APP

WEB SERVICES FOR BETTER
INTEGRATIONS

2. MOBILE IMPROVEMENTS

RESPONSIVE



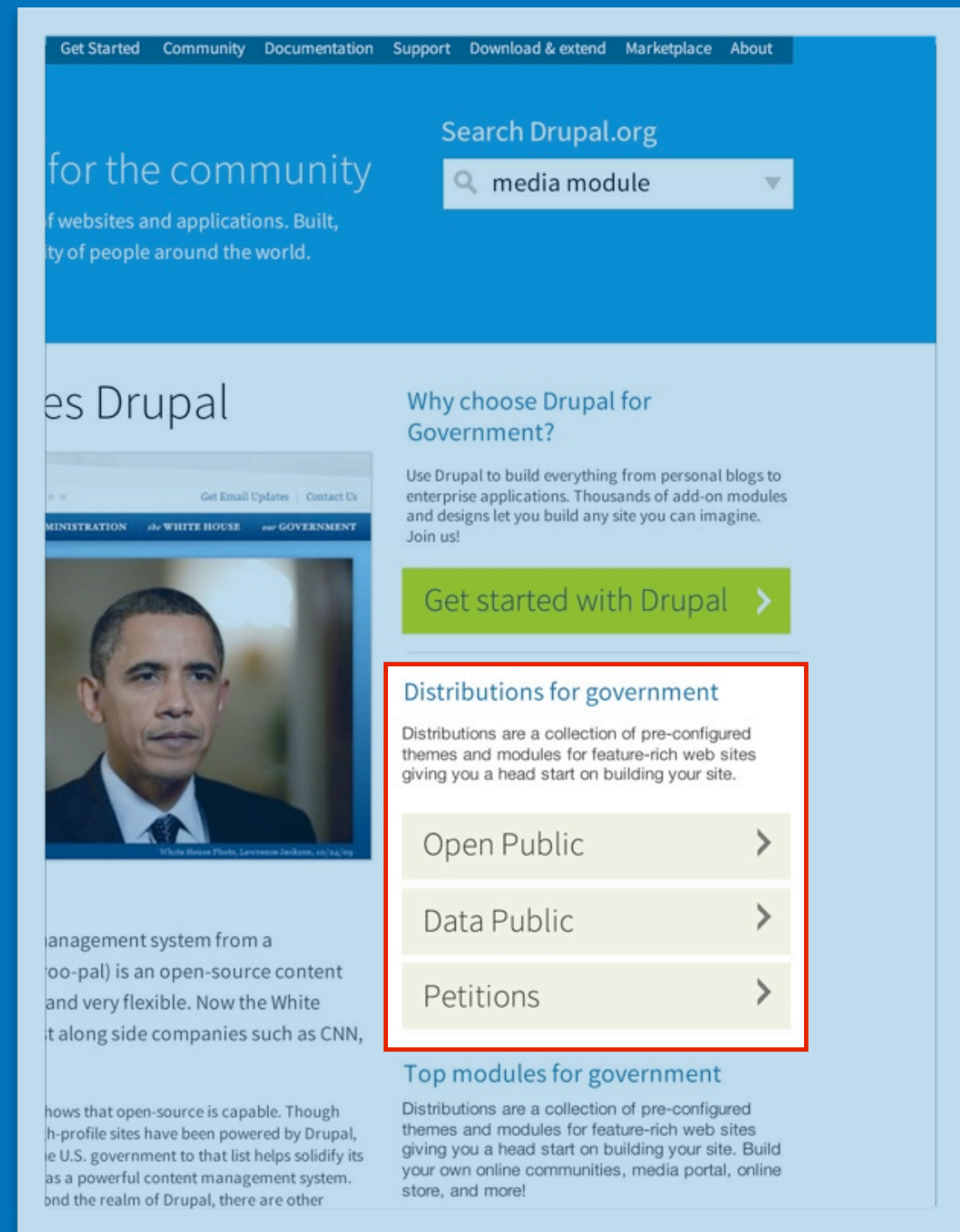
WEB SERVICES FOR BETTER
INTEGRATIONS

MOBILE IMPROVEMENTS

3.

NEW BLOCK SYSTEM

BETTER PERSONALIZATION, BETTER CACHING



WEB SERVICES FOR BETTER
INTEGRATIONS

MOBILE IMPROVEMENTS

NEW BLOCK SYSTEM

4.

MULTI-LINGUAL

Pourquoi choisir Drupal?

Utiliser Drupal pour tout construire à partir blogs personnels aux applications d'entreprise. Des milliers d'ajouter des modules supplémentaires et dessins vous permettront de créer un site que vous pouvez imaginer. Rejoignez-nous!

