DrupalCon New Orleans

DRIESNOTE 2016

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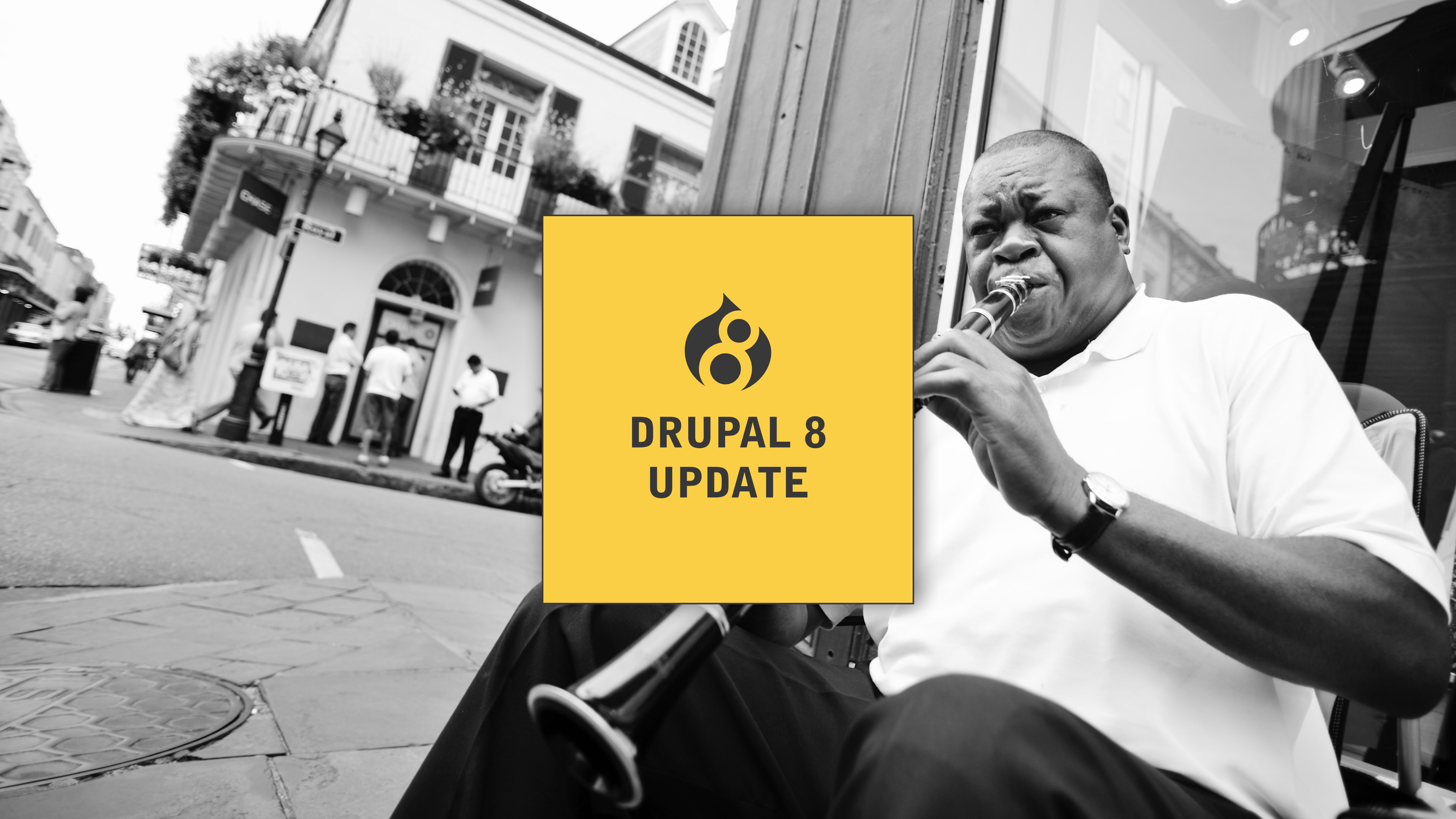
Founder & Project Lead, **Drupal**

Today's **TOPICS**

- **DRUPAL 8 UPDATE**
- **MARKET PERSPECTIVE**
- **SURVEY SAYS**
- **PROPOSED INITIATIVES**



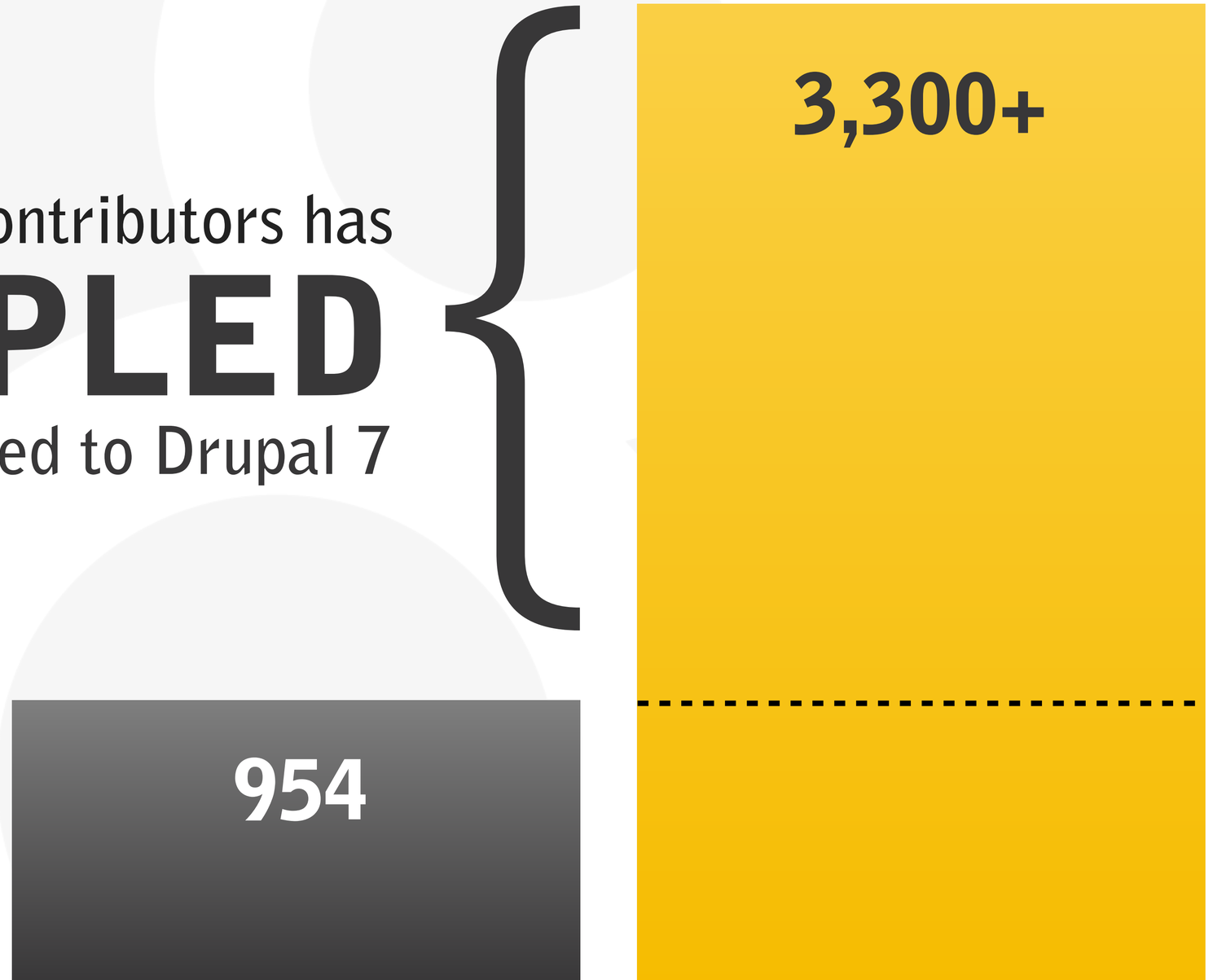
DRUPAL 8 UPDATE

WE RELEASED DRUPAL 8 ON NOVEMBER 19

The number of core contributors has

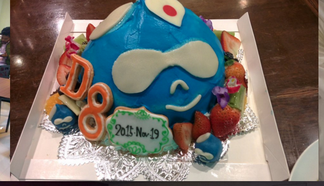
TRIPLED

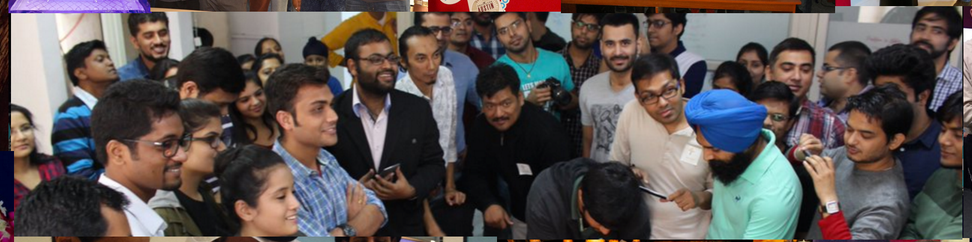
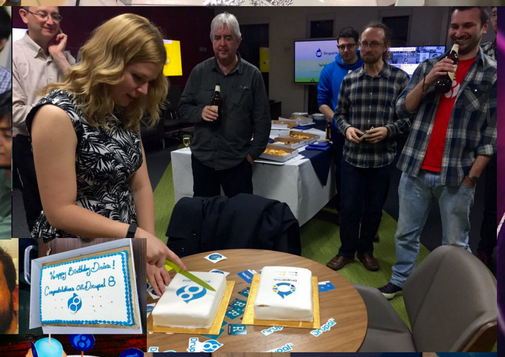
compared to Drupal 7



1 night, 1 big launch
240 parties worldwide

WELCOME
DRUPAL AFTER DARK



Celebrating the Release of
Drupal 8



AddWebSolution
#celebr8d8
We Love You Drupal

Happy Birthday Drupal!
Congratulations Drupal 8

internetdevels
drupal development shop
RELEASE PARTY

Almost 3,300 people have contributed to Drupal 8 so far!

#CELEBR8D8

Petr Illek

Drupal
DRUPAL 8 RELEASE
PARTY LIMA

OPEN HERE

Improved authoring experience

Mobile-optimized

Modern PHP standards

Configuration management

Drupal 8 offers many
NEW POSSIBILITIES

Better caching

Web services APIs

One hundred languages

200+ MORE FEATURES

WE ALSO RELEASED DRUPAL 8.1 ON TIME AND ON BUDGET

WE ALSO RELEASED DRUPAL 8.1 ON TIME AND ~~ON BUDGET~~

Oh wait, this is Open Source

Experimental UIs for migrations

Composer support

Spellcheck support in CKEditor

JavaScript testing

Newer features in **DRUPAL 8.1**

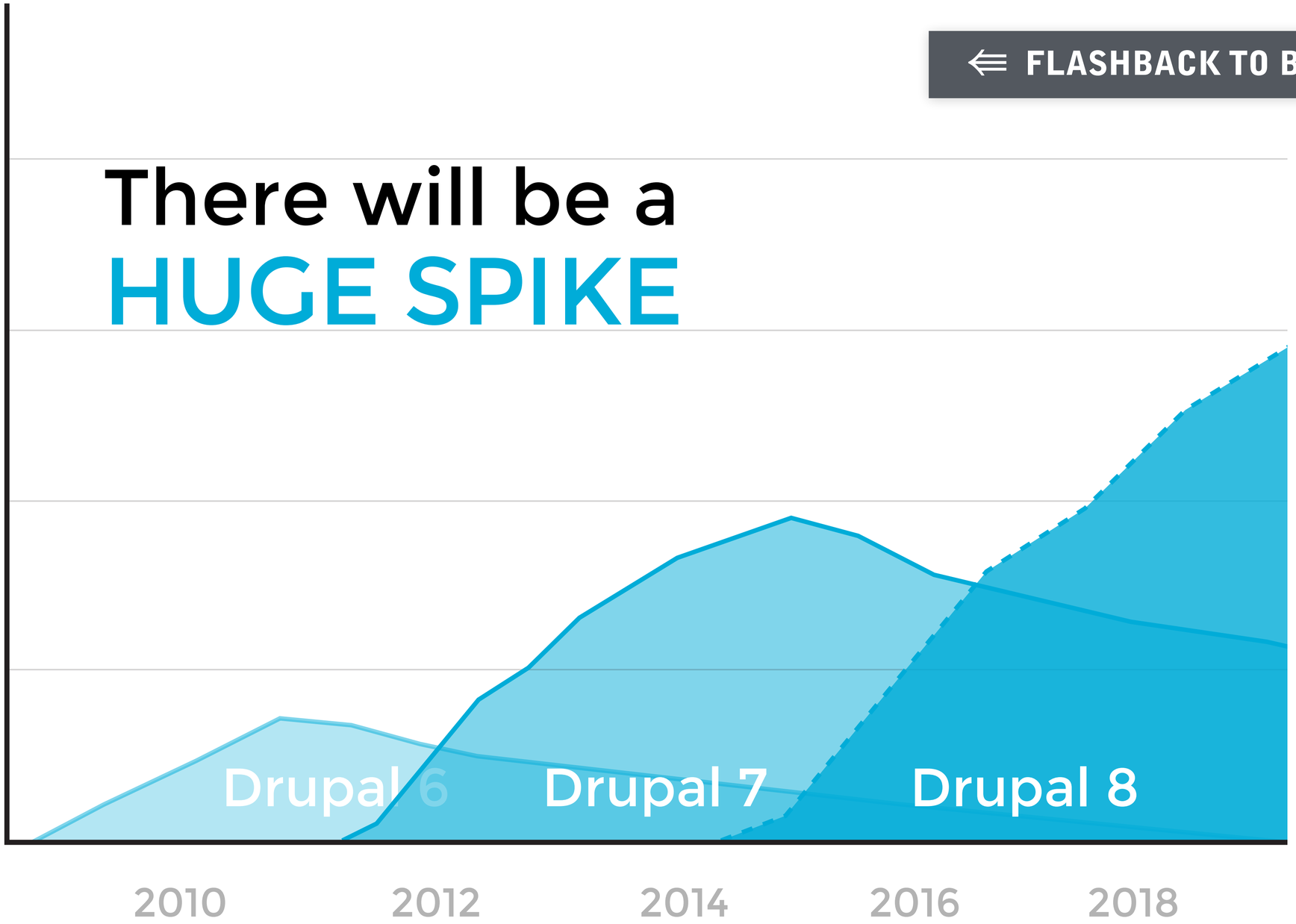
BigPipe for perceived performance

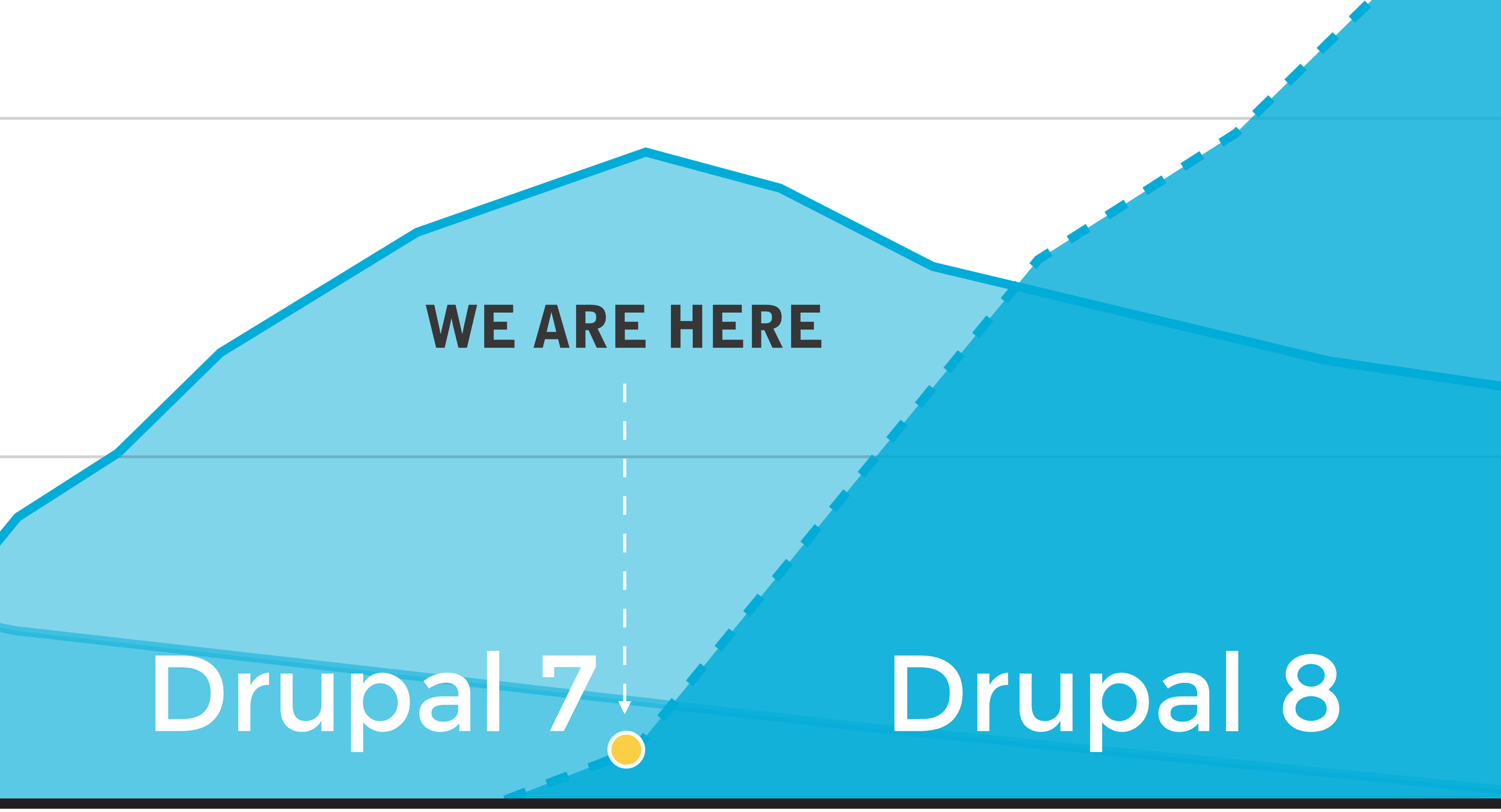
Improved help and documentation

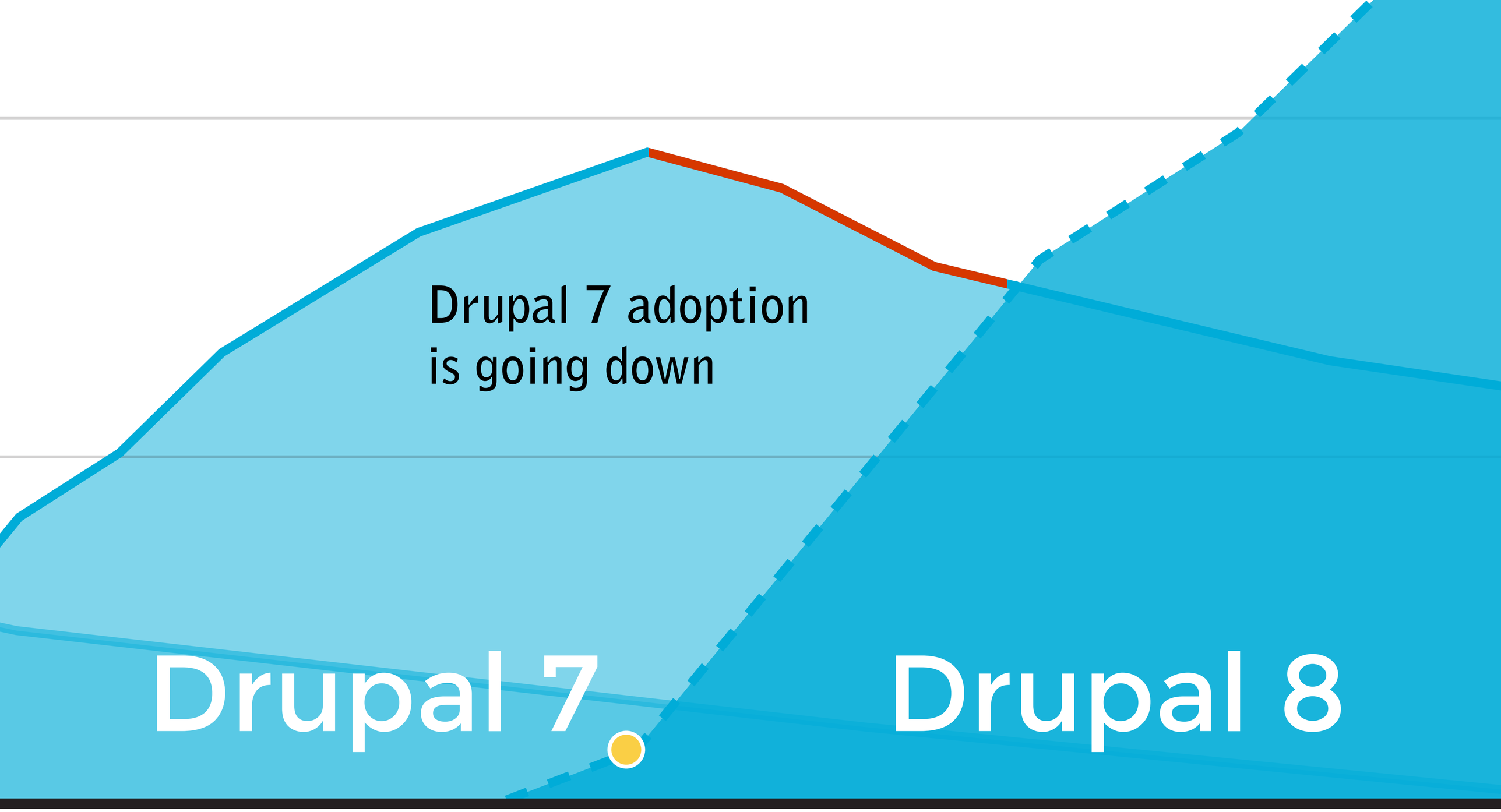
Frequent releases with new features & backwards compatibility

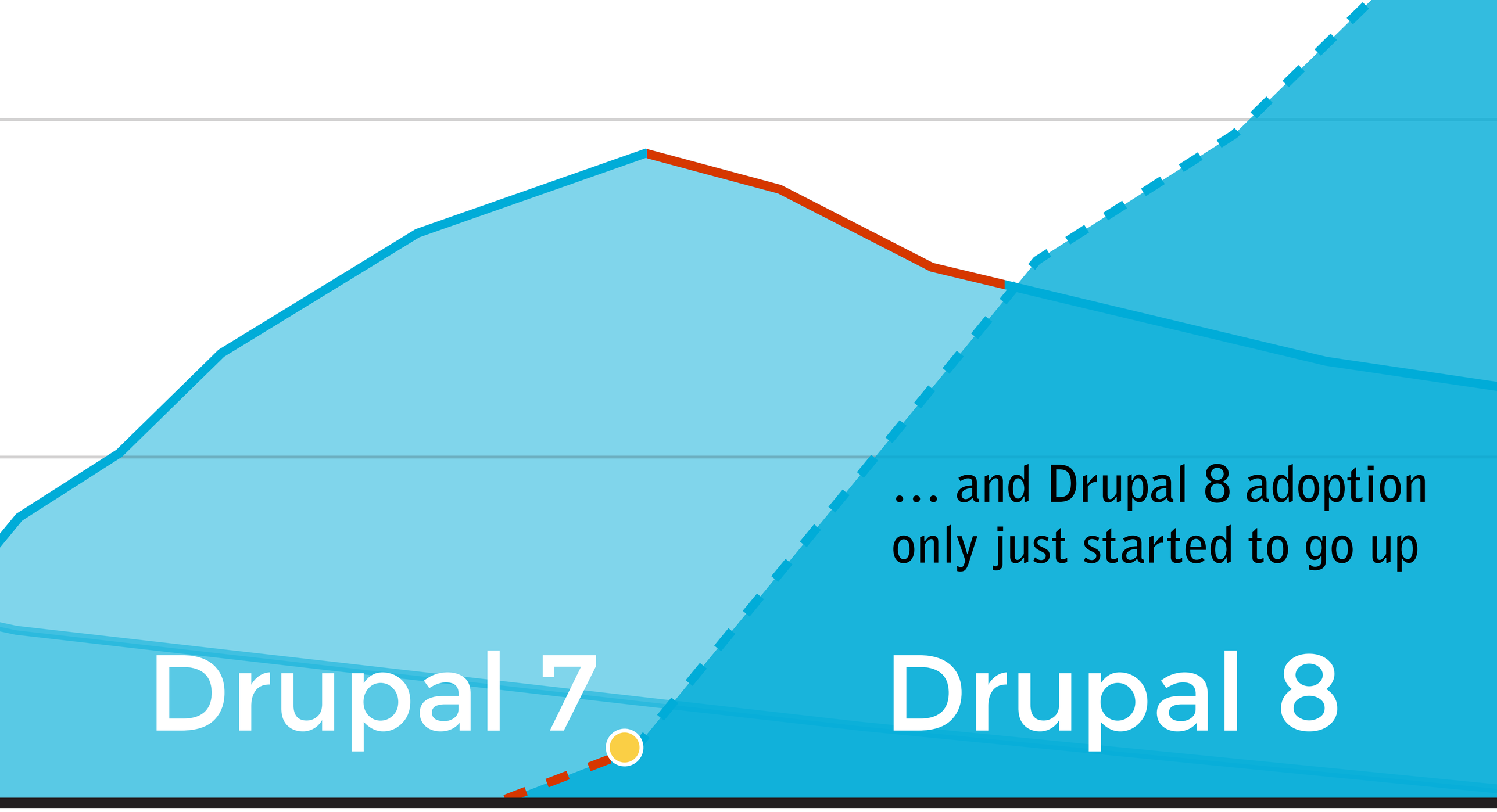
⇐ FLASHBACK TO BARCELONA

There will be a HUGE SPIKE

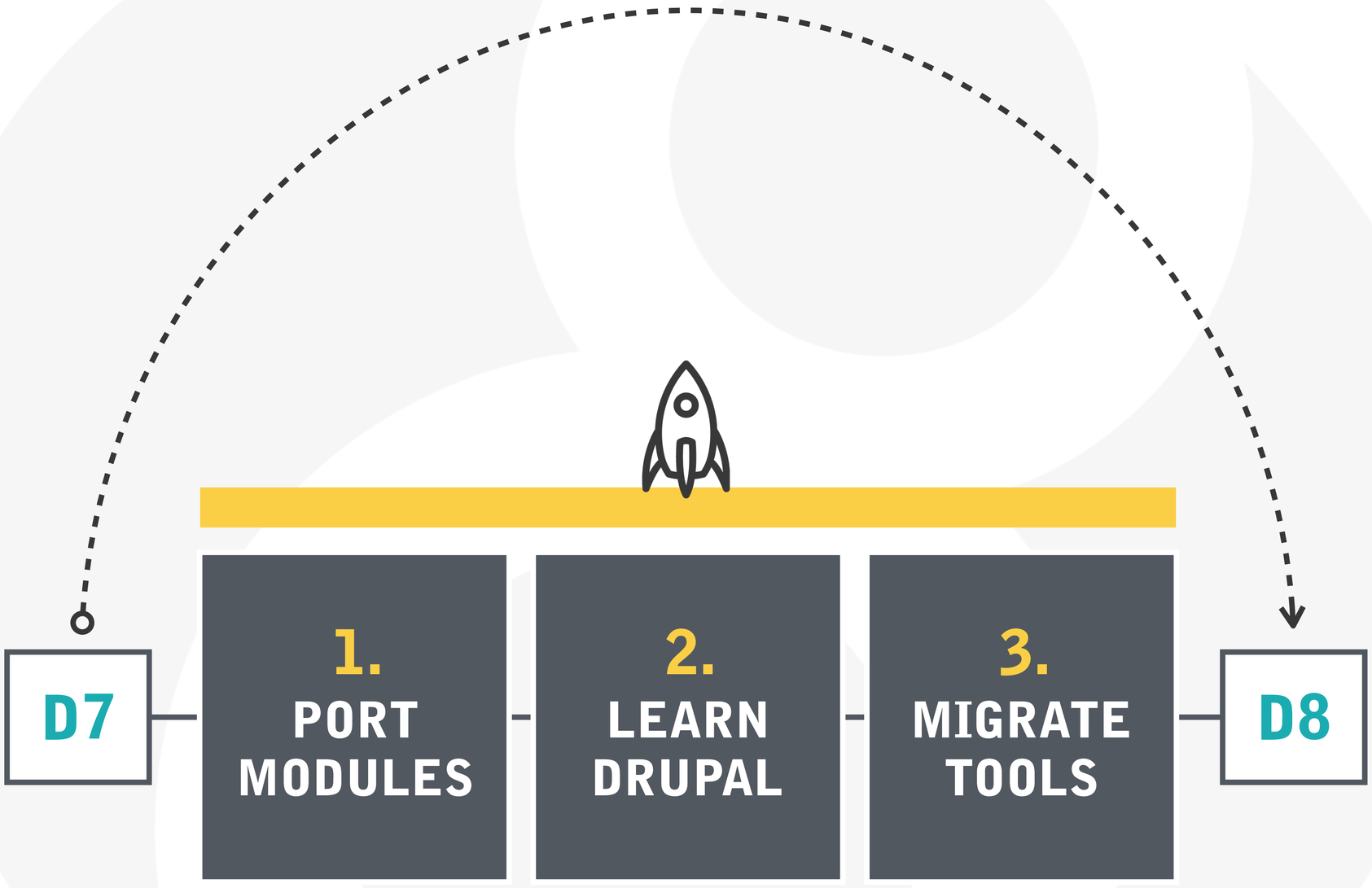



WE ARE HERE
Drupal 7
Drupal 8


Drupal 7 adoption
is going down
Drupal 7
Drupal 8


... and Drupal 8 adoption
only just started to go up
Drupal 7
Drupal 8

Time from **0 to 60,000** sites


D7
1.
PORT
MODULES
2.
LEARN
DRUPAL
3.
MIGRATE
TOOLS
D8

So that Drupal will reach escape velocity by the end of 2016!

D7 — 1. PORT MODULES — 2. LEARN DRUPAL — 3. MIGRATE TOOLS — D8

DRUPAL 8: A WINNER IN PROGRESS

What is next for Drupal?
Where can I contribute?
How will Drupal remain relevant?
ROUXROYALE