Commencez avec Drupal >

distributions Drupal

Les distributions sont un ensemble de pré-configurées thèmes et de modules pour les sites web riches en fonctionnalités qui vous donne une longueur d'avance sur la construction de votre site. Construisez vos propres communautés en ligne, les médias portail, boutique en ligne, et plus encore!

Renseignez-vous sur les
distributions

WEB SERVICES FOR BETTER
INTEGRATIONS

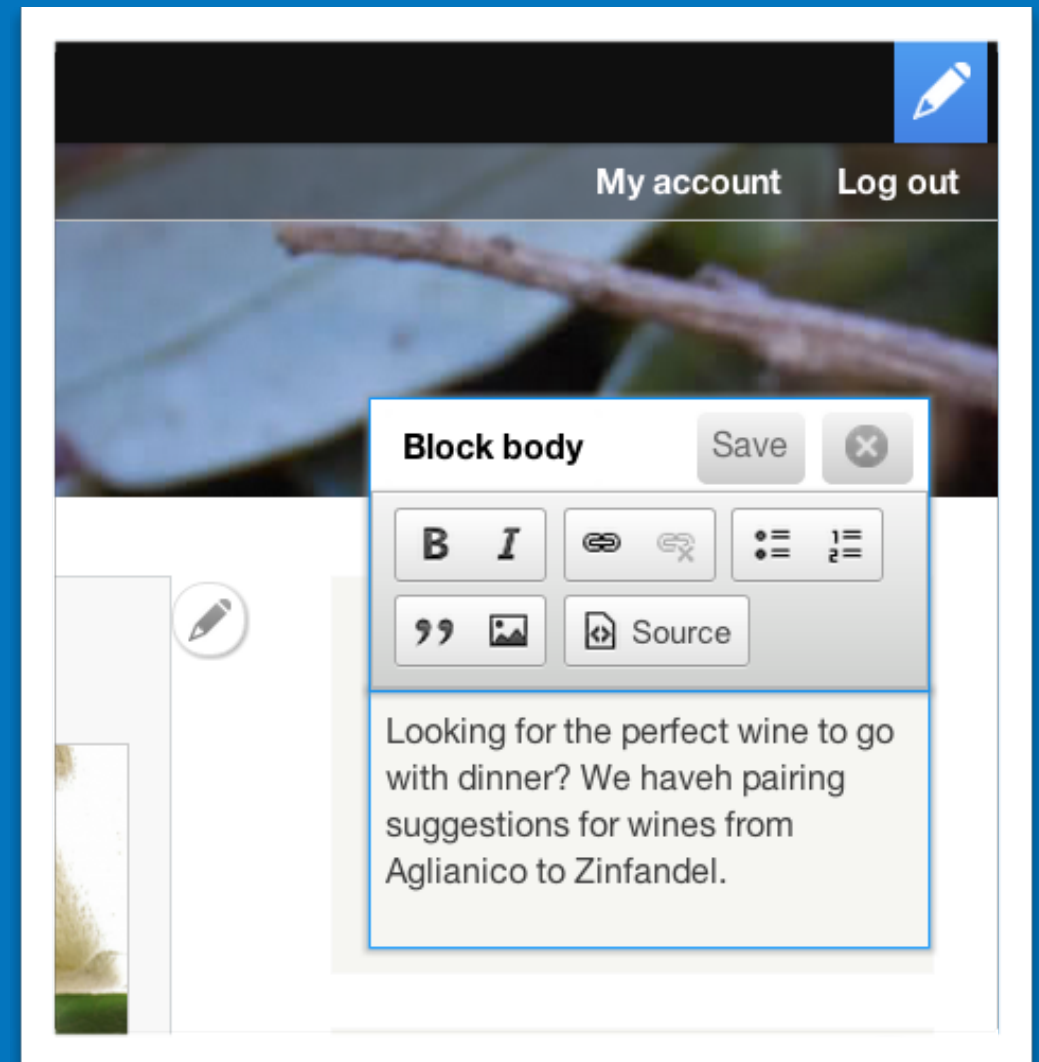
MOBILE IMPROVEMENTS

NEW BLOCK SYSTEM

MULTI-LINGUAL

5. IMPROVED AUTHORIZING EXPERIENCE

EDIT IN PLACE





OPPORTUNITY TO CHANGE OUR INDUSTRY

1996-2003

WCMS

Web Content
Management Systems



OPPORTUNITY TO CHANGE OUR INDUSTRY

1996-2003

WCMS

Web Content
Management Systems



VIGNETTE®



INTERWOVEN®