MARKET PERSPECTIVE

RICHNESS

How many capabilities it has

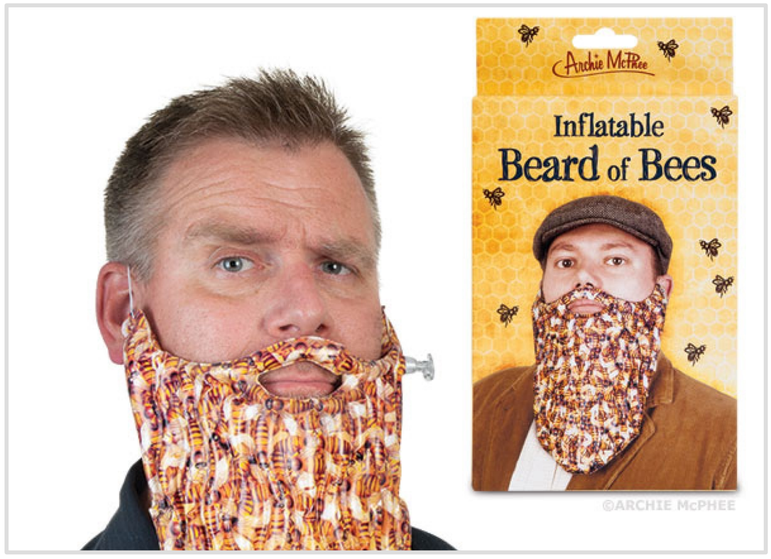
REACH

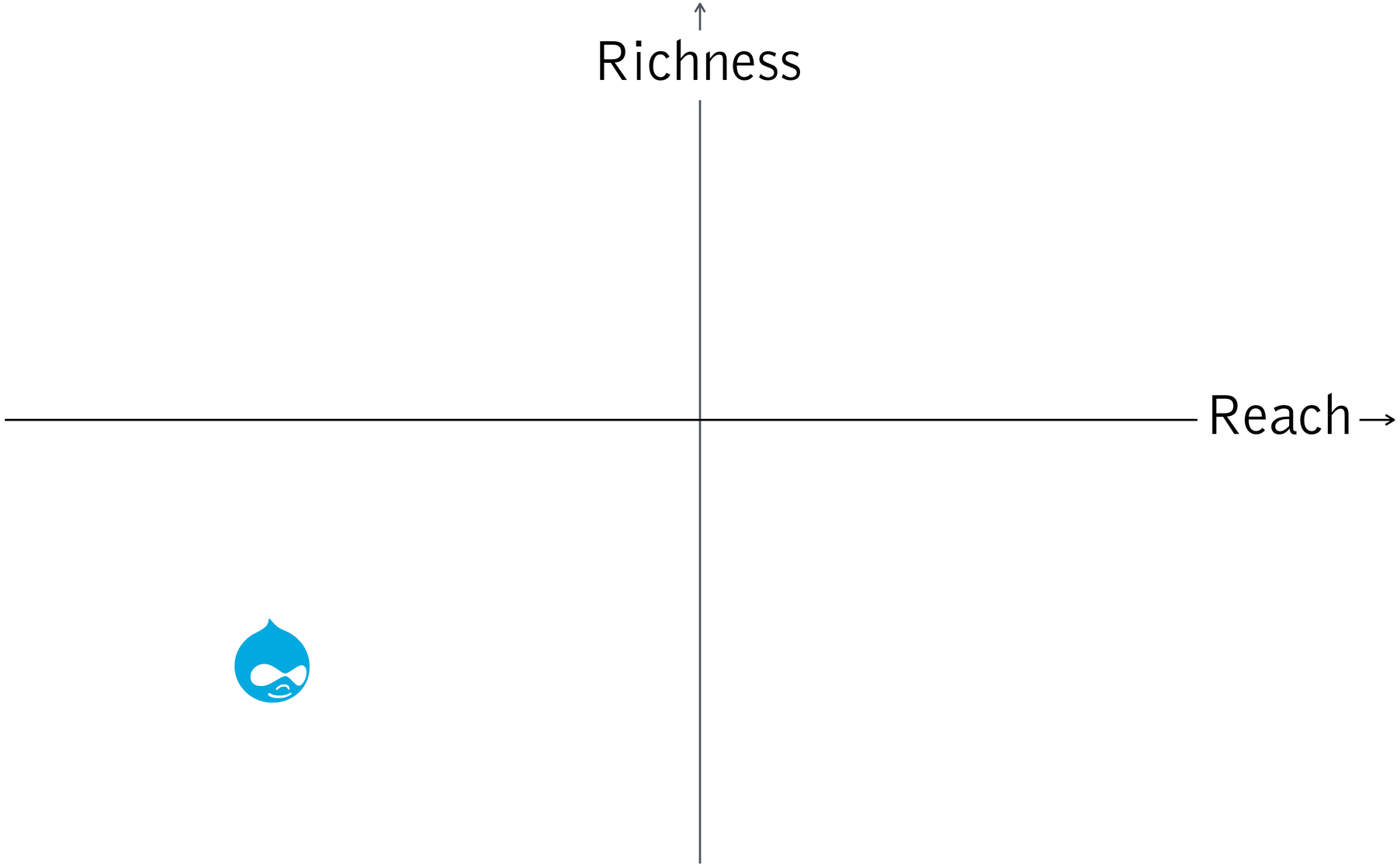
How many people use it

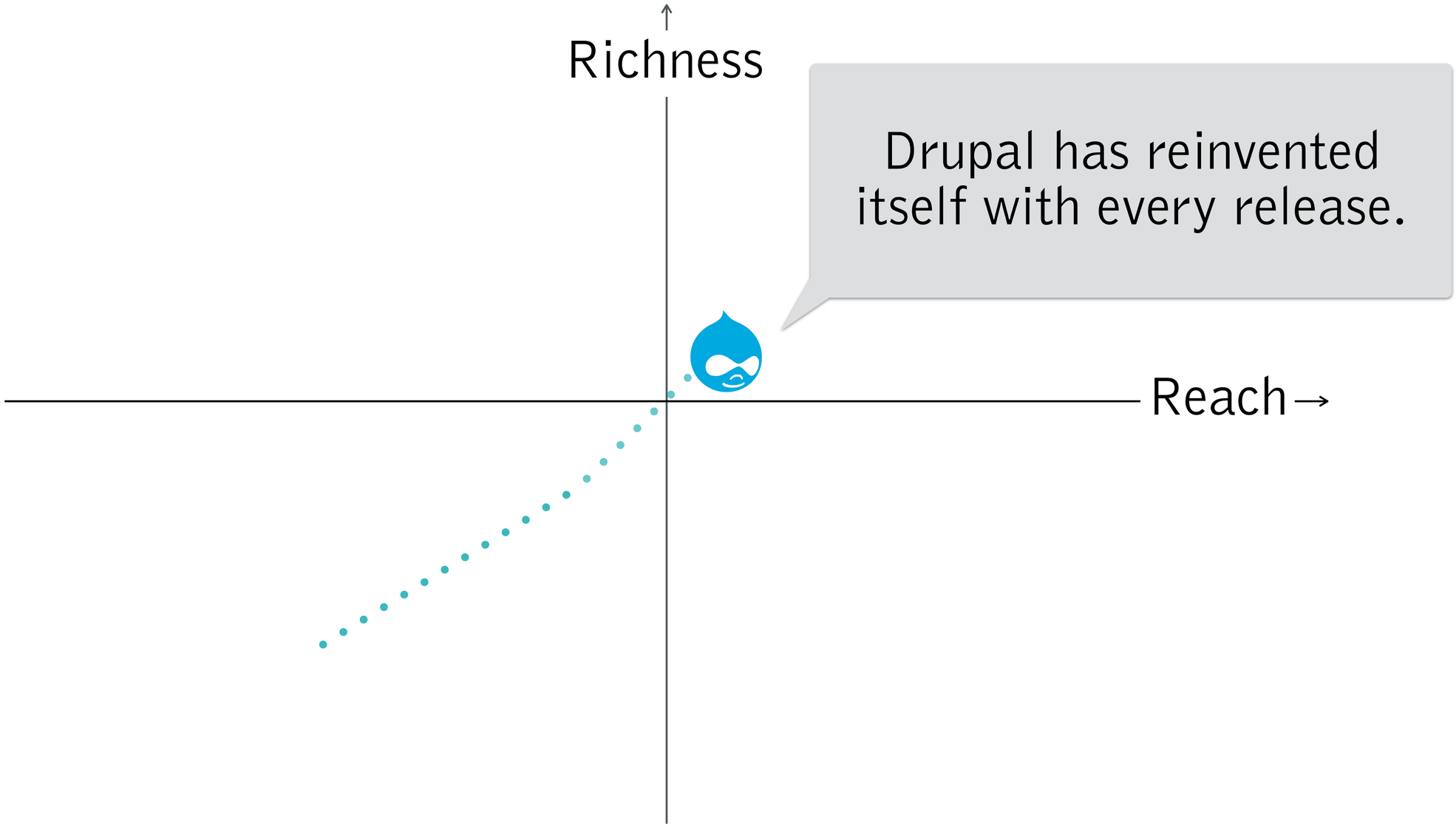
Richness ↑

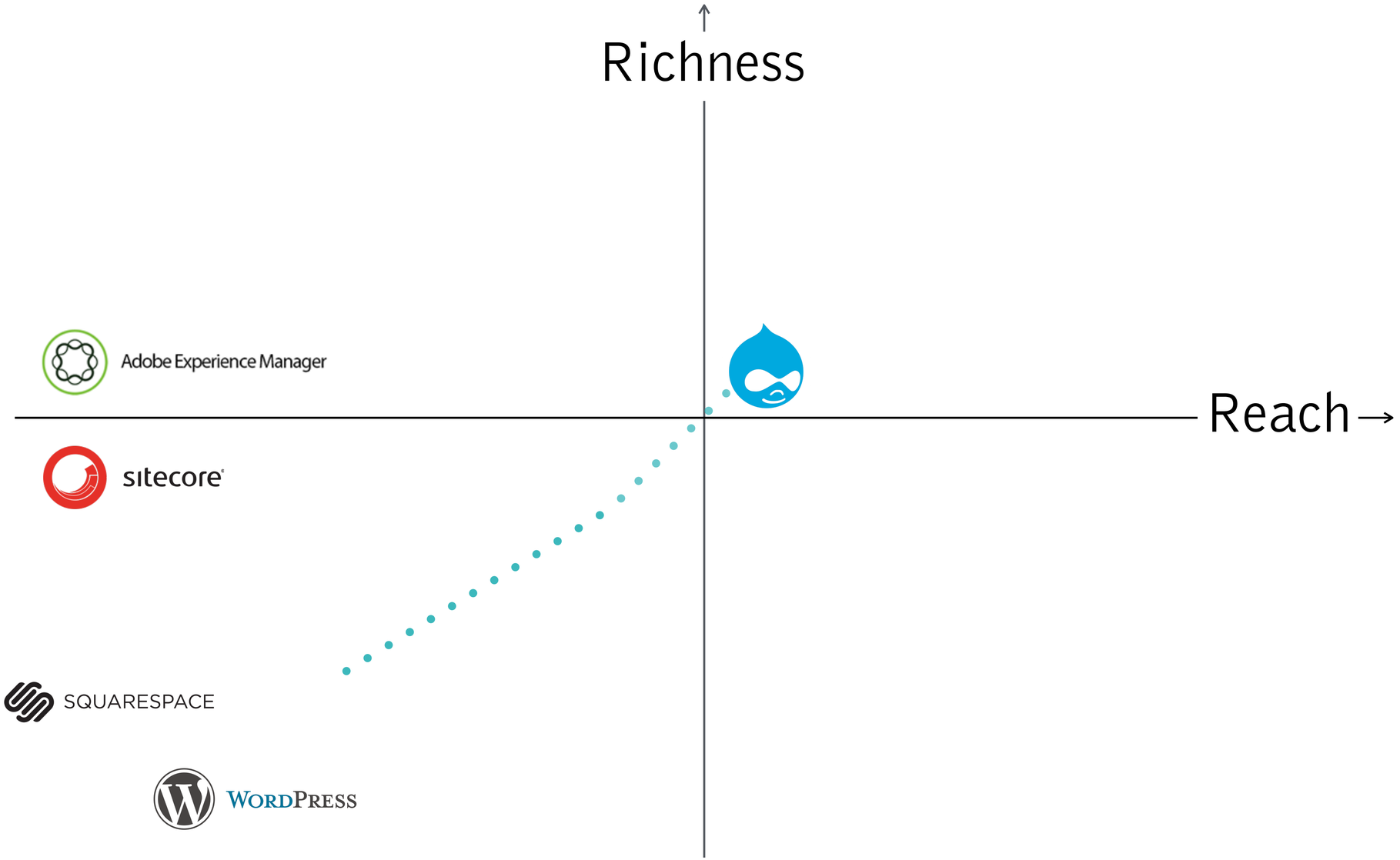
MAX RICHNESS
+ MAX REACH
= ULTIMATE POSITION

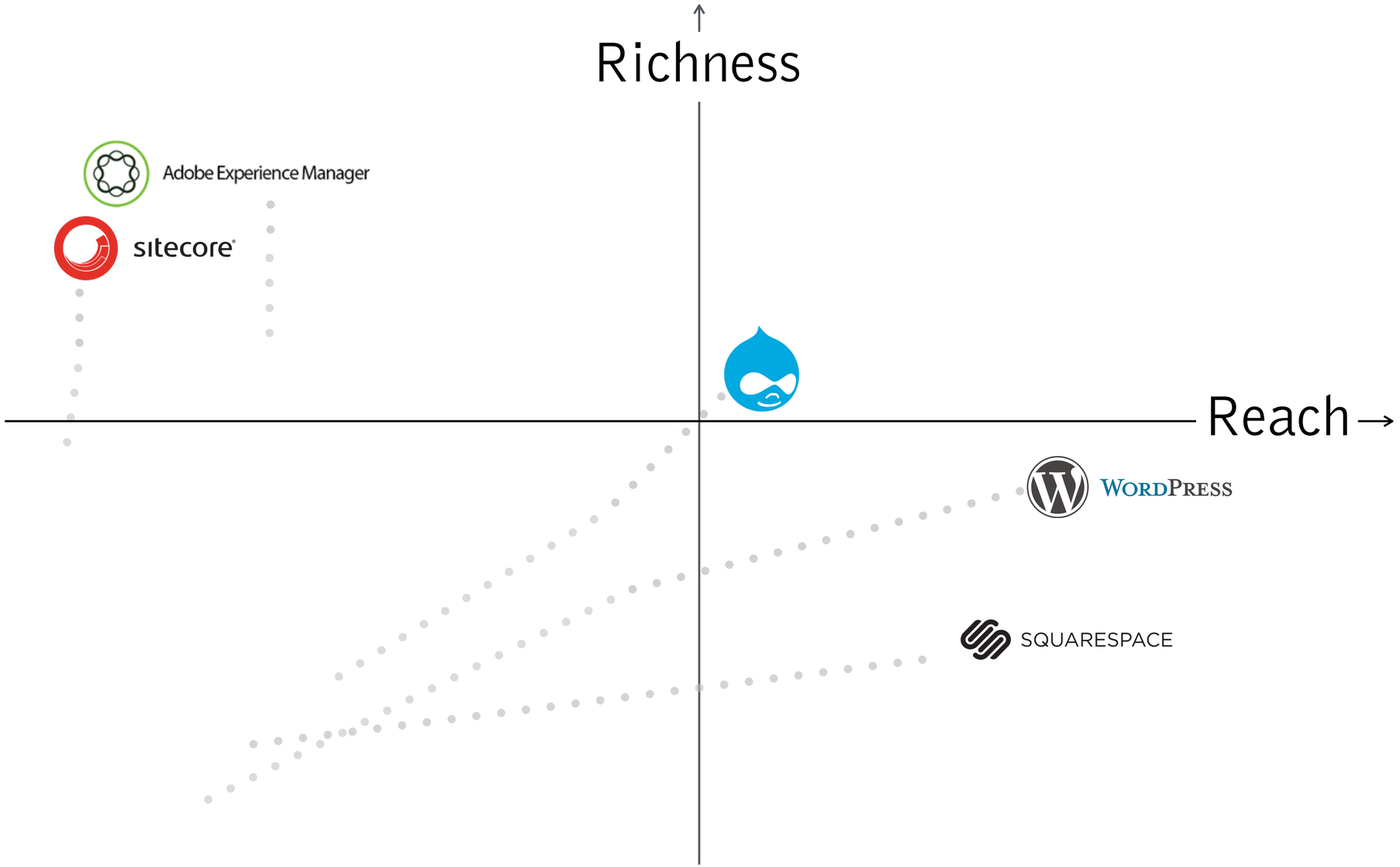
Reach →

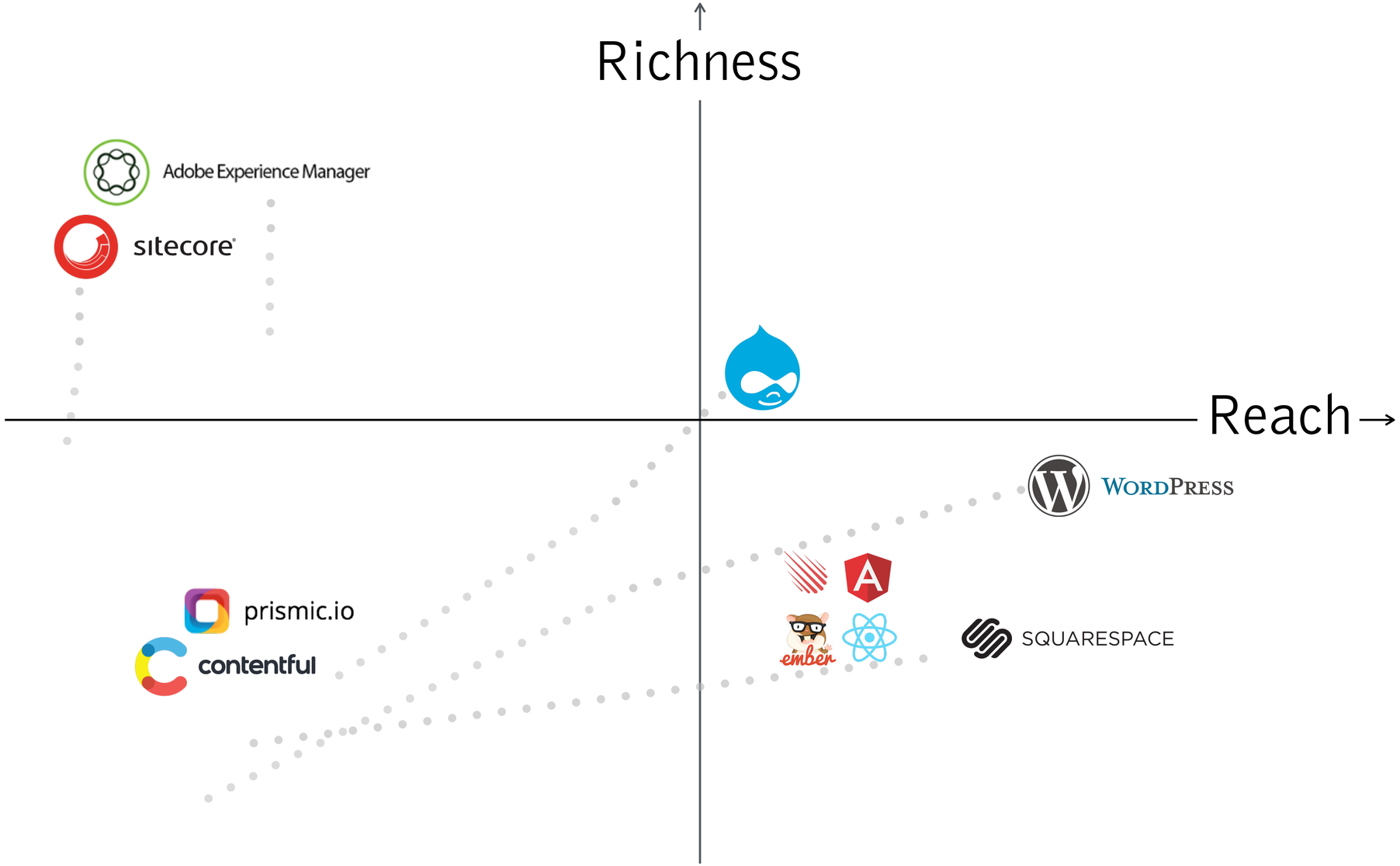


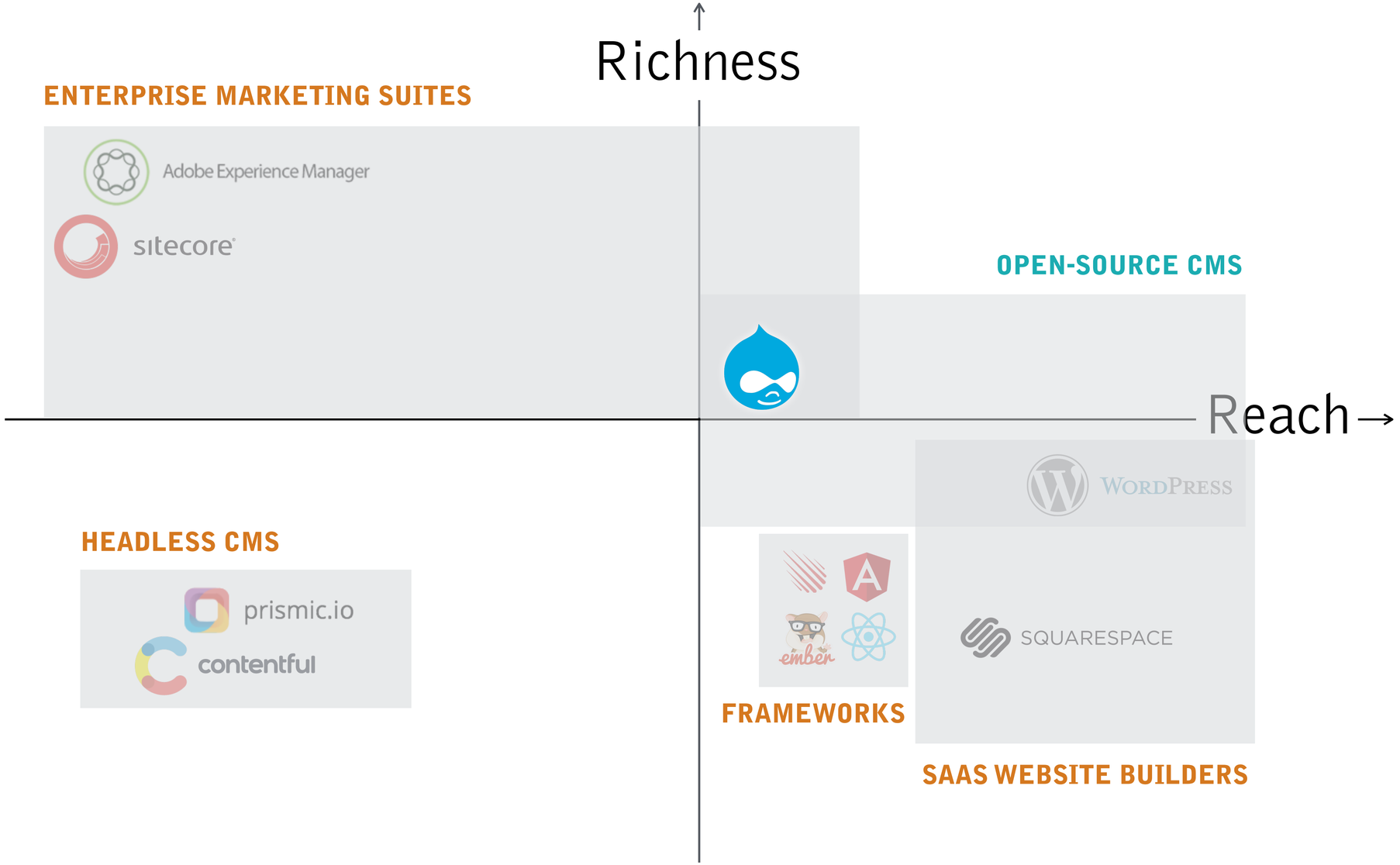

Richness
Reach

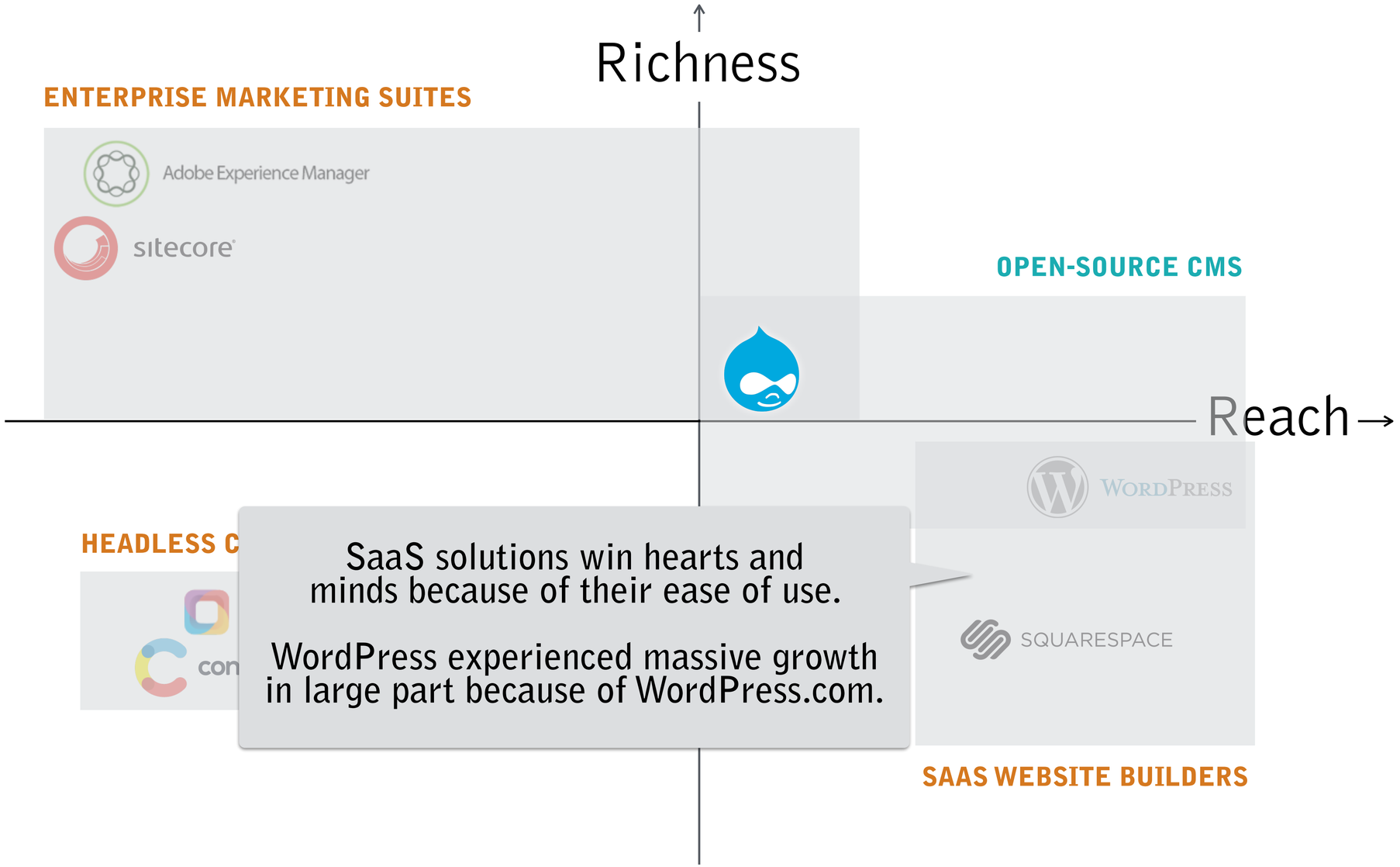

Richness
Reach
Drupal has reinvented itself with every release.

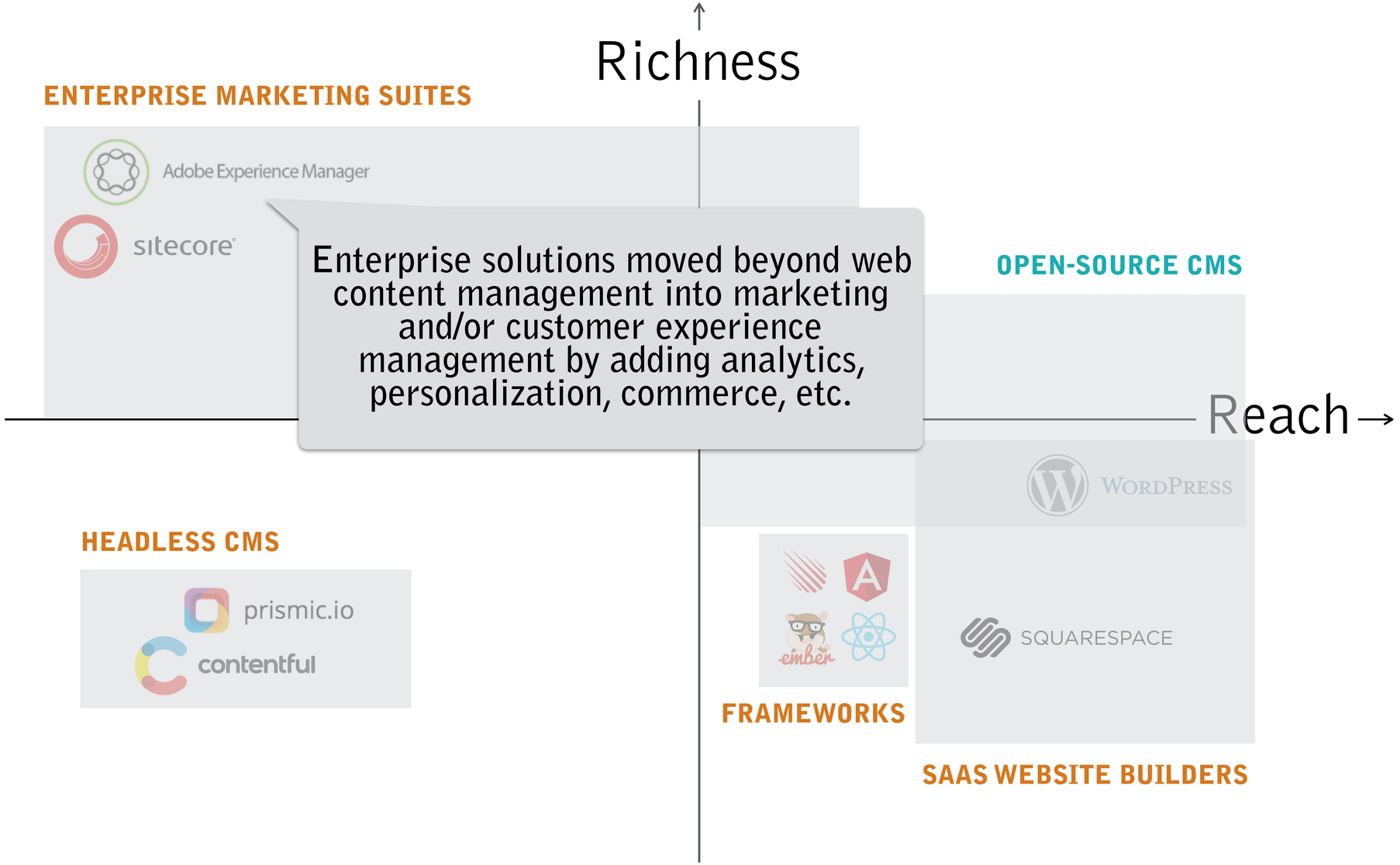

Richness
Reach
Adobe Experience Manager
sitecore
SQUARESPACE
WordPress

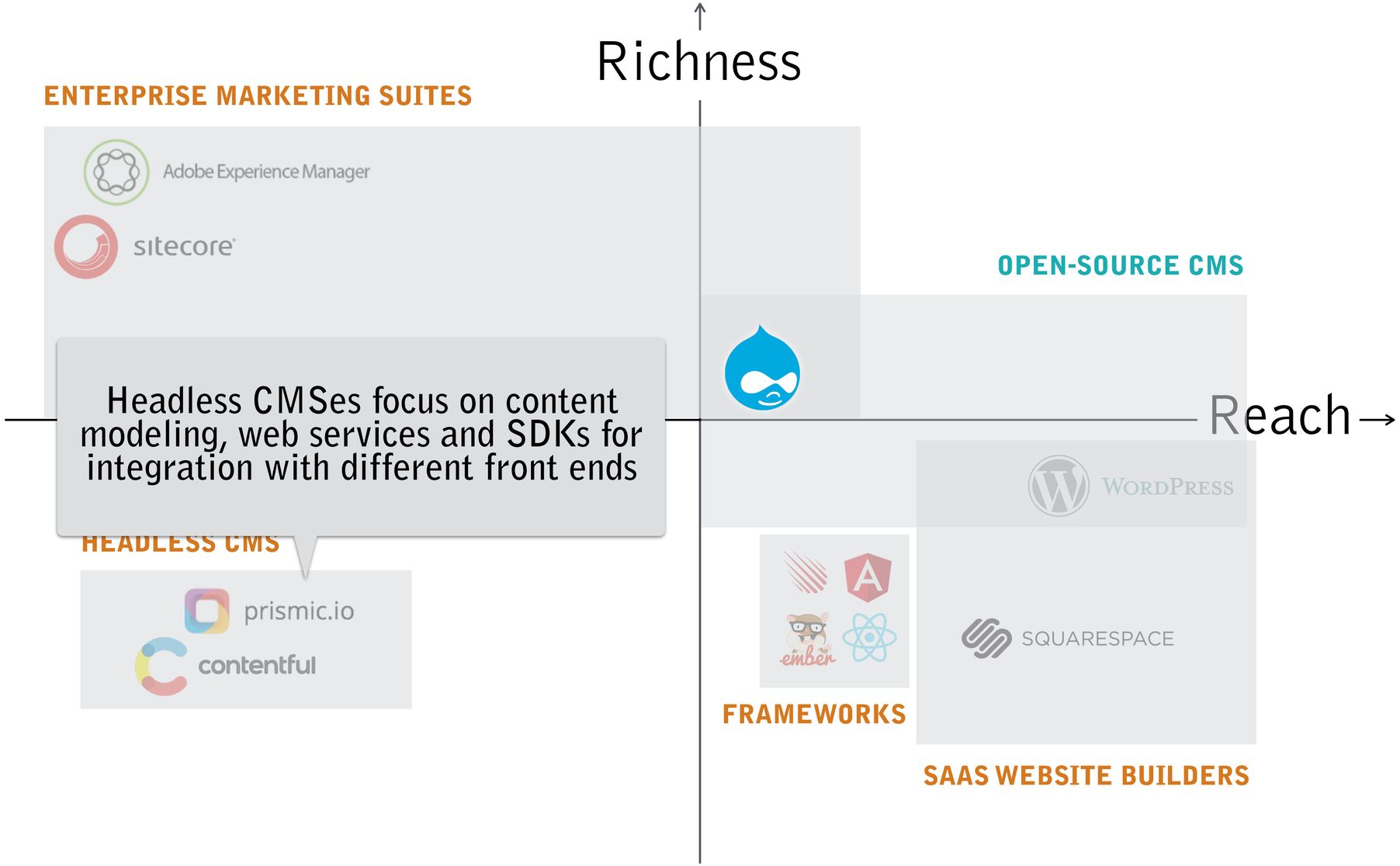

Richness
Adobe Experience Manager
sitecore
Reach
WordPress
SQUARESPACE

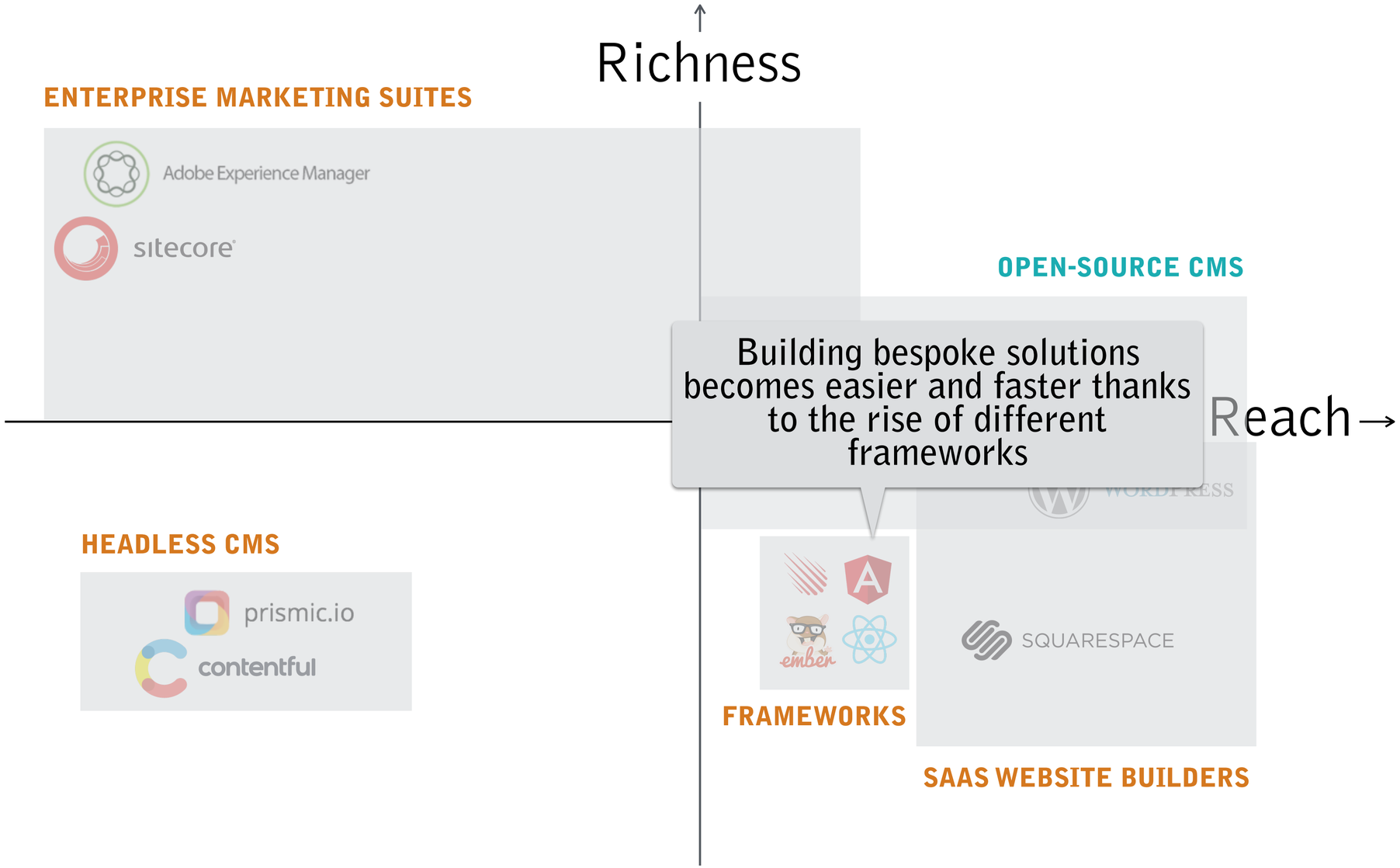

Richness
Reach
Adobe Experience Manager
sitecore
WordPress
prismic.io
contentful
ember
SQUARESPACE

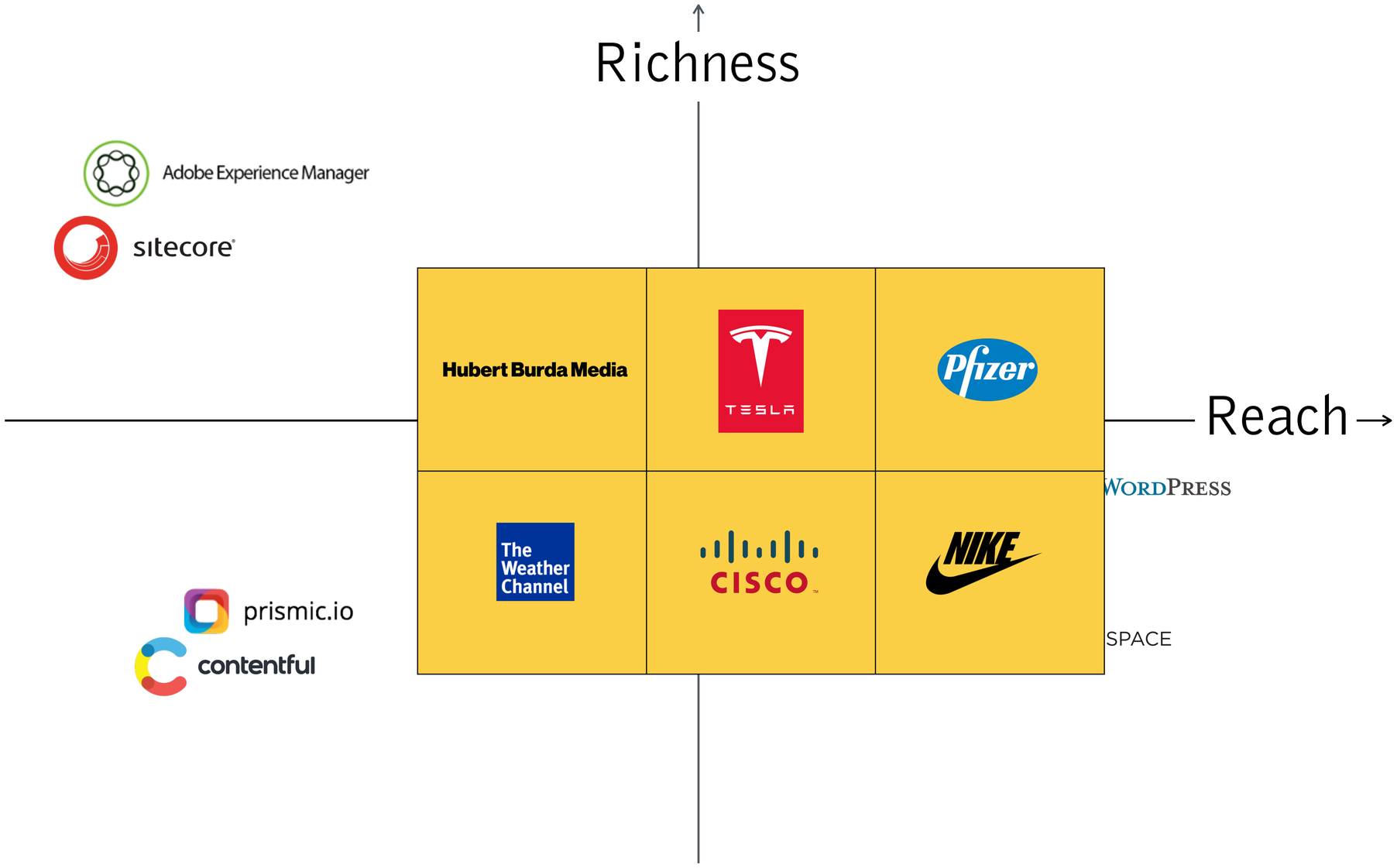

Richness
ENTERPRISE MARKETING SUITES
Adobe Experience Manager
sitecore
OPEN-SOURCE CMS
Reach
WordPress
HEADLESS CMS
prismic.io
contentful
ember
FRAMEWORKS
SQUARESPACE
SAAS WEBSITE BUILDERS


Richness
ENTERPRISE MARKETING SUITES
Adobe Experience Manager
sitecore
OPEN-SOURCE CMS
Reach→
WordPress
HEADLESS C
SaaS solutions win hearts and minds because of their ease of use.
WordPress experienced massive growth in large part because of WordPress.com.
SQUARESPACE
SAAS WEBSITE BUILDERS


Richness
ENTERPRISE MARKETING SUITES
Adobe Experience Manager
sitecore
Enterprise solutions moved beyond web content management into marketing and/or customer experience management by adding analytics, personalization, commerce, etc.
OPEN-SOURCE CMS
Reach→
WordPress
HEADLESS CMS
prismic.io
contentful
FRAMEWORKS
SQUARESPACE
SAAS WEBSITE BUILDERS

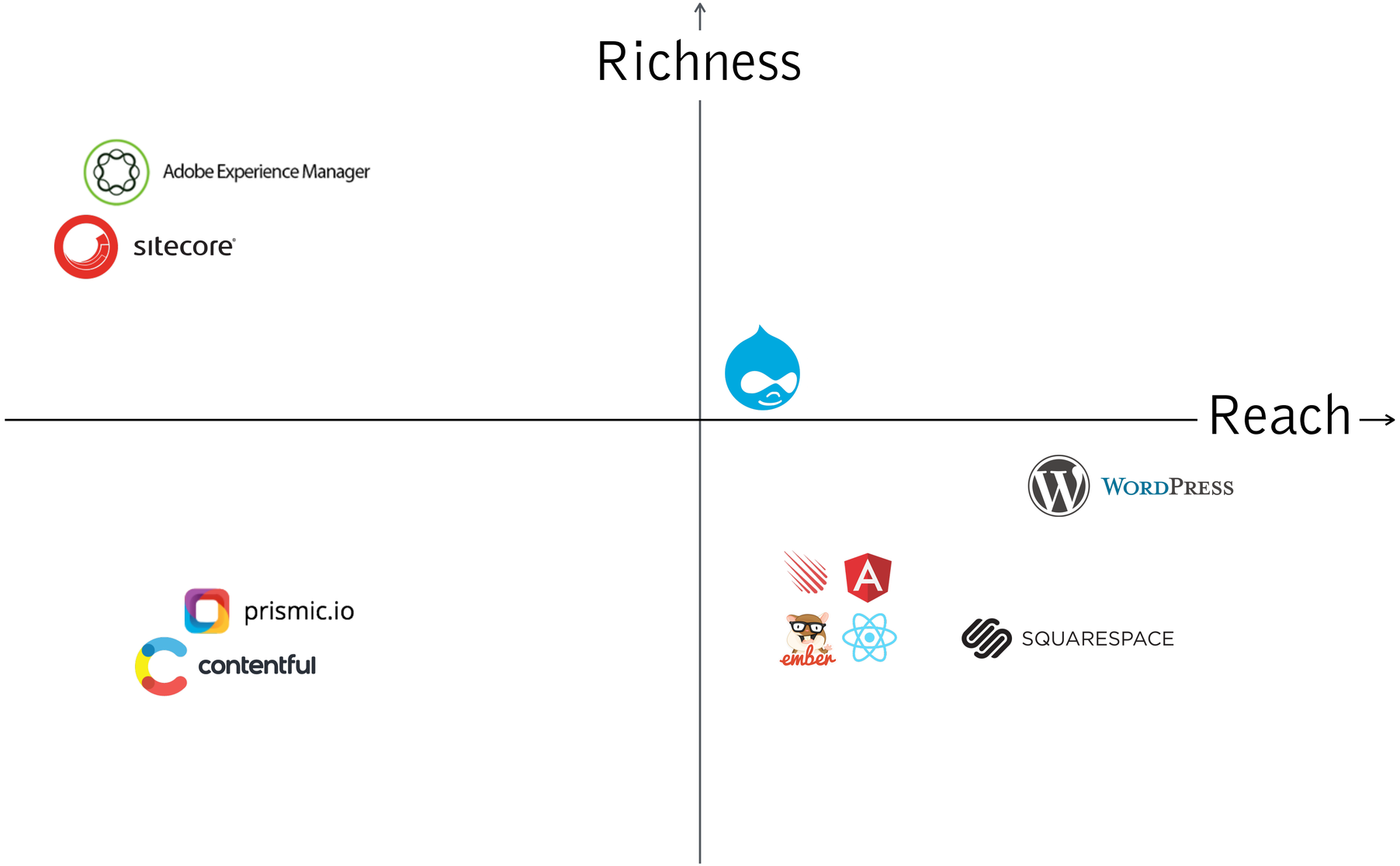

Richness
ENTERPRISE MARKETING SUITES
Adobe Experience Manager
sitecore
OPEN-SOURCE CMS
Reach→
Headless CMSes focus on content modeling, web services and SDKs for integration with different front ends
WordPress
HEADLESS CMS
prismic.io
contentful
FRAMEWORKS
SQUARESPACE
SAAS WEBSITE BUILDERS


Richness
ENTERPRISE MARKETING SUITES
Adobe Experience Manager
sitecore
OPEN-SOURCE CMS
Building bespoke solutions becomes easier and faster thanks to the rise of different frameworks
Reach→
HEADLESS CMS
prismic.io
contentful
FRAMEWORKS
SQUARESPACE
SAAS WEBSITE BUILDERS

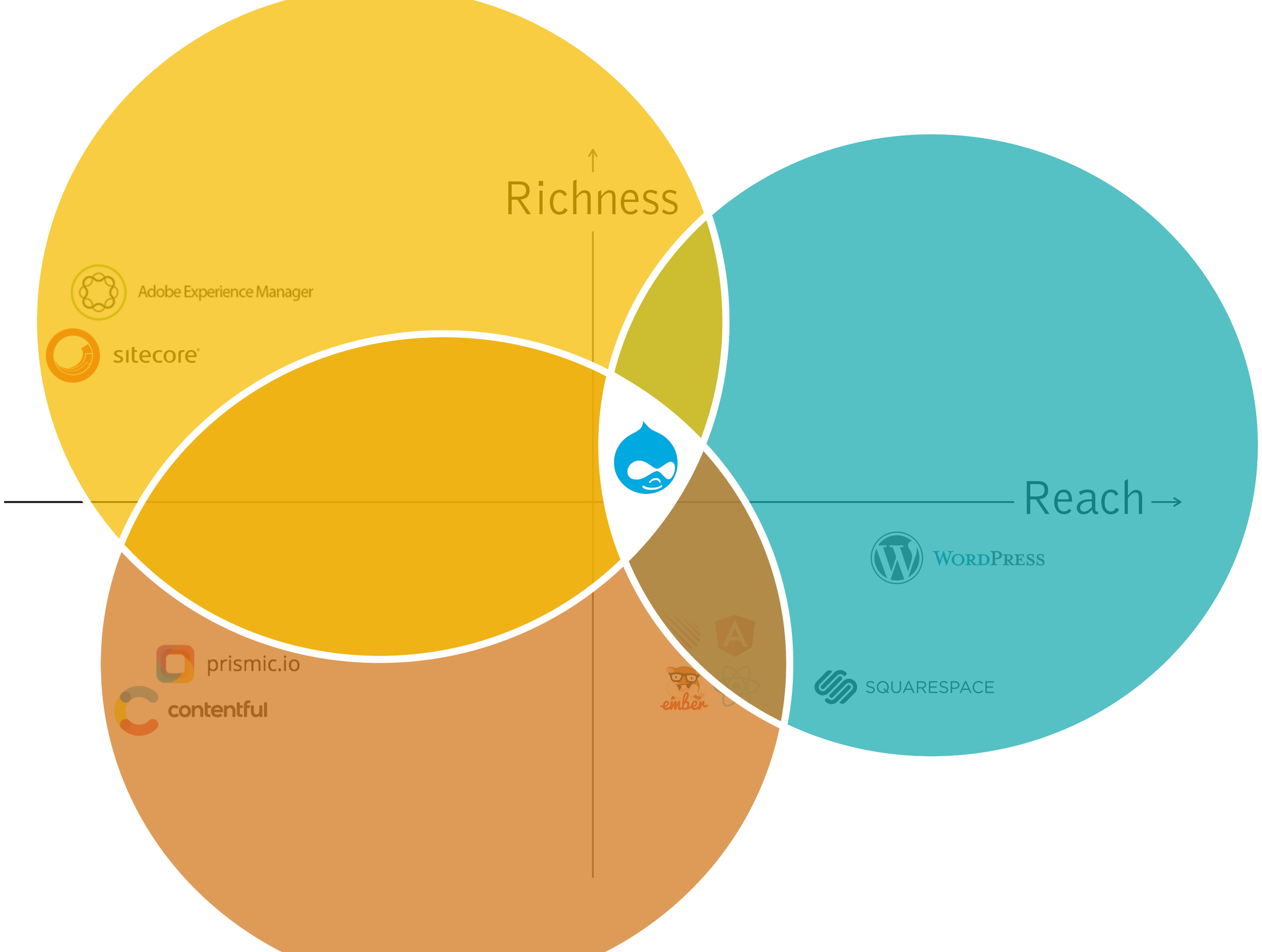

Richness
Reach
Adobe Experience Manager
sitecore
Hubert Burda Media
TESLA
Pfizer
WordPress
The Weather Channel
CISCO
NIKE
prismic.io
contentful
SPACE

Hubert Burda Media

2013


Richness
Reach
Adobe Experience Manager
sitecore
prismic.io
contentful
WordPress
ember
SQUARESPACE

2013


Richness
Reach
Adobe Experience Manager
sitecore
WordPress
SQUARESPACE
prismic.io
contentful
ember

CX
CUSTOMER EXPERIENCE
Adobe Experience Manager
sitecore
EDITORIAL EXPERIENCE
EX
WordPress
SQUARESPACE
prismic.io
contentful
DX
DEVELOPER EXPERIENCE

SURVEY SAYS

2,900 PEOPLE answered the survey

From
AUTHORS
to
DEVELOPERS

From
LARGE
to
SMALL
COMPANIES

From
BEGINNERS
to
EXPERTS

WE ASKED QUESTIONS LIKE...

What are 3 areas that we could improve for content authors?

Which persona should we favor when making product decisions?

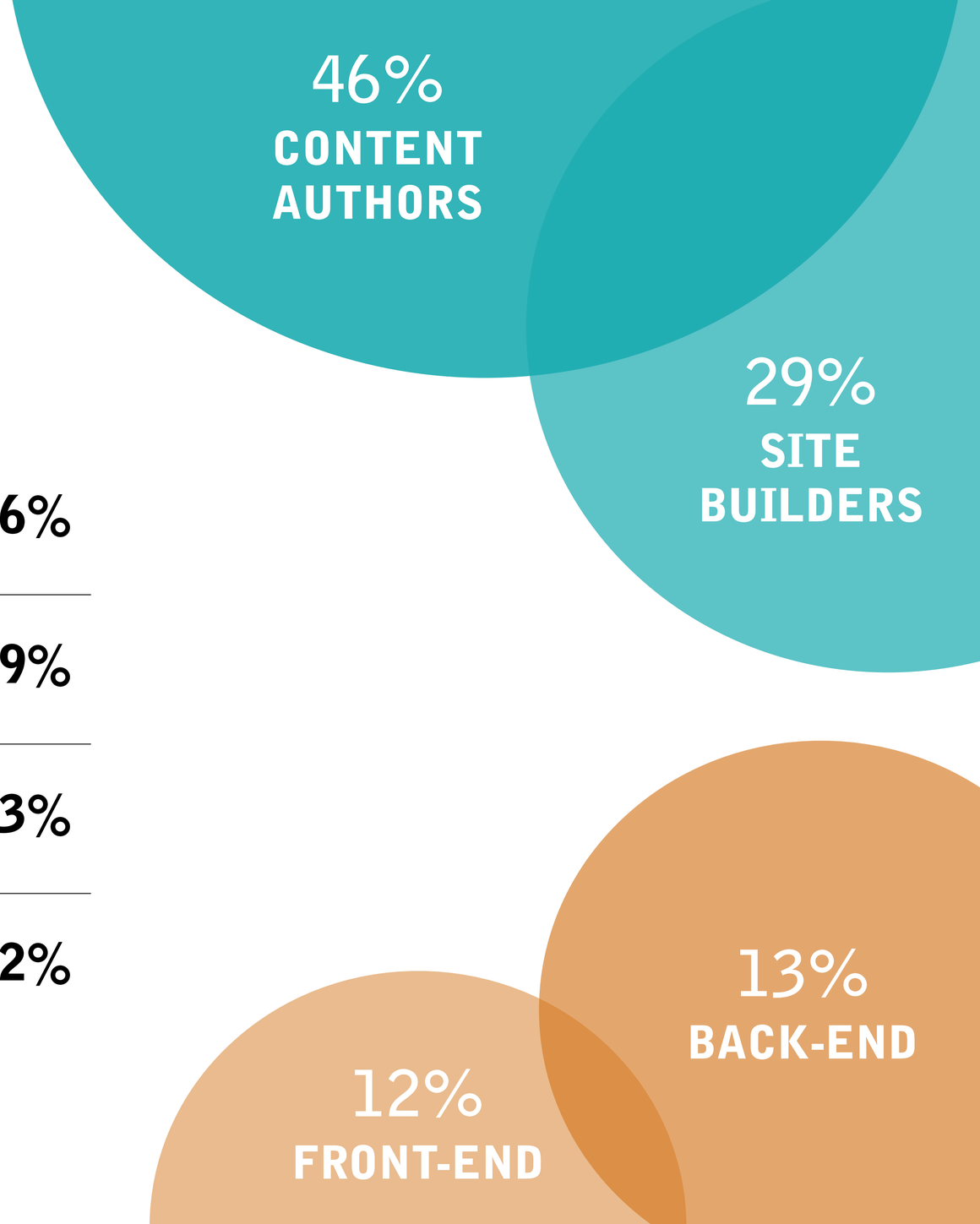
What are 3 areas that we could improve for developers?

Where are the biggest long-term opportunities for Drupal?

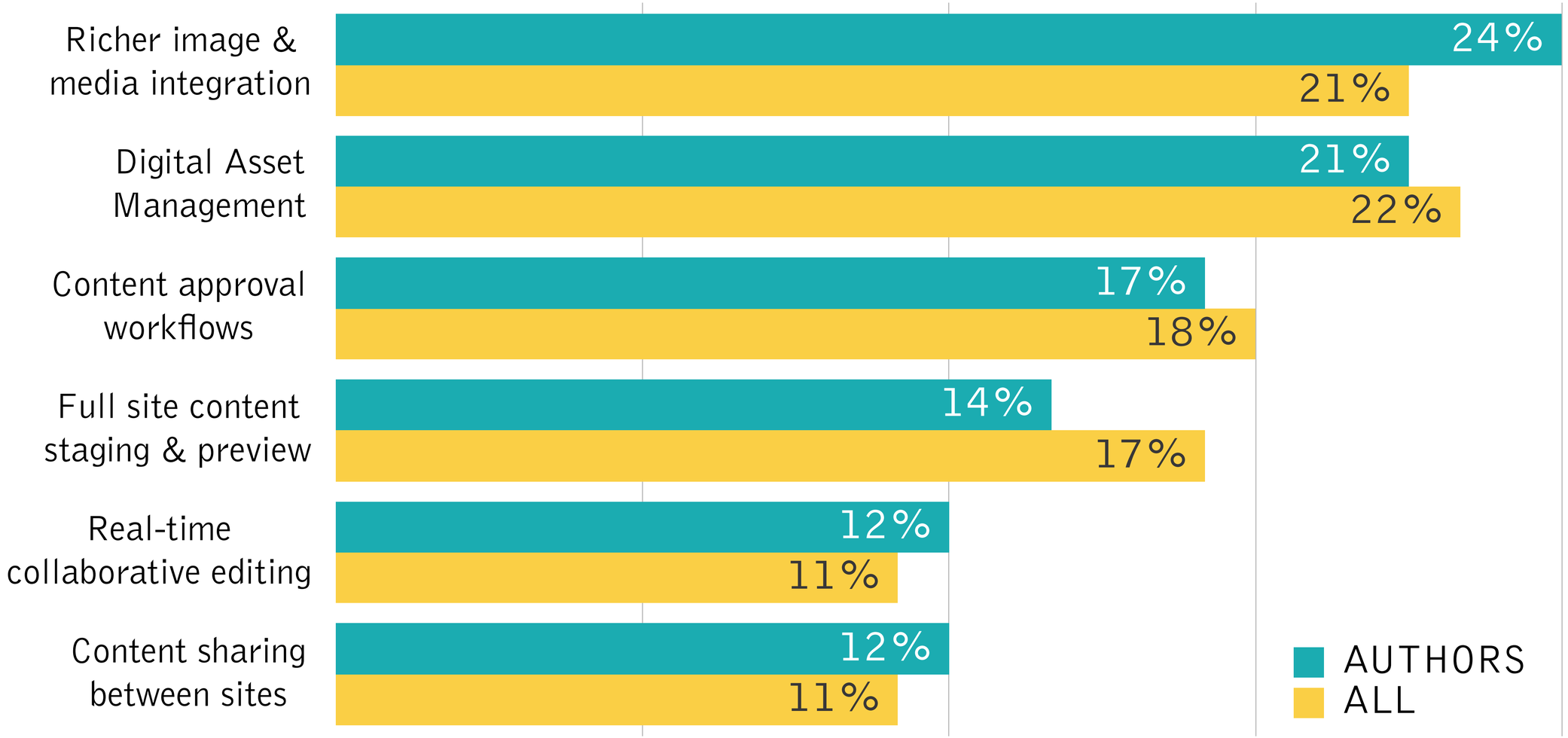
WHO SHOULD WE FAVOR

when making product decisions?