moving business to the web™

OPPORTUNITY TO CHANGE OUR INDUSTRY

1996-2003

WCMS

Web Content
Management Systems

BY 2010

Open Source destroyed
proprietary WCMS Market



VIGNETTE®



INETWOVEN®
moving business web™

OPPORTUNITY TO CHANGE OUR INDUSTRY

1996-2003

WCMS

Web Content
Management Systems



VIGNETTE®



INET WOVEN®
moving business web™

BY 2010

Open Source destroyed
proprietary WCMS Market

2013

WEM

Web Experience
Management



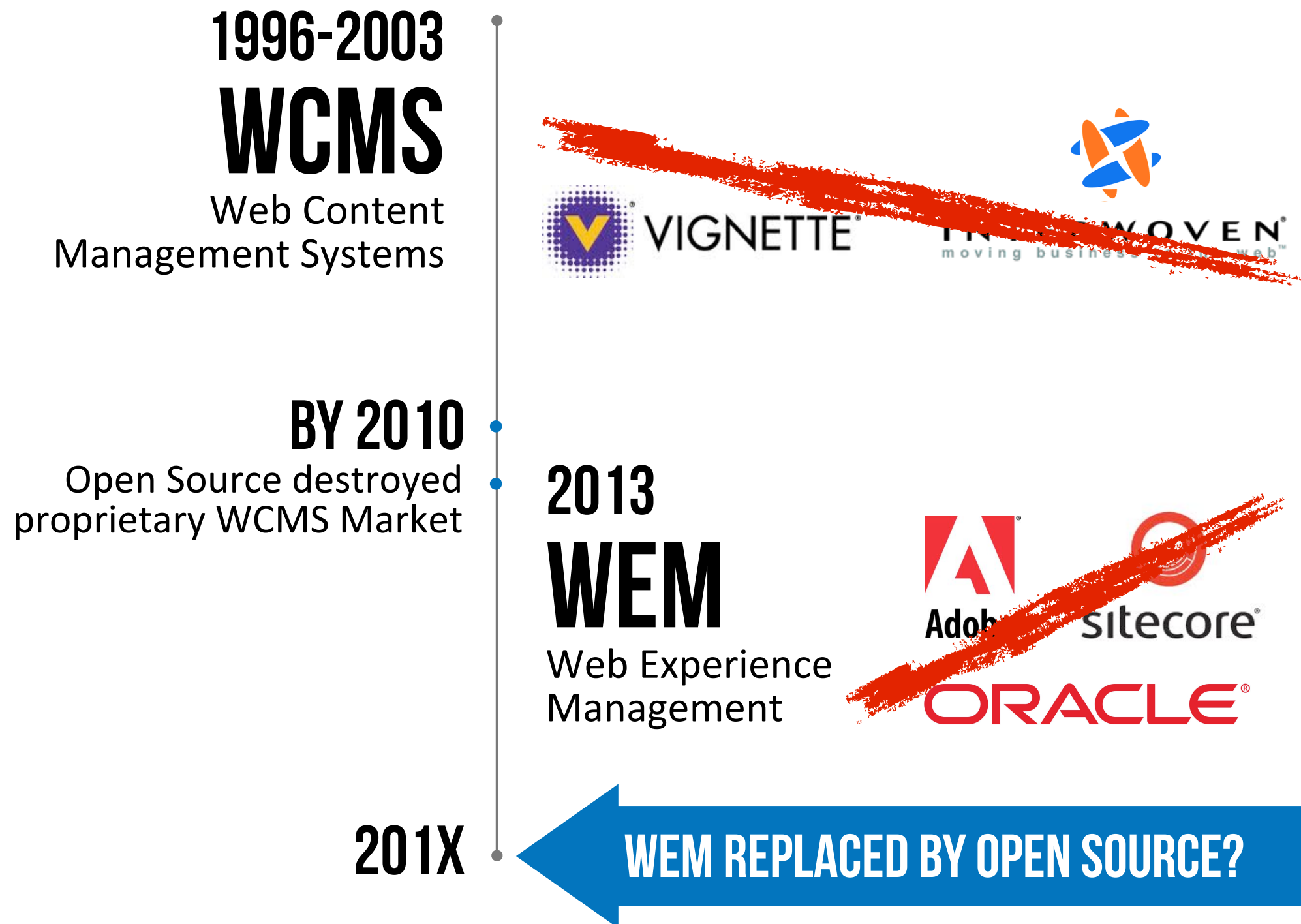
Adobe



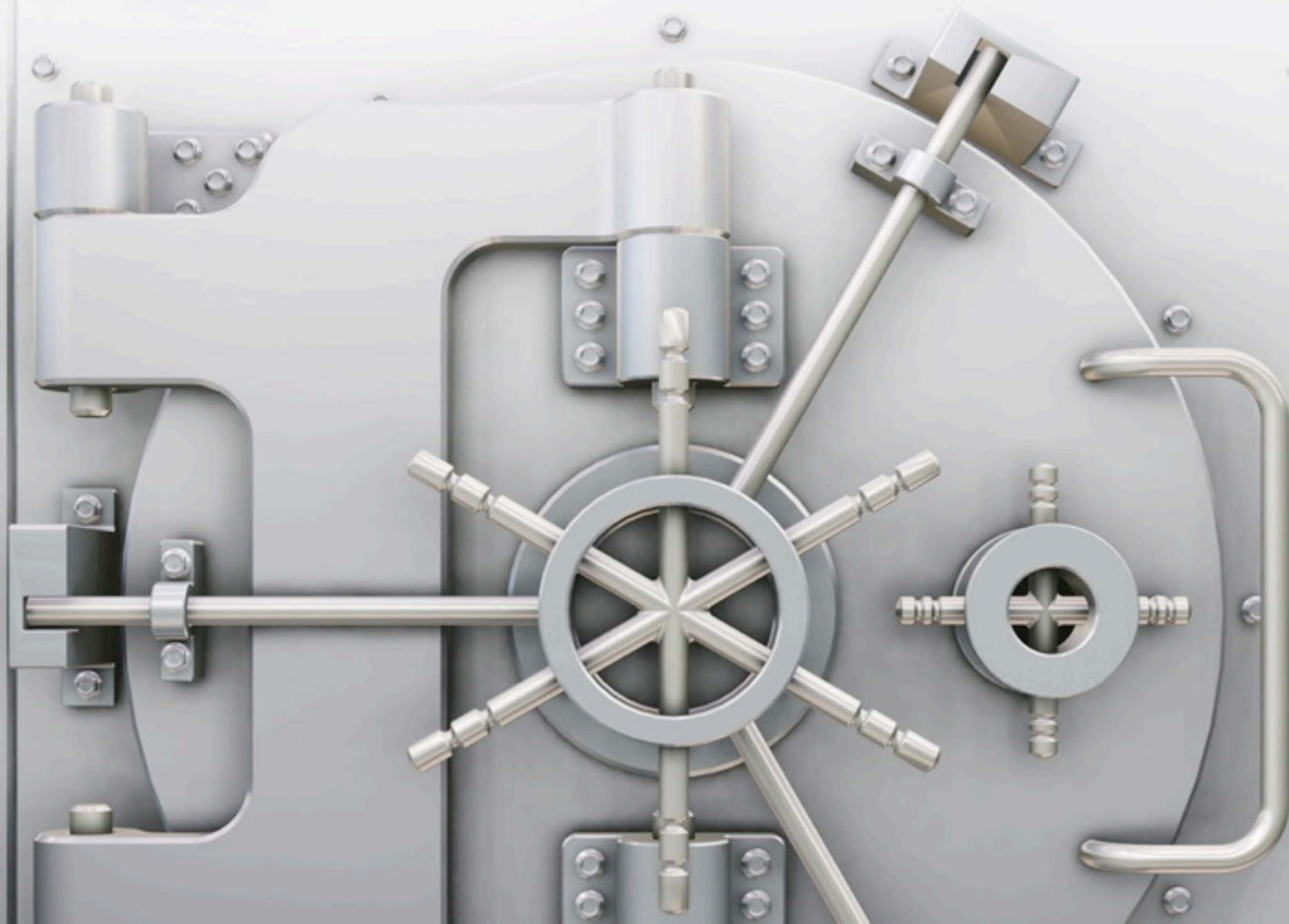
sitecore®

ORACLE®

OPPORTUNITY TO CHANGE OUR INDUSTRY



**PROPRIETARY COMPANIES ARE BUILDING
CLOSED SYSTEMS,
ACCESSIBLE TO ONLY A FEW.**



**WE WANT TO BRING THESE
TOOLS TO THE MASSES.**



The background of the image is a scenic landscape. The lower half features a lush, green field that stretches towards the horizon. The upper half is a bright blue sky filled with soft, white, wispy clouds. The overall atmosphere is open and airy.

**WE'LL BE
OPEN.**



**WHAT'S IN IT
FOR ME?**

01. FOR THE DRUPAL DEVELOPERS: **WORK ON WHAT MATTERS**

01. FOR THE DRUPAL DEVELOPERS: **WORK ON WHAT MATTERS**

(Build the future of the web, together.)

02. FOR DRUPAL COMPANIES: DELIVER GREAT EXPERIENCES

02. FOR DRUPAL COMPANIES: **DELIVER GREAT EXPERIENCES**

(And build a sustainable business.)

03.

FOR DRUPAL USERS:

**SHIFT BUSINESS
TO DIGITAL**

03. **FOR DRUPAL USERS: SHIFT BUSINESS TO DIGITAL**

(And be the next Amazon or Netflix.)

04.

FOR THE WORLD:

DO WELL, DO GOOD.



THANK YOU!

Q&A