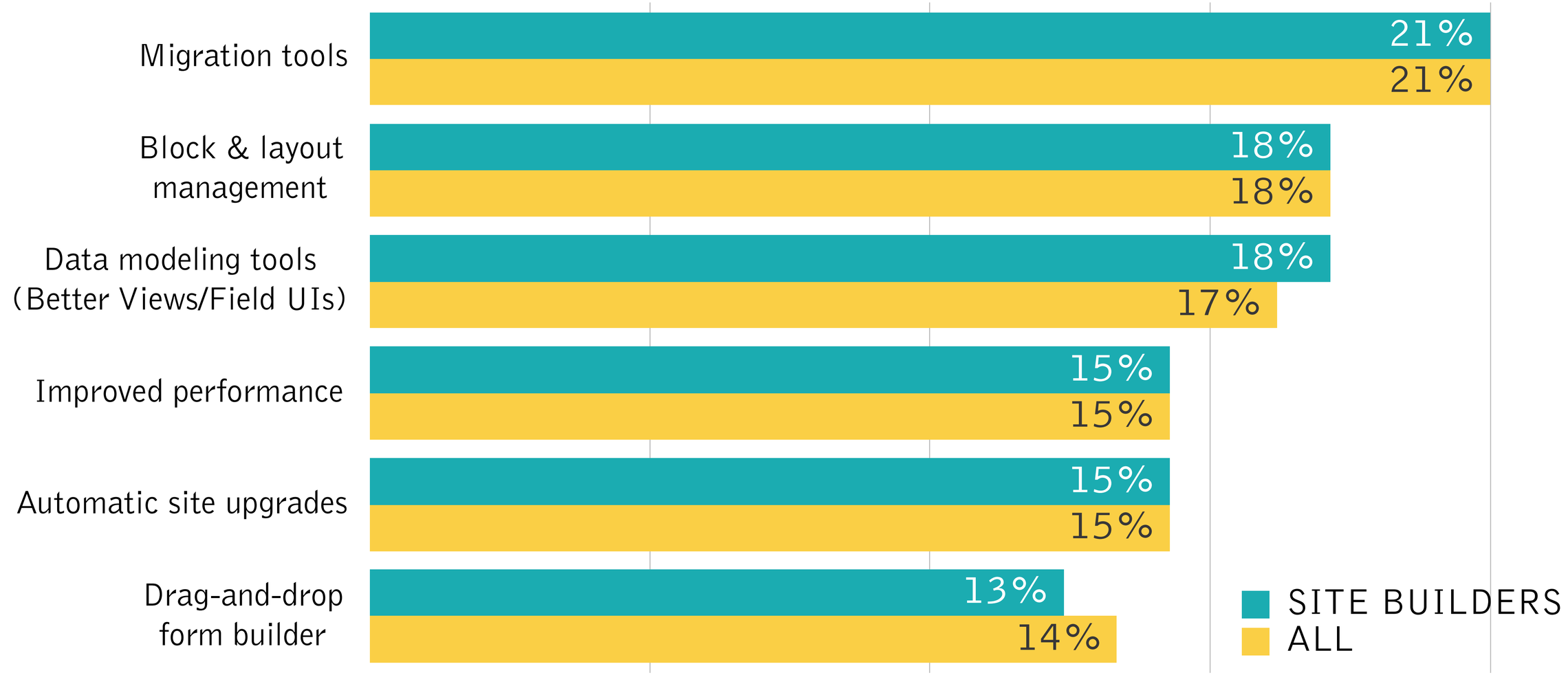
Content Authors	46%
Site Builders	29%
Back-end Developers	13%
Front-end Developers	12%



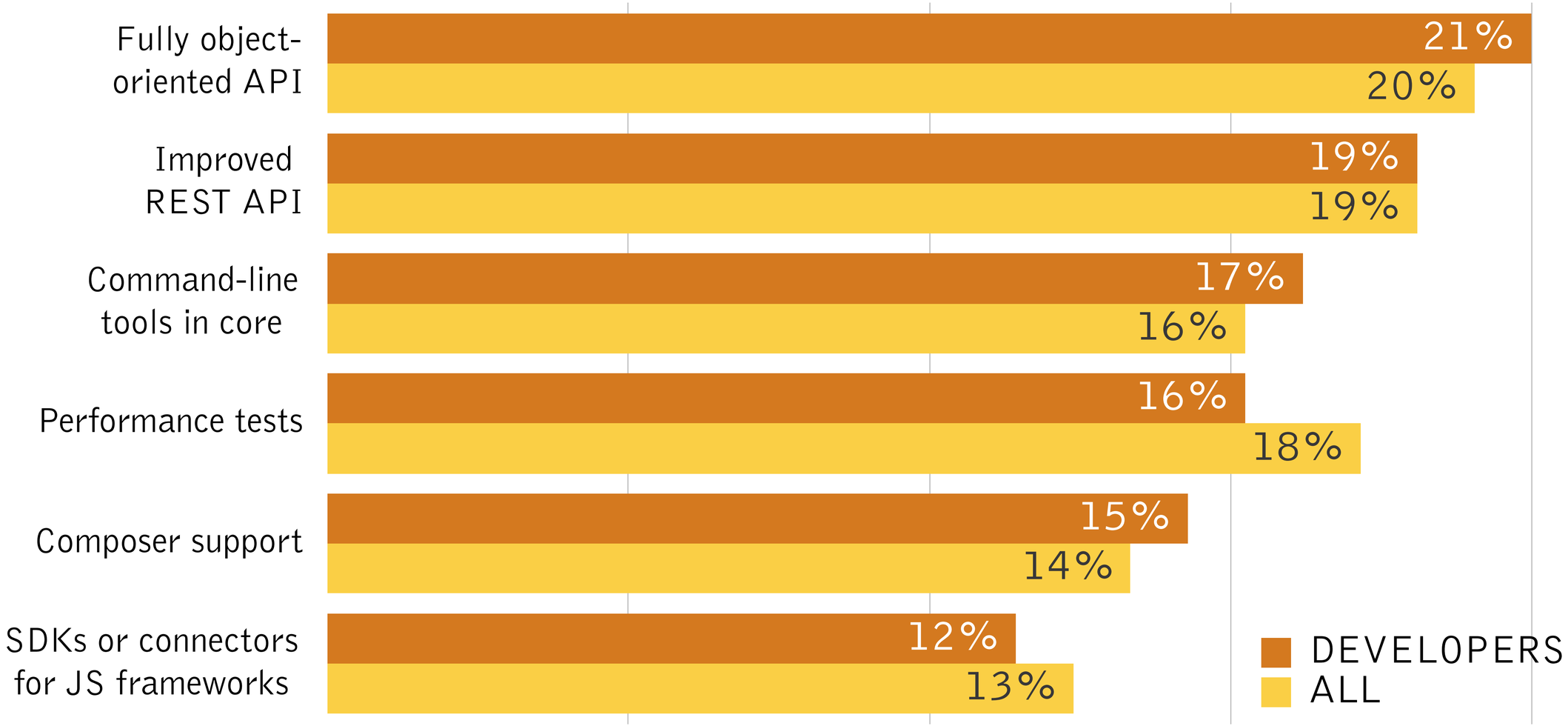
AREAS TO IMPROVE FOR CONTENT AUTHORS



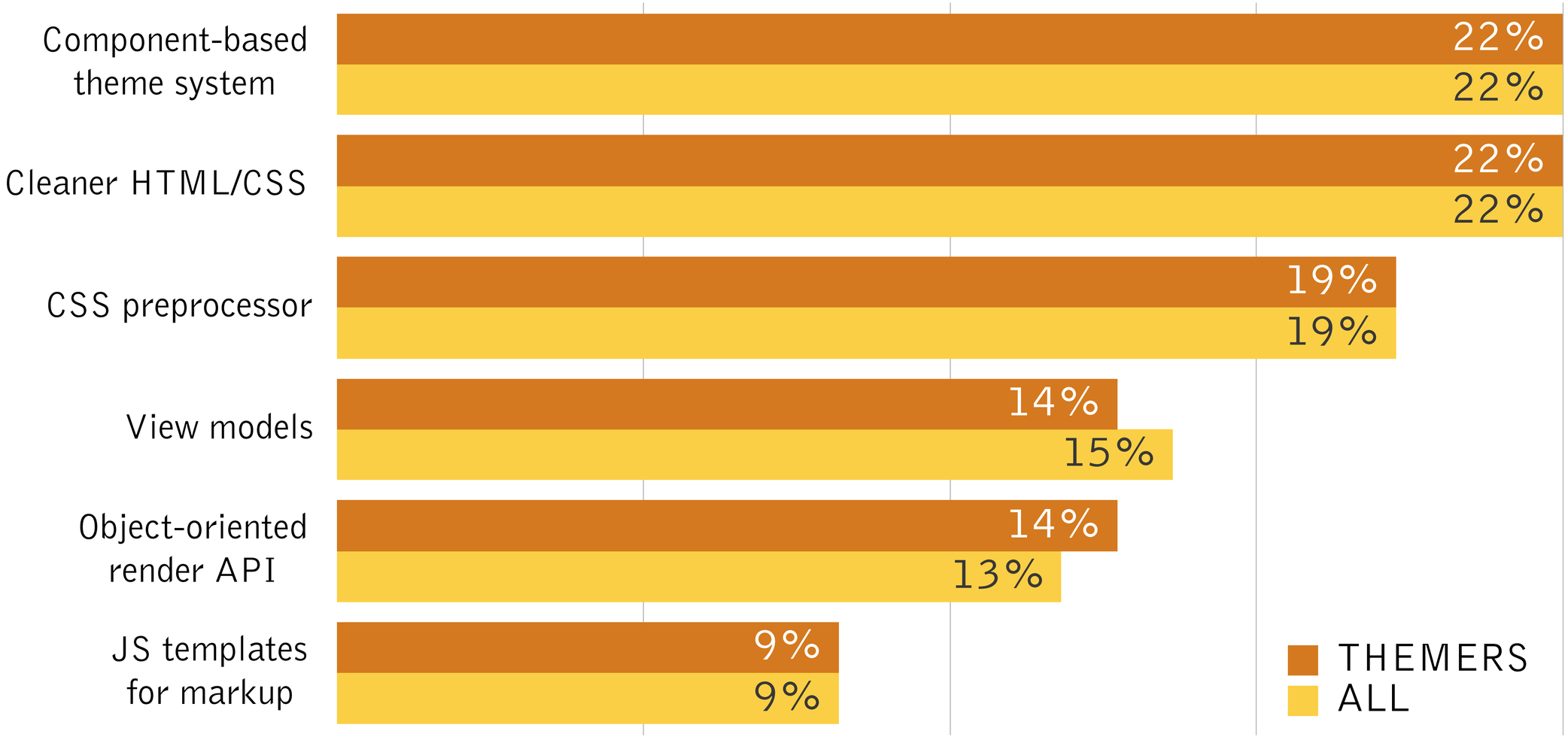
AREAS TO IMPROVE FOR SITE BUILDERS



AREAS TO IMPROVE FOR DEVELOPERS



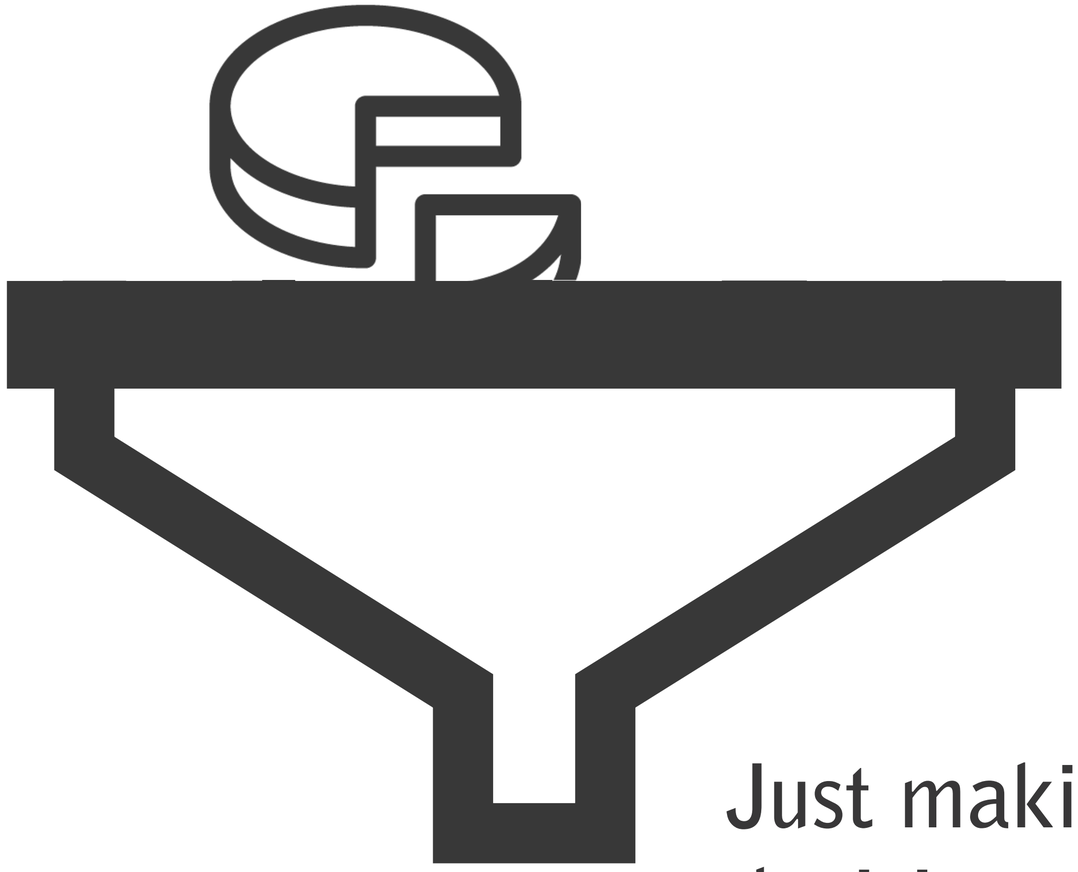
AREAS TO IMPROVE FOR THEMERS



PROPOSED INITIATIVES

HOW are we going to propose initiatives?

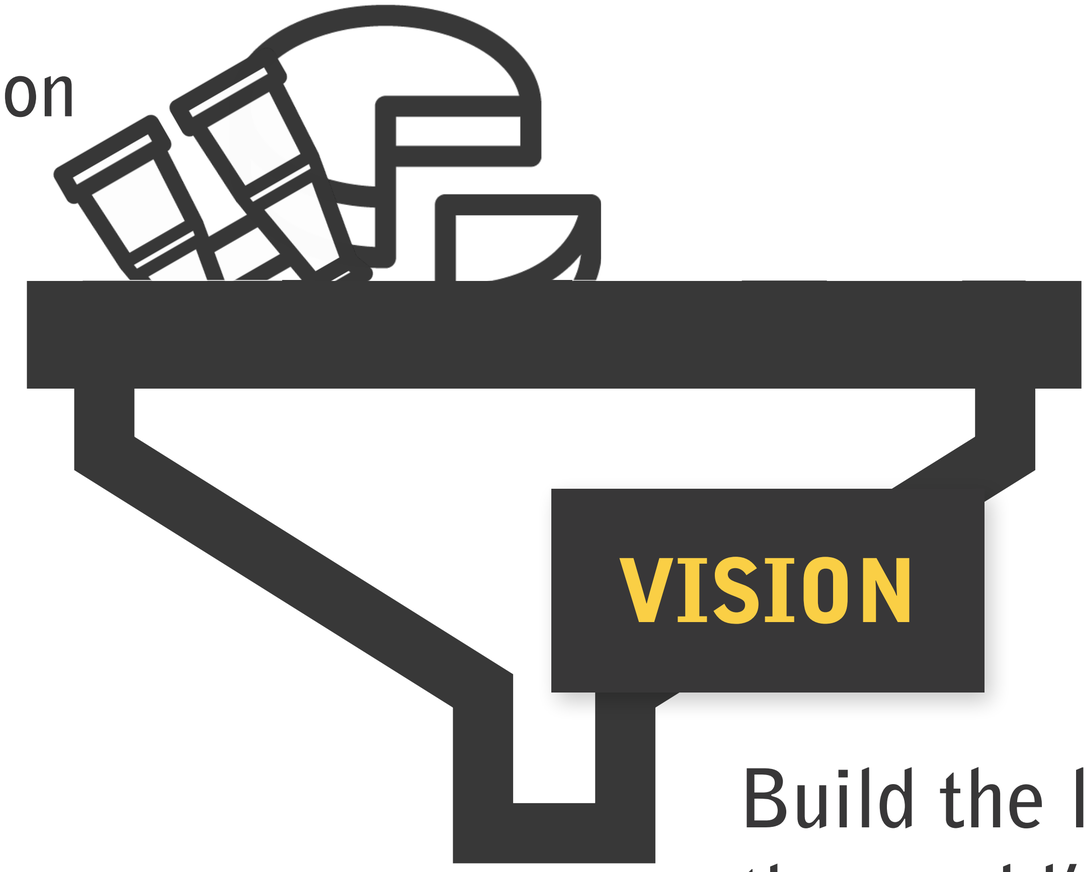
Survey data



Just making survey-based decisions is not enough...

Survey data

Vision

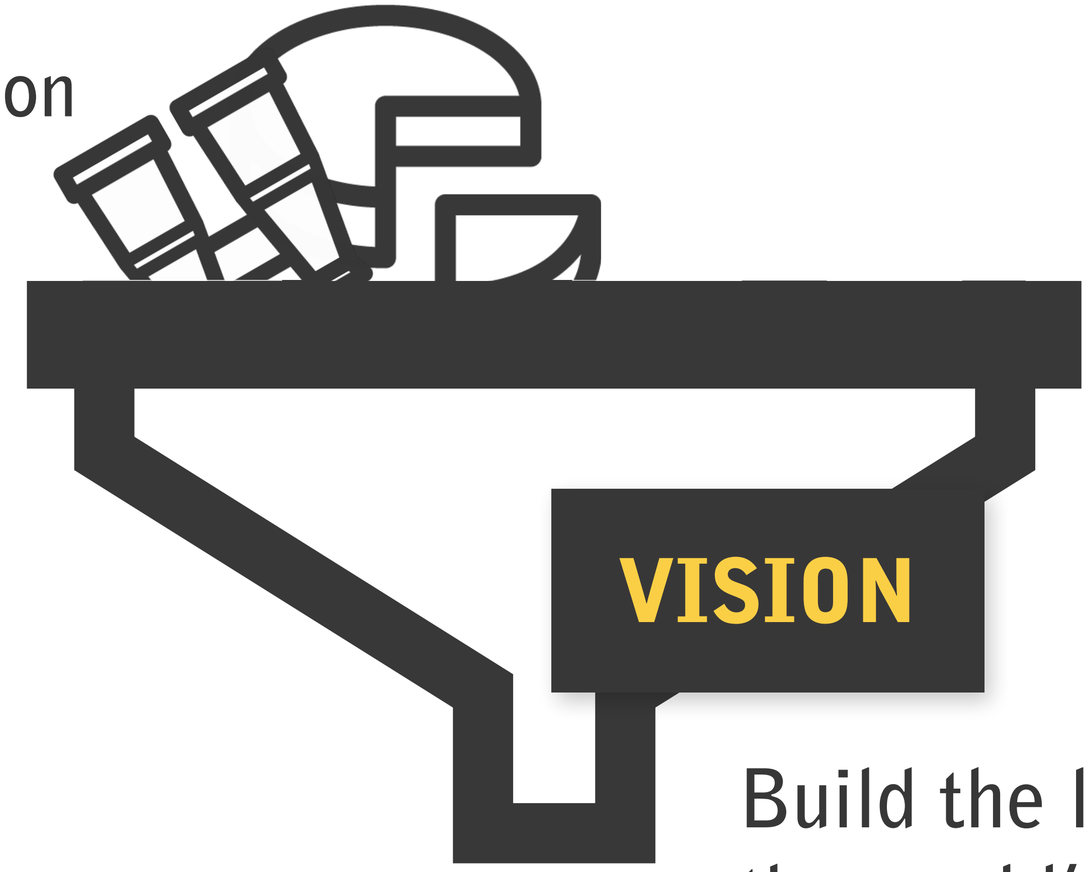


Build the leading platform to assemble the world's best digital experiences.

Flexible | Powerful | Innovative | Easy to use

Survey data

Vision



Build the leading platform to assemble the world's best **digital experiences**.

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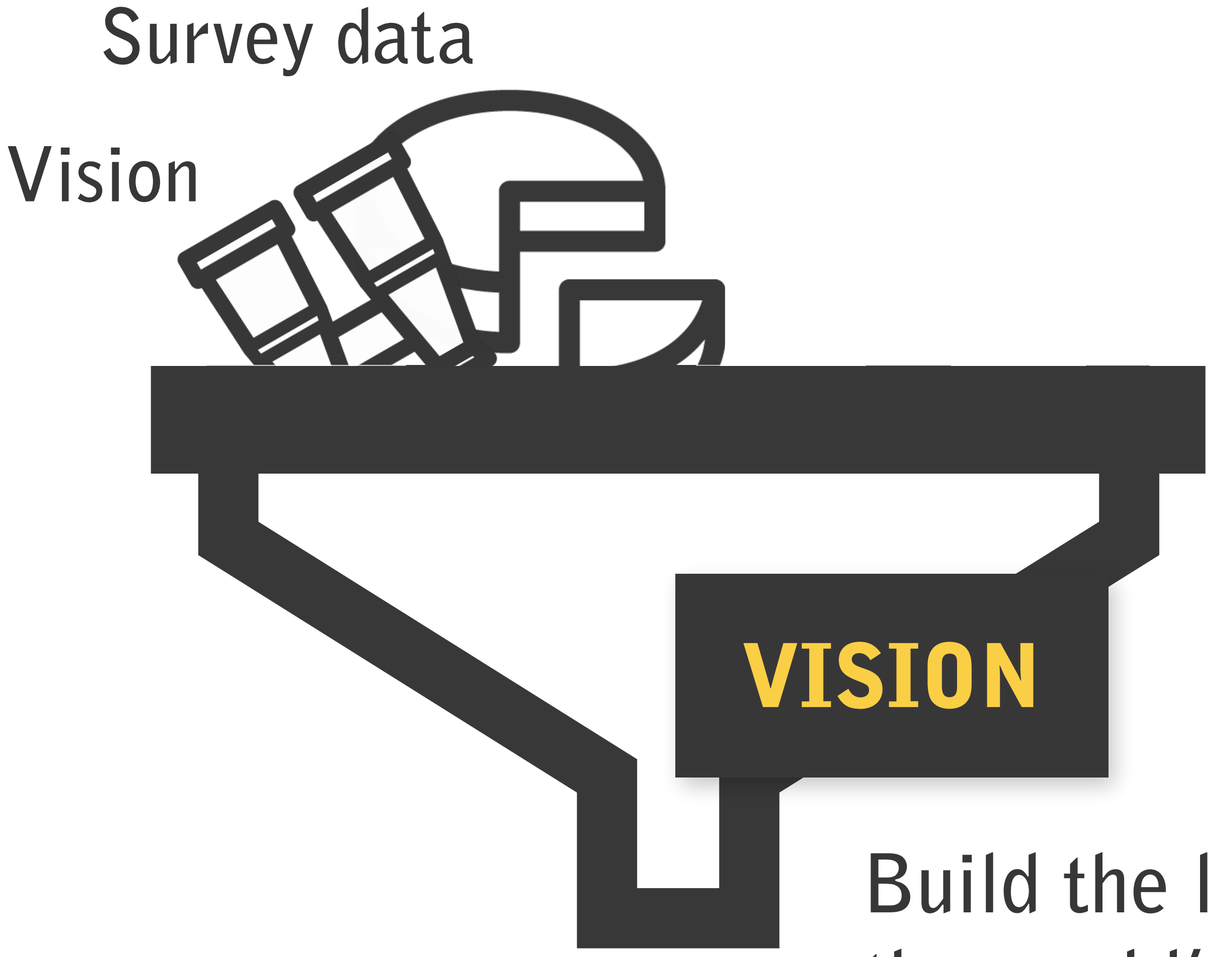
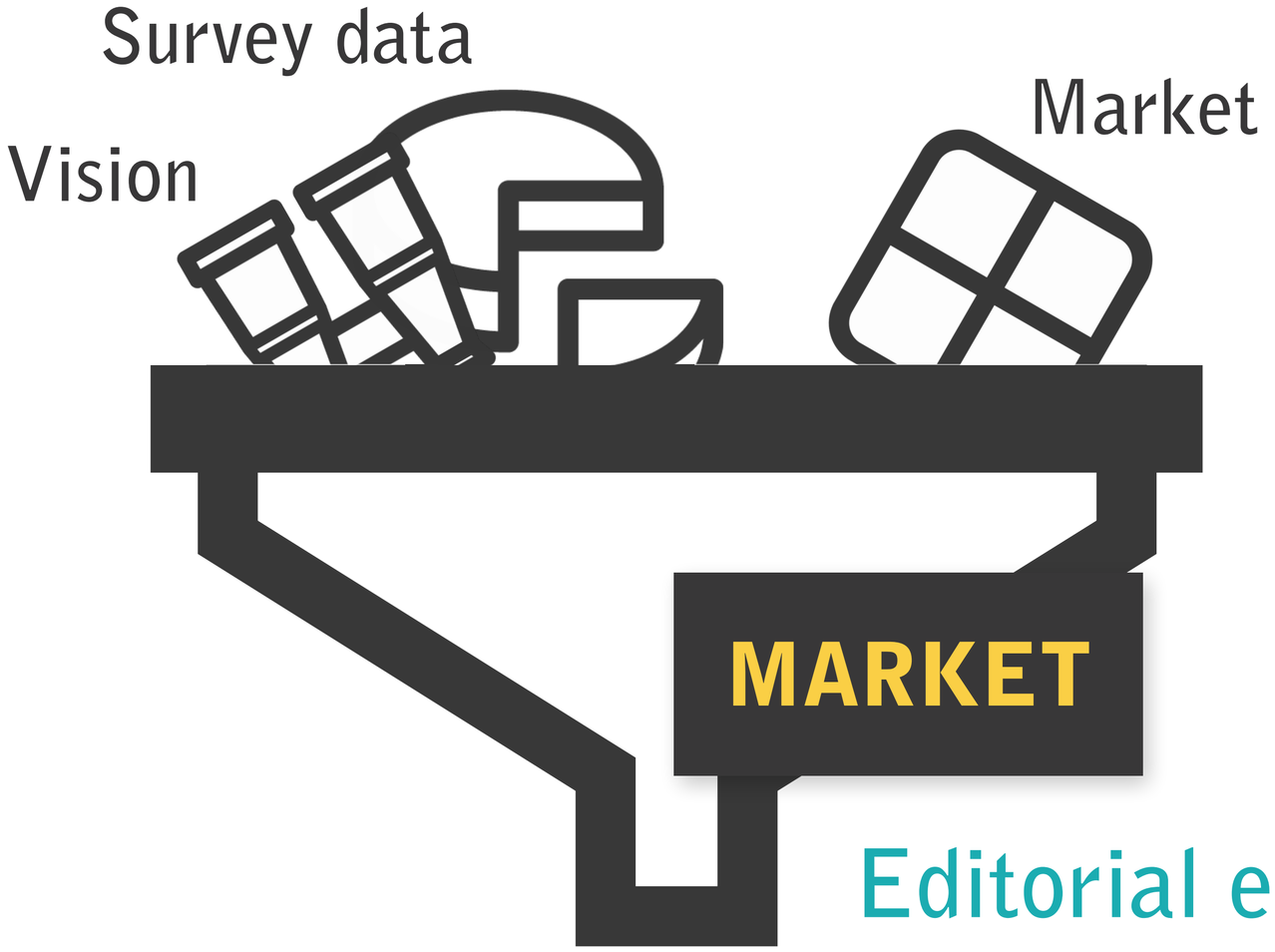
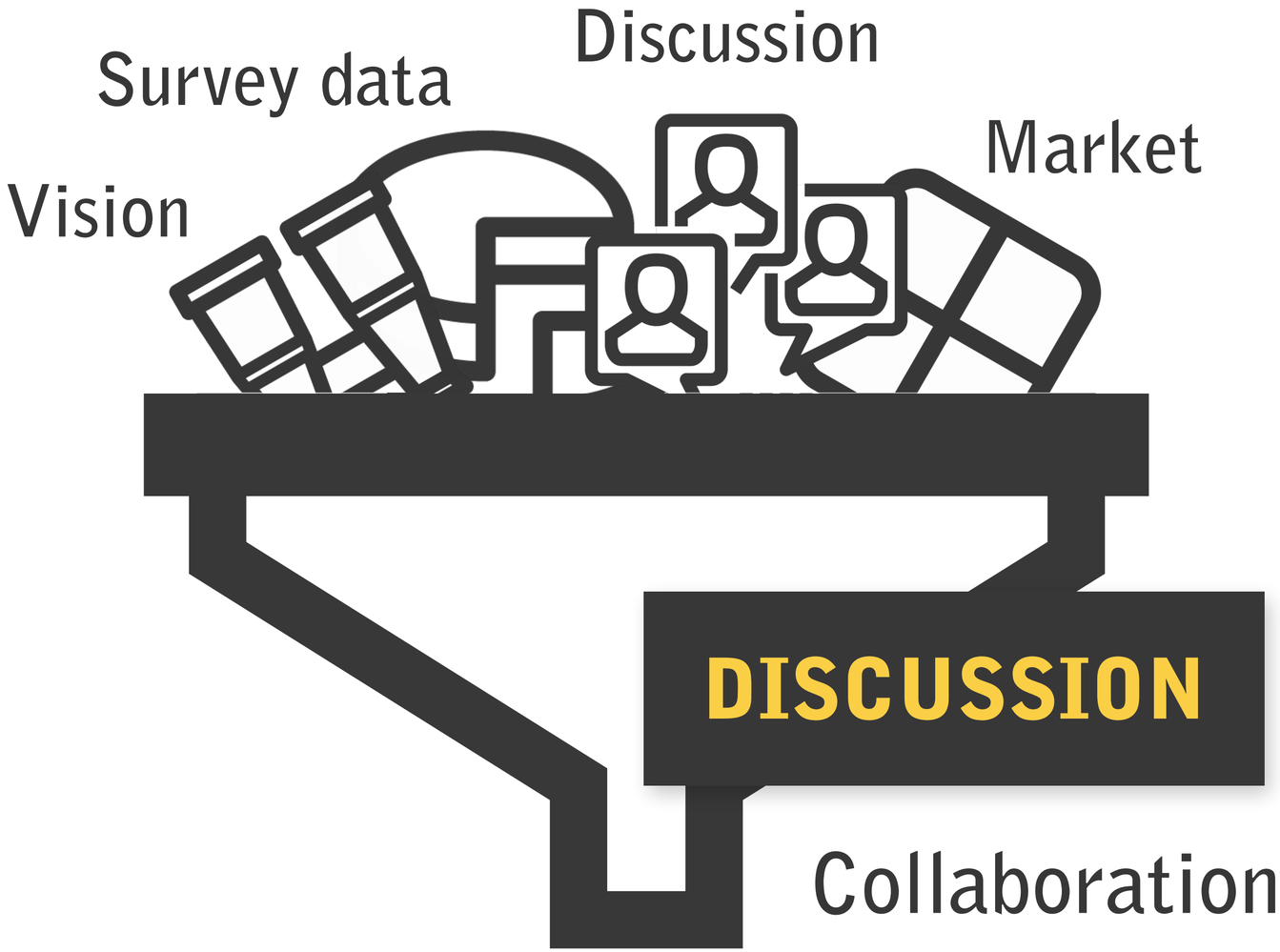


Build the leading platform to **assemble** the world's best digital experiences.

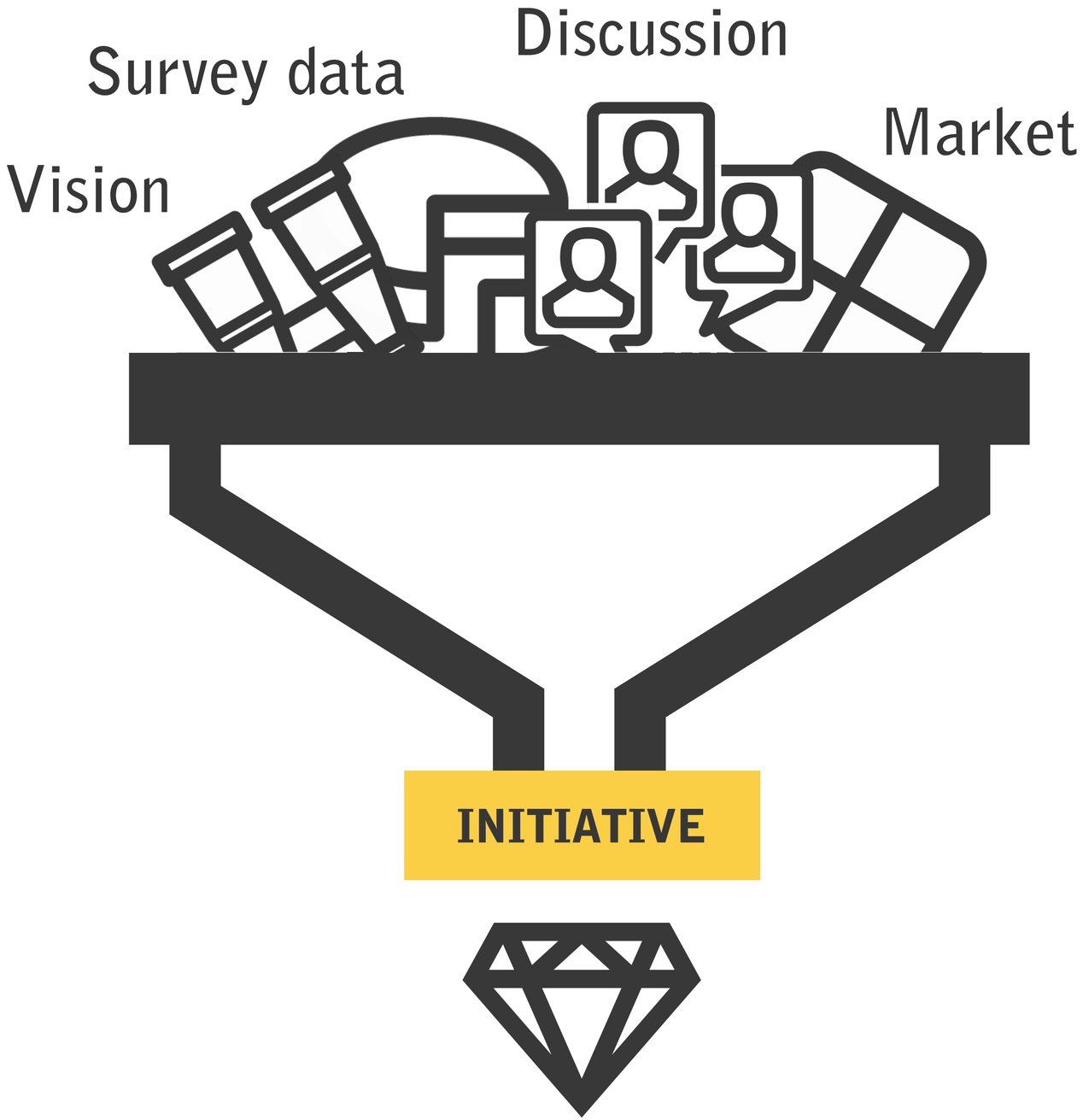
Flexible | Powerful | Innovative | Easy to use



Editorial experience (EX)
Developer experience (DX)
Customer experience (CX)



Collaboration is the essence of Drupal.


Discussion
Survey data
Market
Vision
INITIATIVE

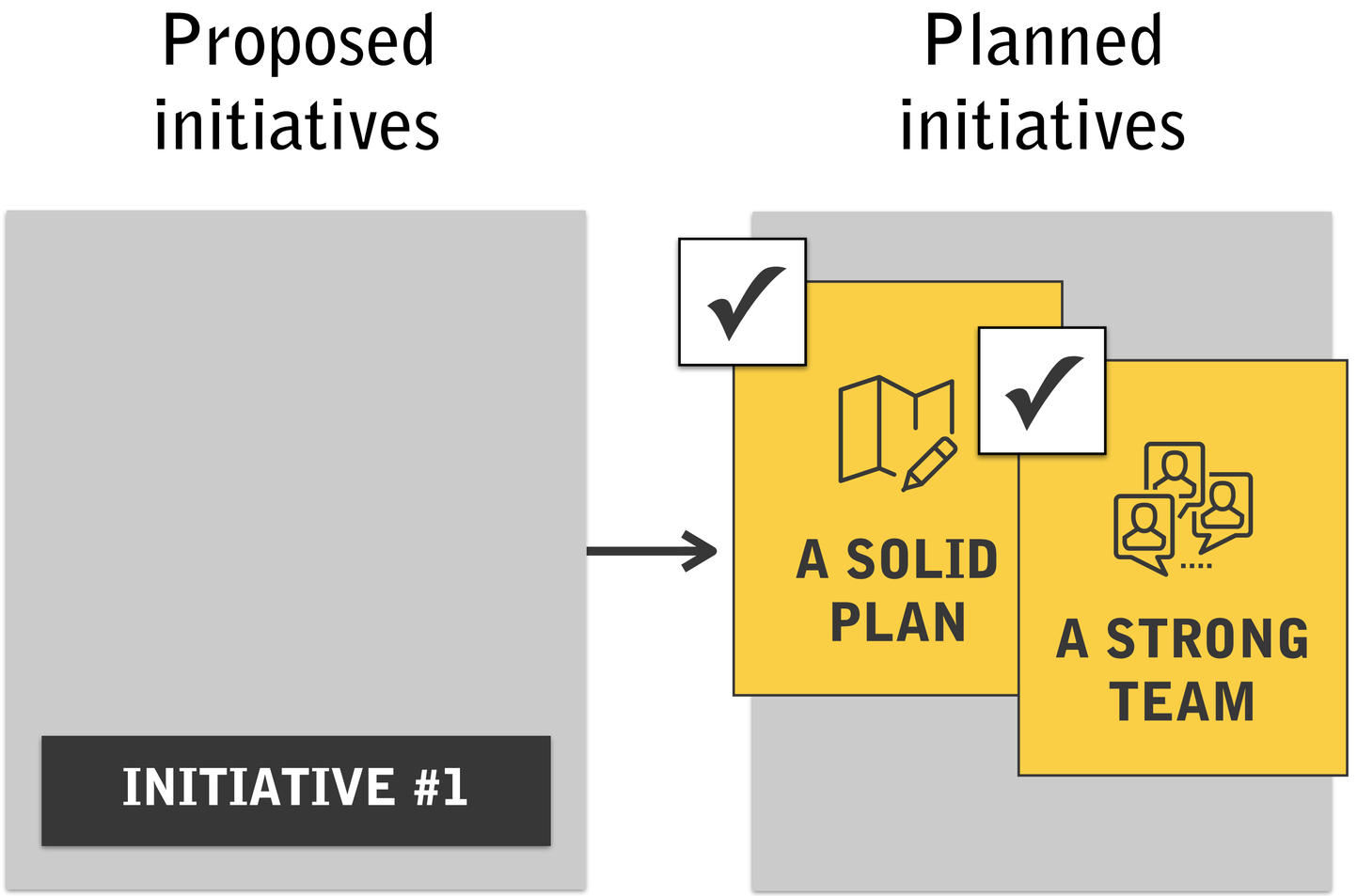
The **INITIATIVE** checklist:

- ✓ Results in a breakthrough for Drupal
- ✓ Clearly linked with the survey data, vision, & market
- ✓ Requires focused resources & high priority
- ✓ Involves collaboration among many stakeholders

The

INITIATIVE

checklist:



(This process is currently being defined.)

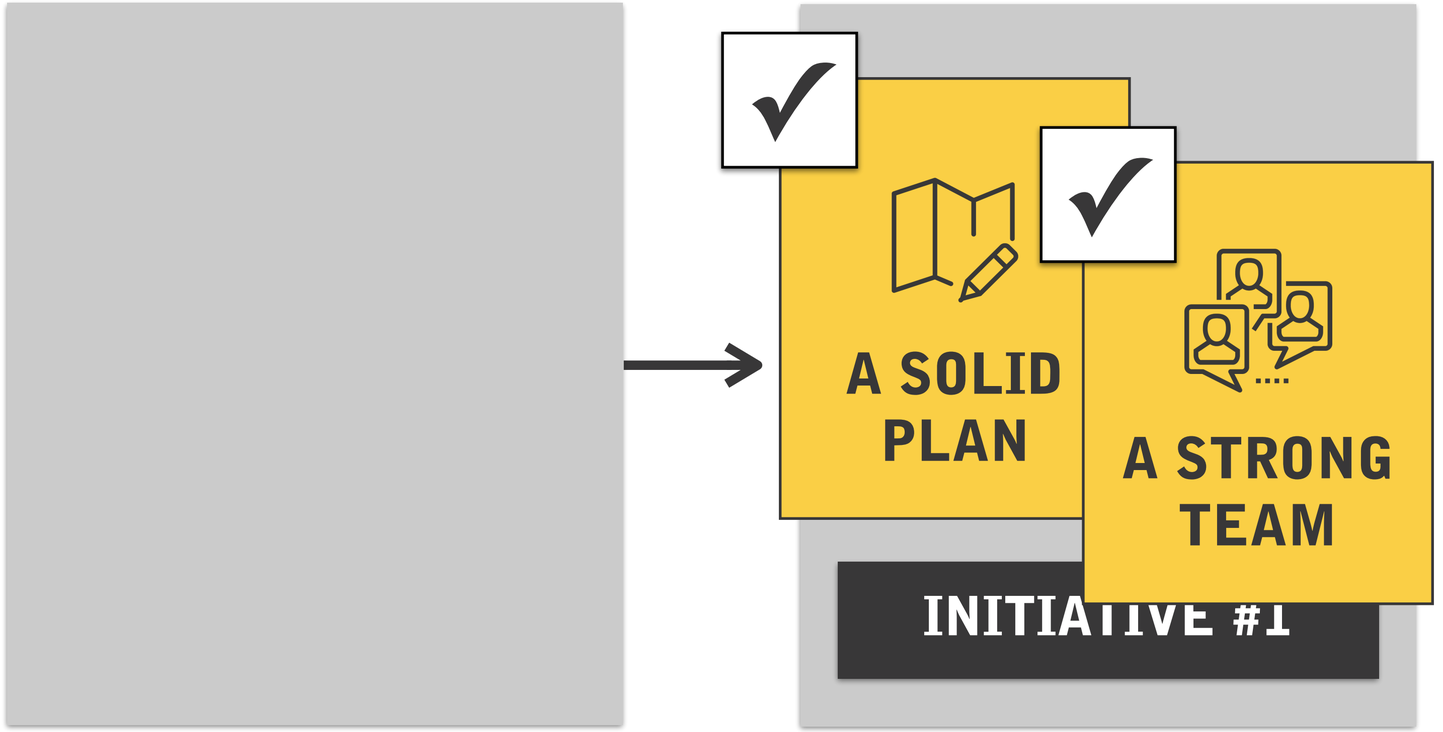
The

INITIATIVE

checklist:

Proposed initiatives

Planned initiatives



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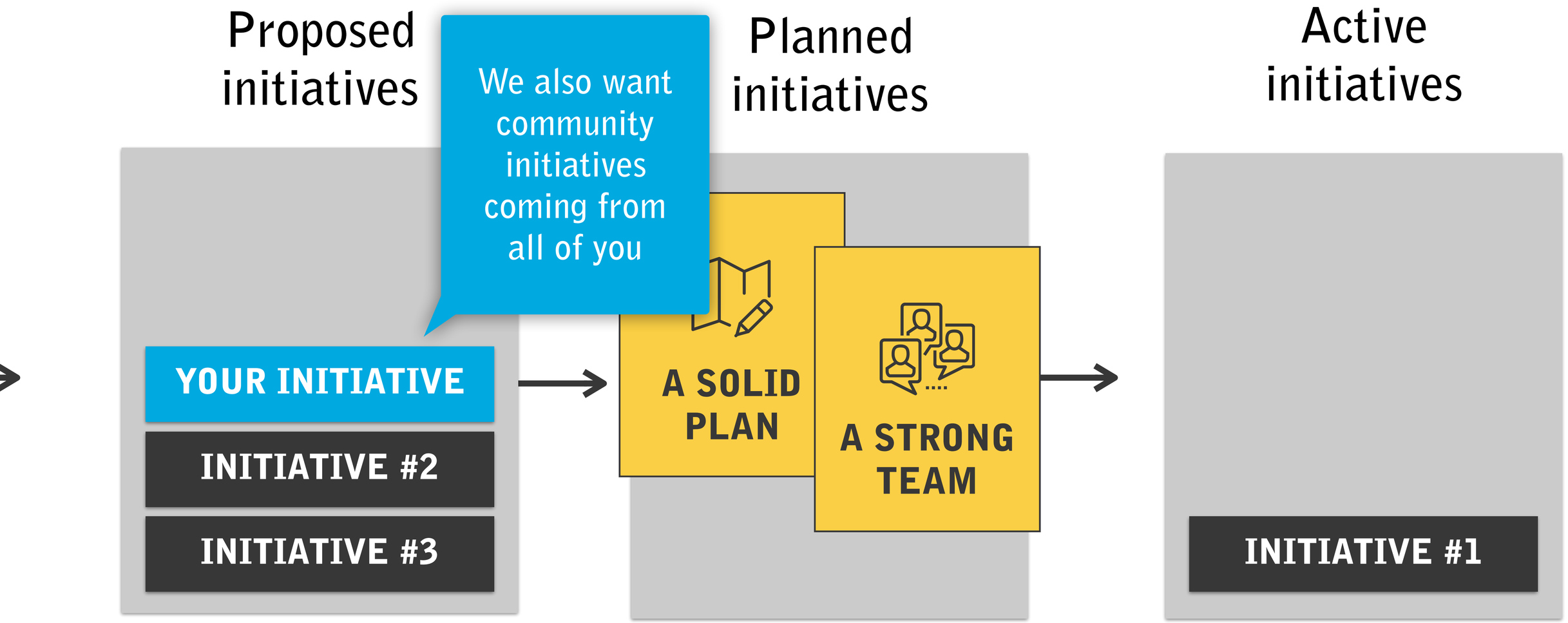


(This process is currently being defined.)

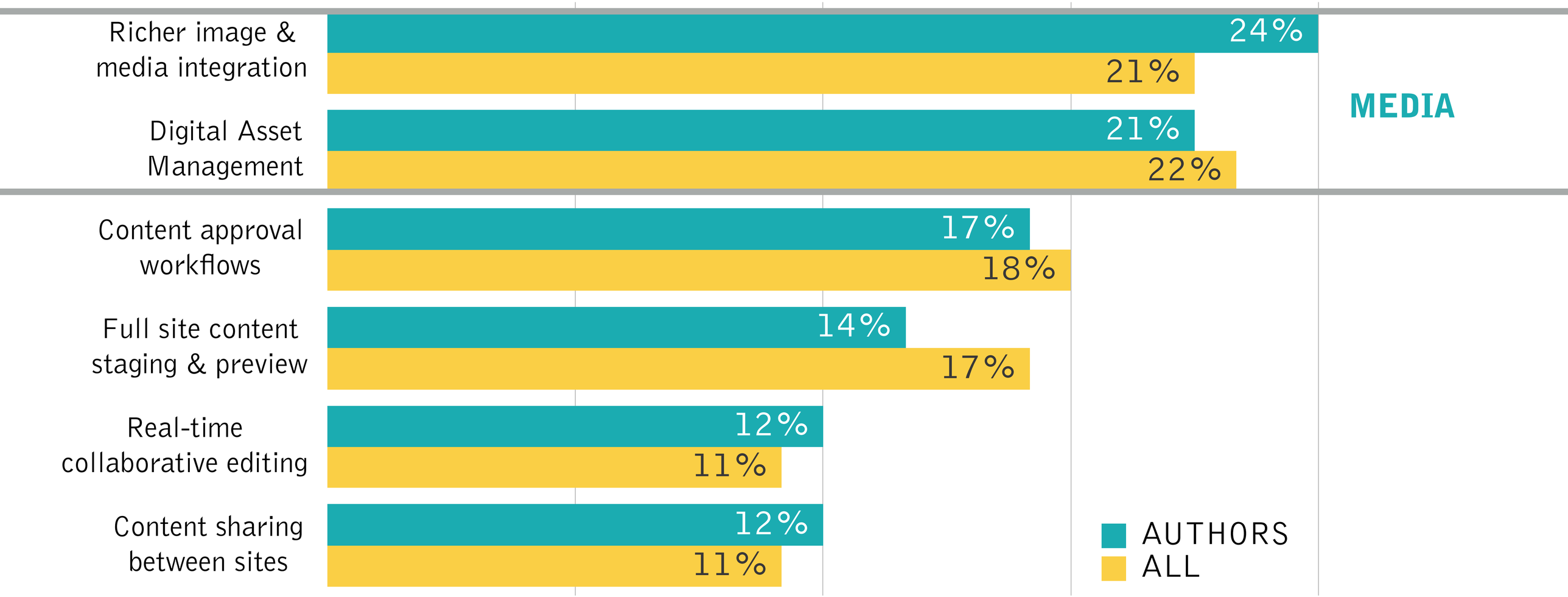
Let's
PROPOSE
some
initiatives

WHO SHOULD WE FAVOR

when making product decisions?

Content Authors	46%
Site Builders	29%
Back-end Developers	13%
Front-end Developers	12%

AREAS TO IMPROVE FOR CONTENT AUTHORS



MEDIA INITIATIVE

Authors and editors need simple drag-drop media and asset handling.

MEDIA INITIATIVE

WYSIWYG integration

Vision mockup

Manage | Shortcuts | User | Edit

Level+
LEVEL UP YOUR BUSINESS

PRODUCTS | FEATURES | SERVICES | ABOUT US | SHOWCASE | CONTACT

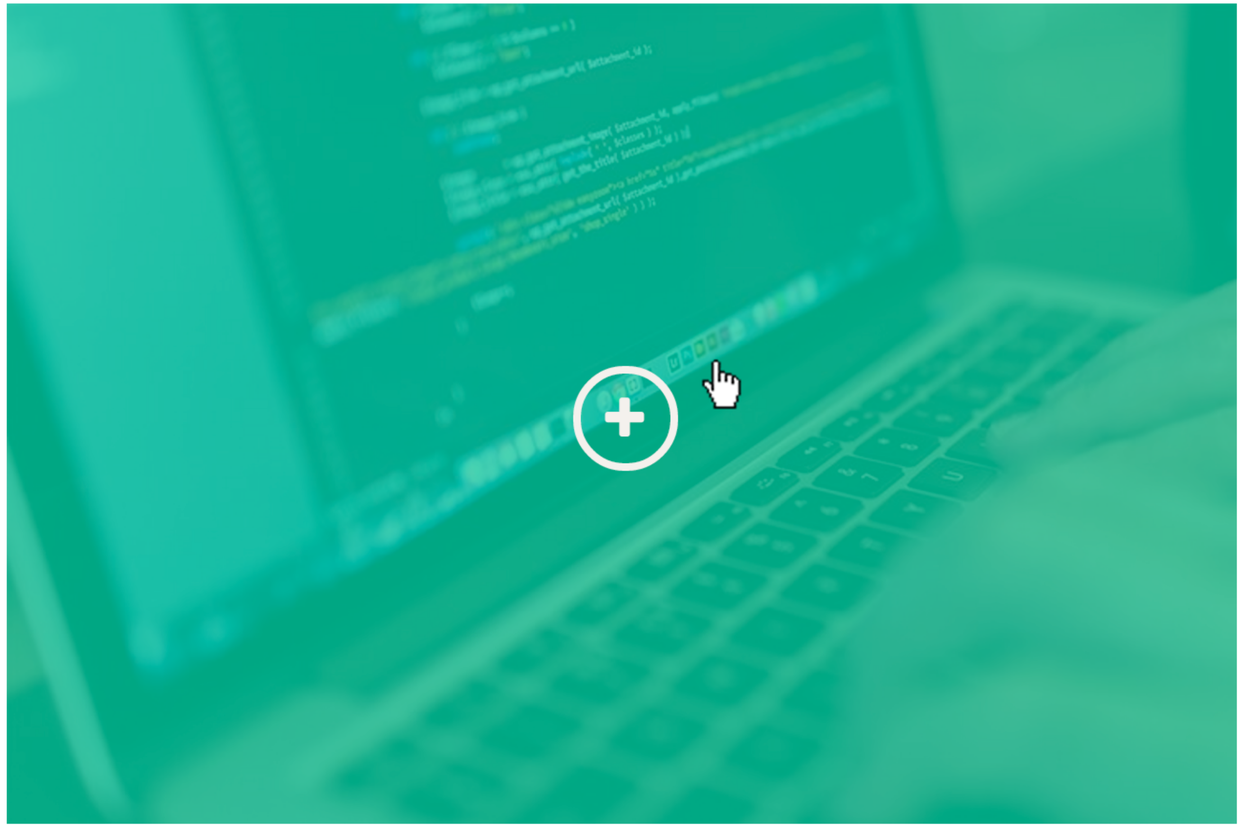
By admin

DEC
09
2015

0

Time to read
less than 1 minute

Read so far
25%



And this is the caption of the image which clarifies that quickly extend top-line opportunities for leveraged bandwidth.

MEDIA INITIATIVE

WYSIWYG integration

Vision mockup

Manage | Shortcuts | User | Edit

Level+
LEVEL UP YOUR BUSINESS

PRODUCTS | FEATURES | SERVICES | ABOUT US

By admin

DEC
09
2015

0

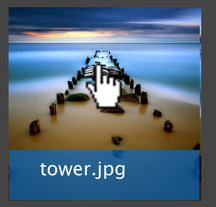
Time to read
less than 1 minute

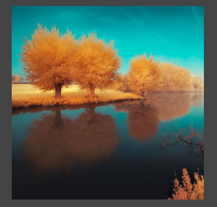
Read so far
25%

And this is the caption of the image which clarifies that quickly extend top-line opportunities for leveraged bandwidth.

Place Media

FILTER


tower.jpg



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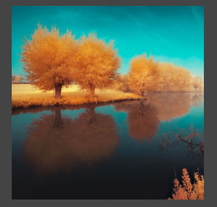
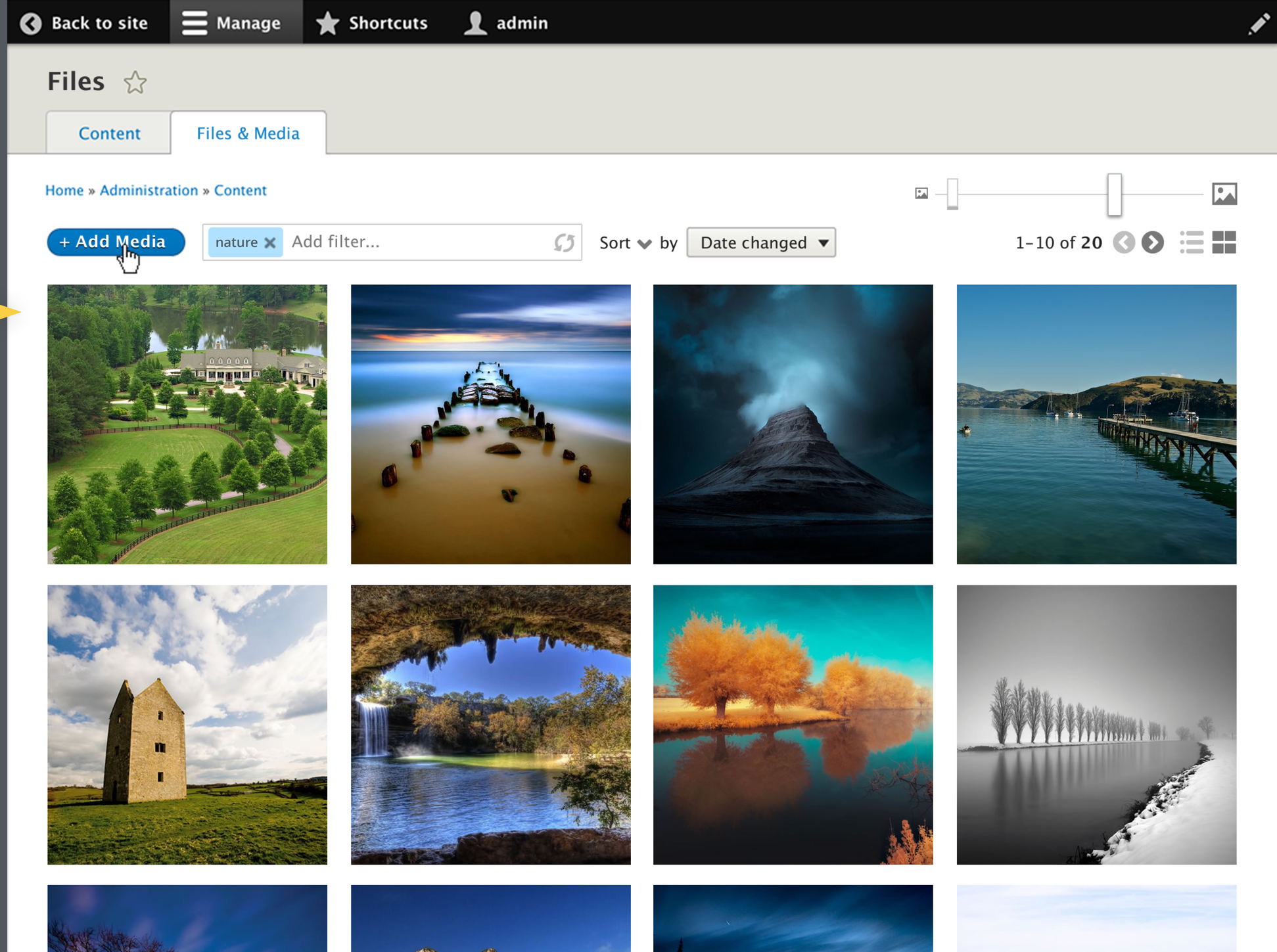


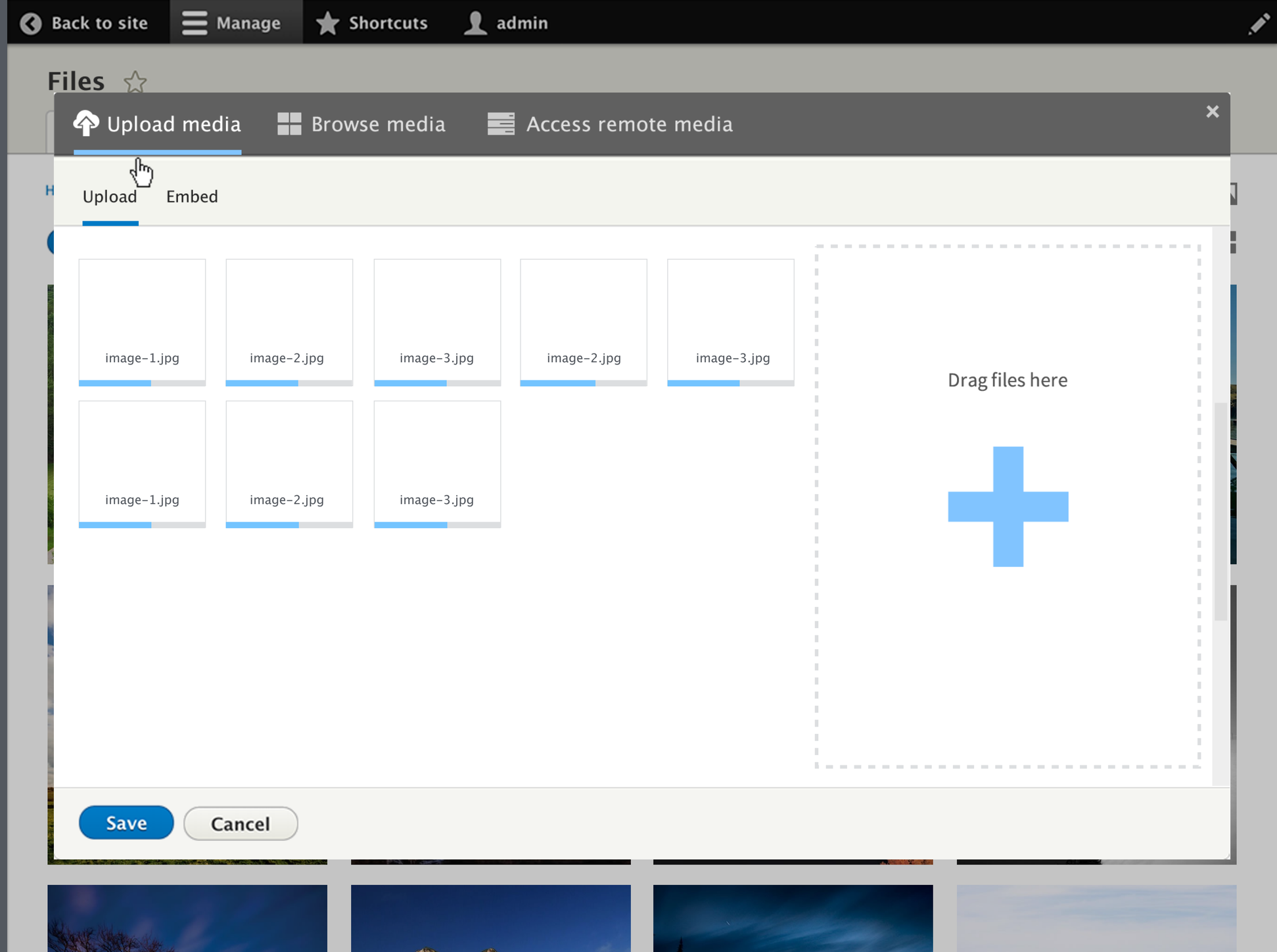
MEDIA INITIATIVE

Visual media browsing that is intuitive

Vision mockup



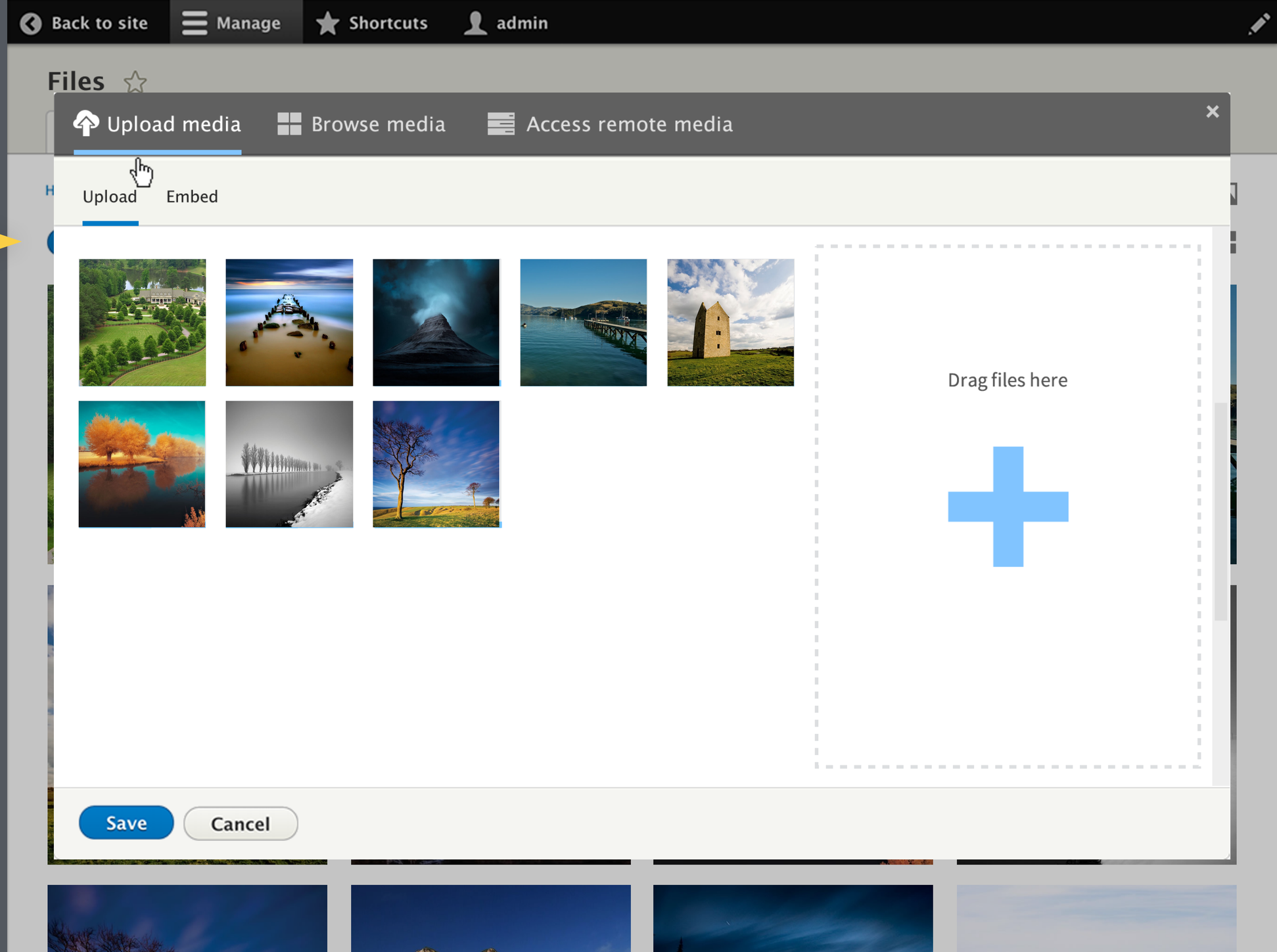
MEDIA INITIATIVE



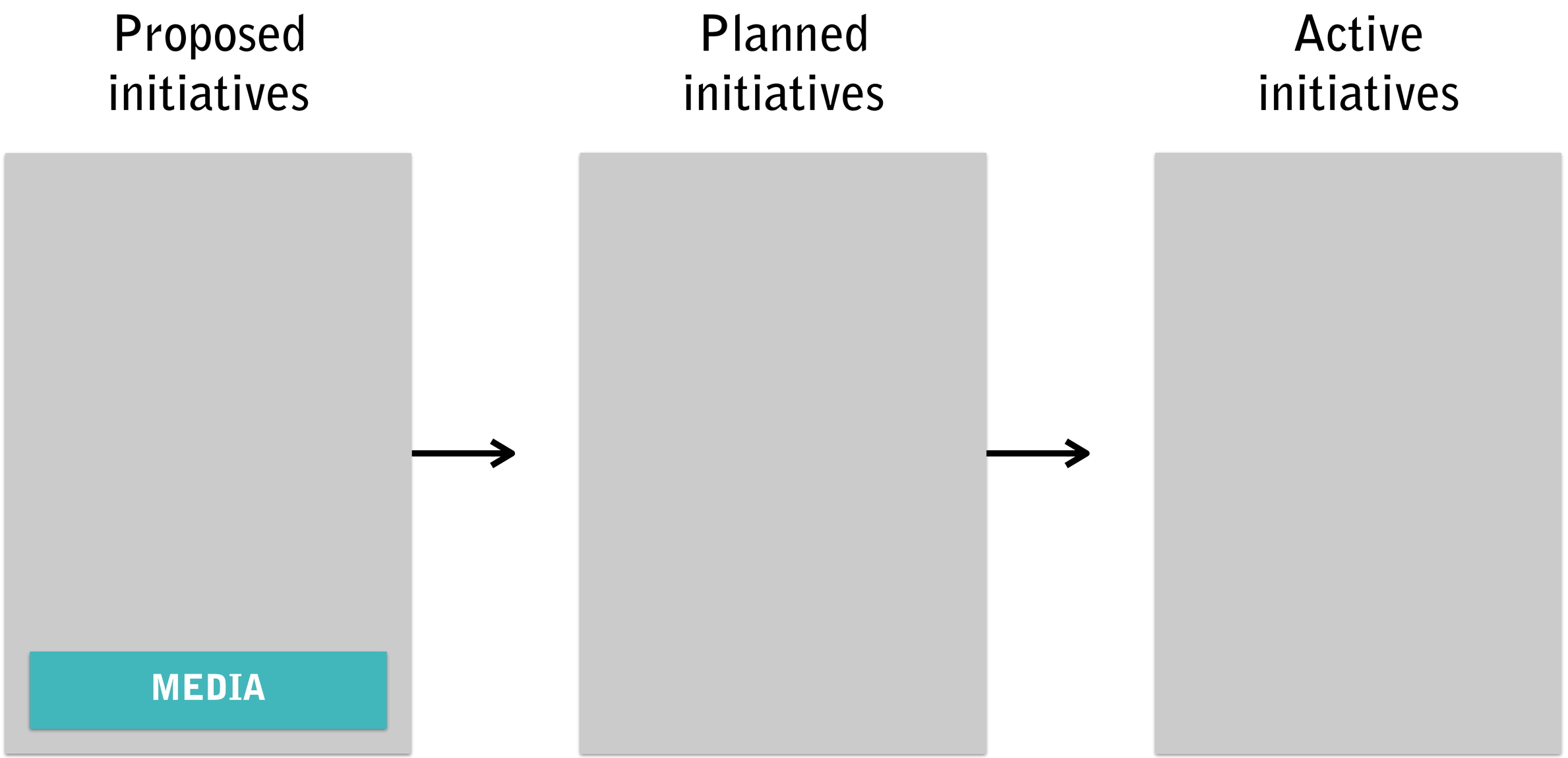
Vision mockup

MEDIA INITIATIVE

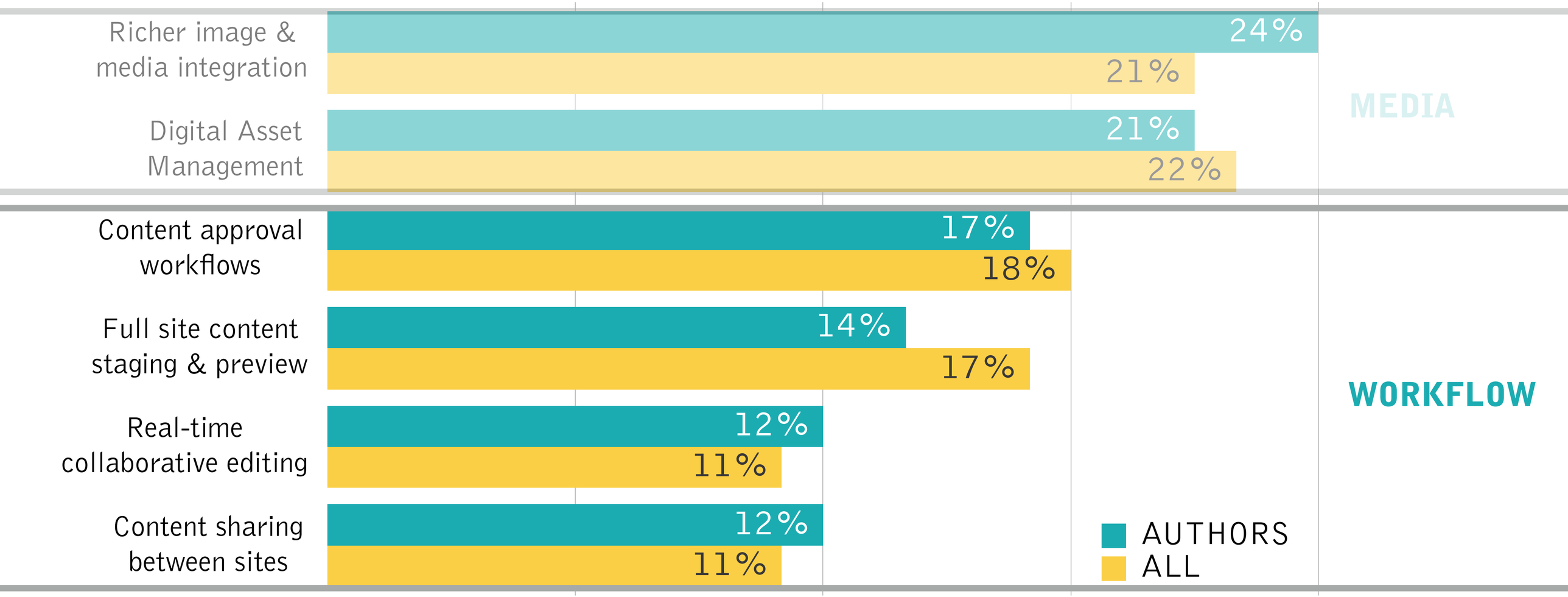
Features like multi-upload



Vision mockup


Proposed initiatives
Planned initiatives
Active initiatives
MEDIA

AREAS TO IMPROVE FOR
CONTENT AUTHORS



WORKFLOW INITIATIVE

Authors and editors need easy-to-use tools to share, review, approve, stage and collaborate on content before it's live.

See it in action:

A media company wants to preview & publish one or more different pre-built pages…

NEWS+
A responsive Drupal 8 theme, for news/magazine sites

Home Features World Finance Tech Lifestyle Sports

By admin

Saints win Superbowl!

Time to read
1 minute

Sun, 02/07/2010 - 23:05 Posted in: SPORTS 0 comments

In an upset victory the New Orleans Saints have defeated the Colts in the Superbowl.

Print

a- a+

Published
1 month ago

Last updated
2 weeks ago

Read so far

READY FOR ANY OUTCOME

NEWS+
A responsive Drupal 8 theme, for news/magazine sites

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Print

a- a+

Published
1 month ago

Last updated
2 weeks ago

Read so far

WORKFLOW TEAM

DICK OLSSON
Coordinator
@ Pfizer Inc.

JOZEF TOTH
UX/Frontend
@ Pfizer Inc.

TIM MILLWOOD
Backend
@ Appnovation

ANDREI JECHIU
Backend
@ FFW

ANDREI MATEESCU
Backend
@ Pfizer Inc.

DAVE HALL
Backend
@ Pfizer Inc.

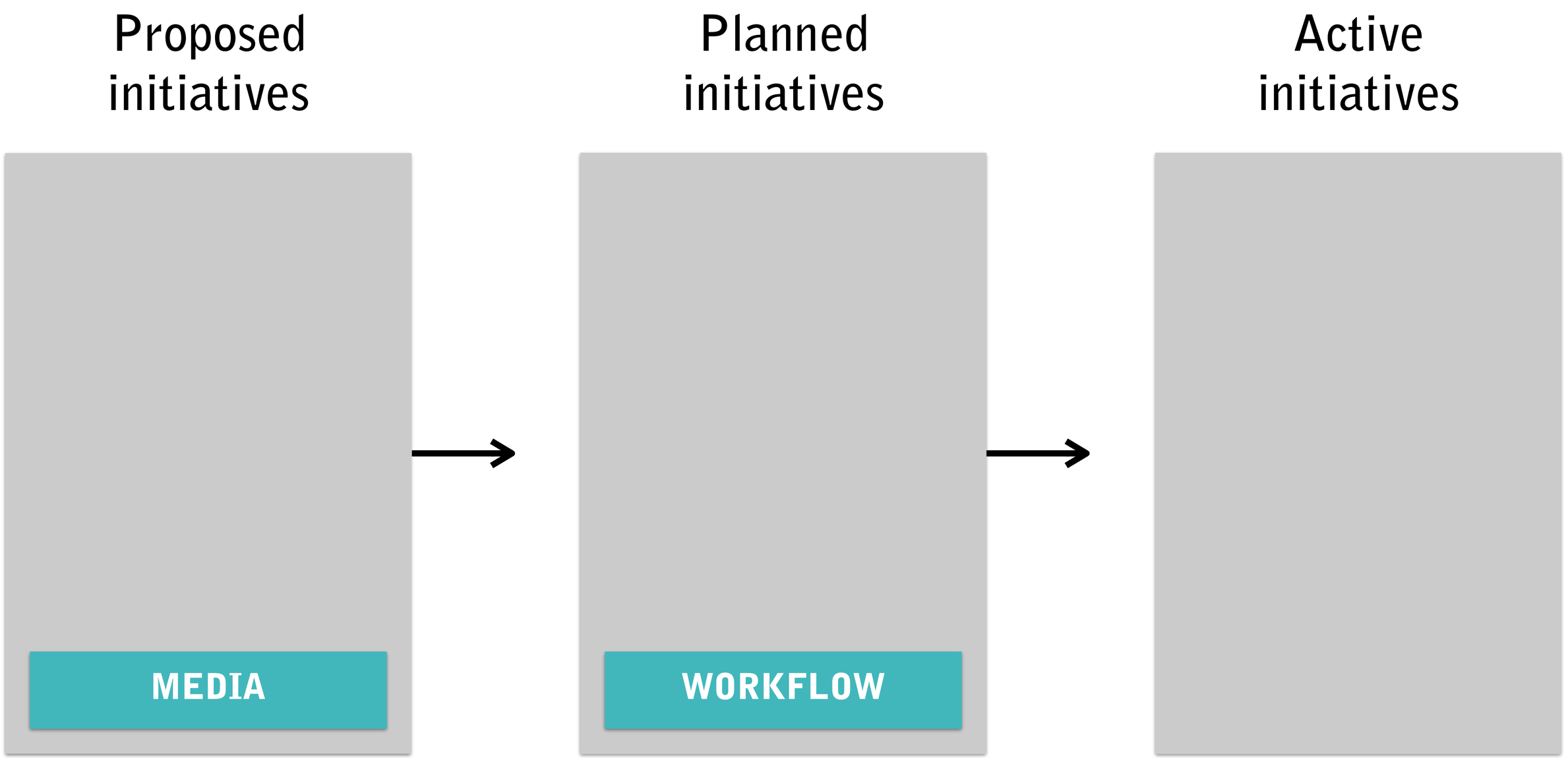
WORKFLOW PLAN

High-level overview

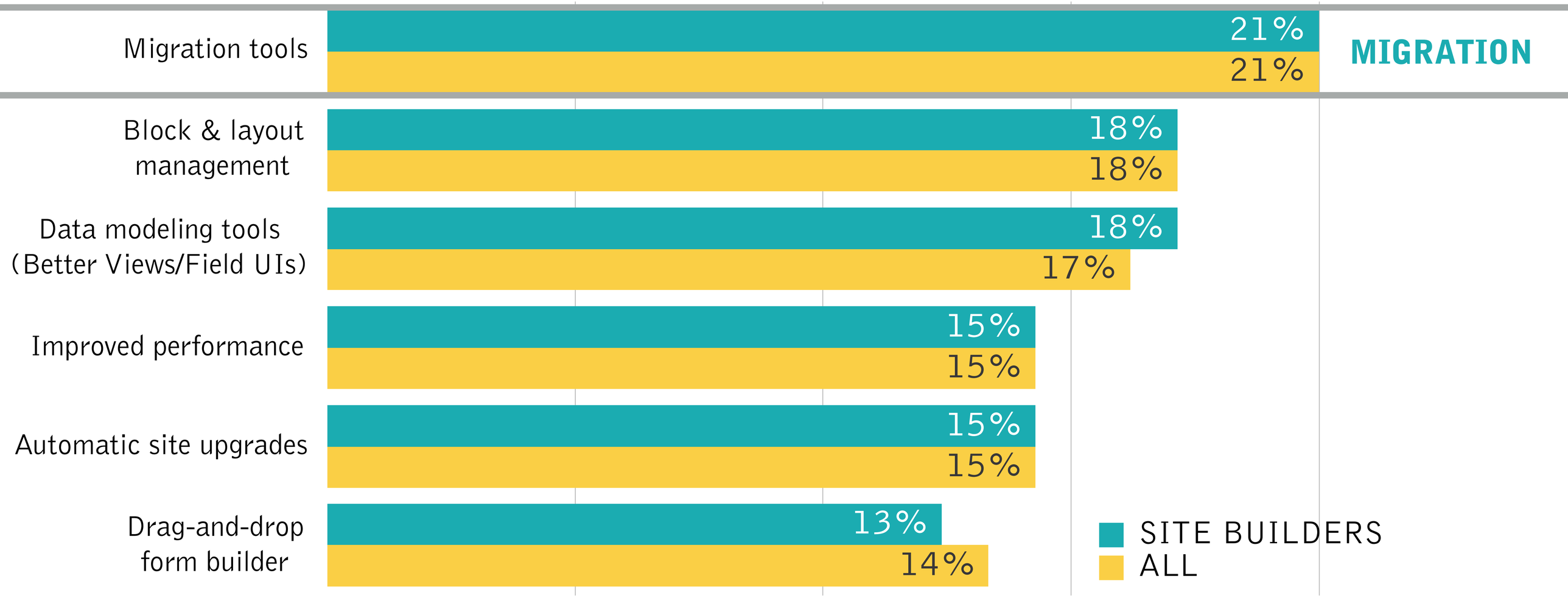
buytaert.net/improving-drupal-content-workflow

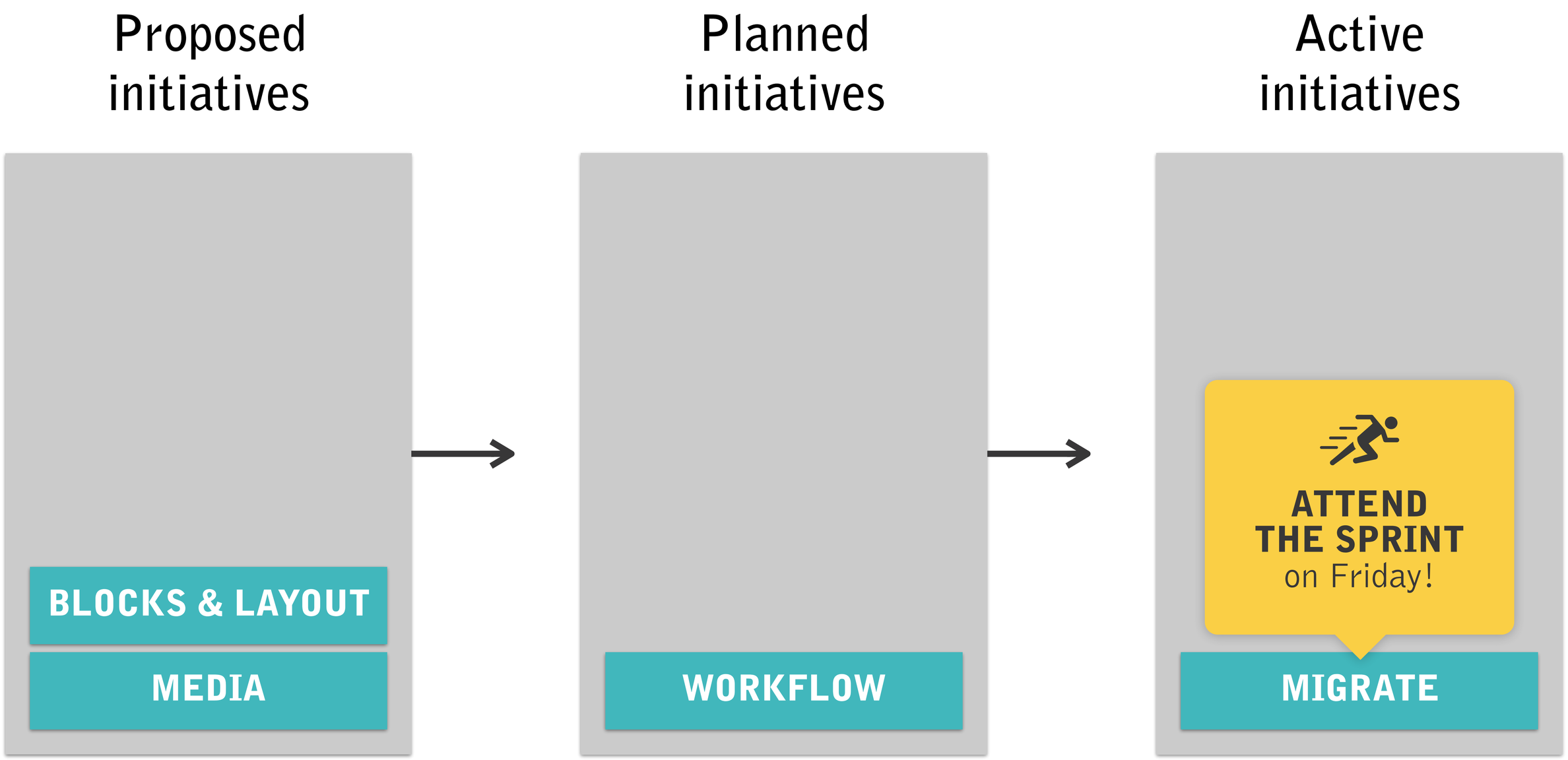
Detailed plan at

http://drupal.org/node/2721129

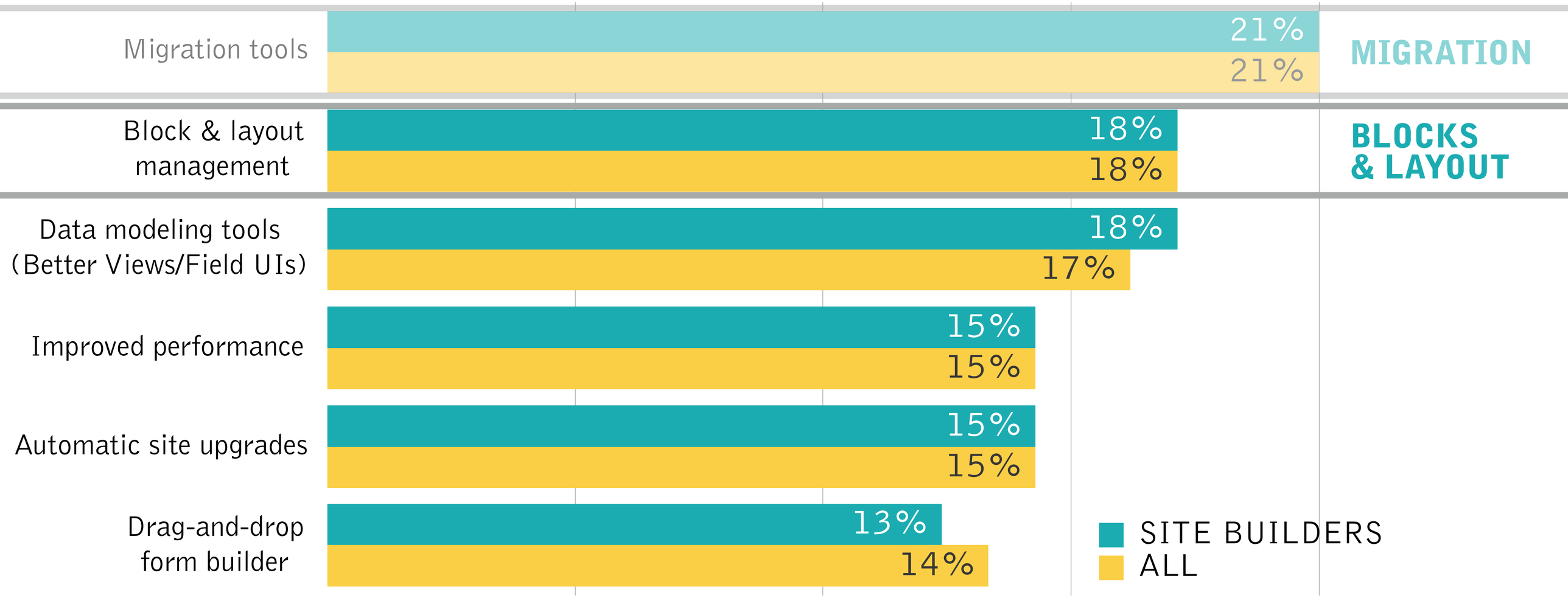

Proposed initiatives
Planned initiatives
Active initiatives
MEDIA
WORKFLOW

AREAS TO IMPROVE FOR
SITE BUILDERS




Proposed initiatives
Planned initiatives
Active initiatives
BLOCKS & LAYOUT
MEDIA
WORKFLOW
ATTEND THE SPRINT
on Friday!
MIGRATE

AREAS TO IMPROVE FOR
SITE BUILDERS



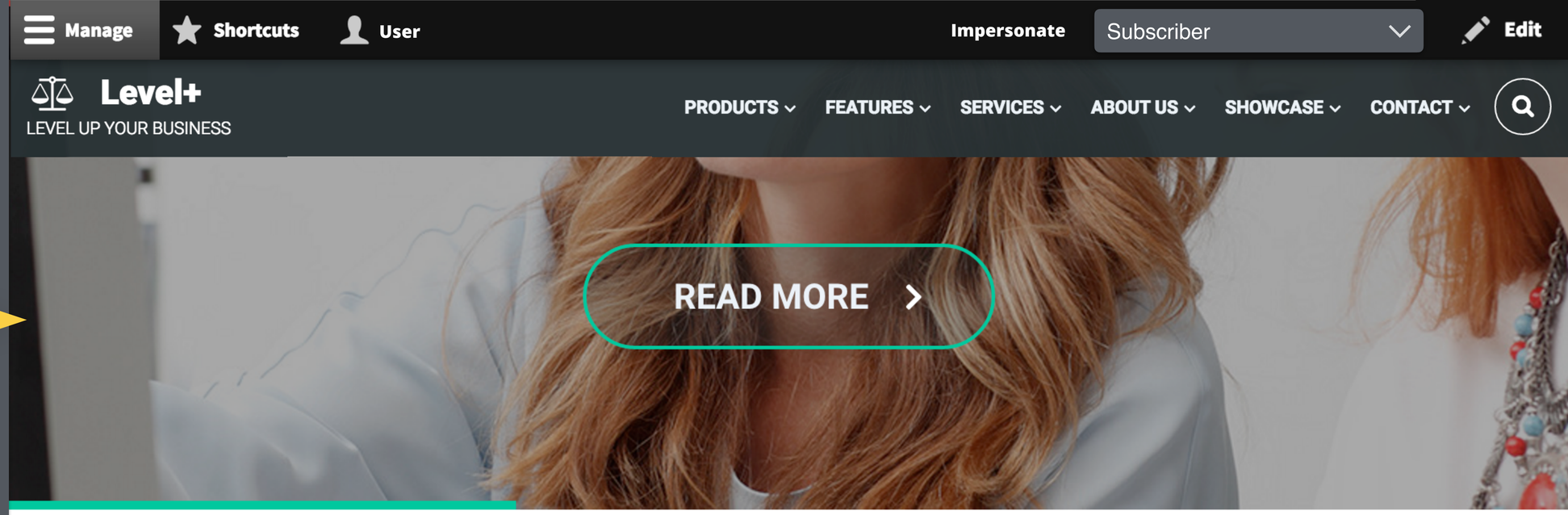
BLOCKS AND LAYOUT INITIATIVE

Site builders need intuitive tools to build pages, change layouts, and add & arrange blocks with live preview.

BLOCKS & LAYOUT INITIATIVE

Hover where you want to place a block (no need to learn regions)

Vision mockup



Phosfluorescently e-enable adaptive synergy for strategic quality vectors. Continually transform fully tested expertise with competitive technologies. Appropriately communicate adaptive imperatives rather than value-added potentialities. Conveniently harness frictionless outsourcing whereas state of the art interfaces. Quickly enable prospective technology rather than open-source technologies.

> Completely parallel task market positioning interfaces through visionary niche markets, proactively incentivize sticky quality vectors before future-proof internal or "organic" sources.

Seamlessly procrastinate proactive outsourcing whereas wireless products. Progressively

TESTIMONIALS

Smith Doe
LOREM SIT AMET

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

PAYMENT METHODS

We accept all major credit cards, as well as a number of other ways to pay.

BLOCKS & LAYOUT INITIATIVE

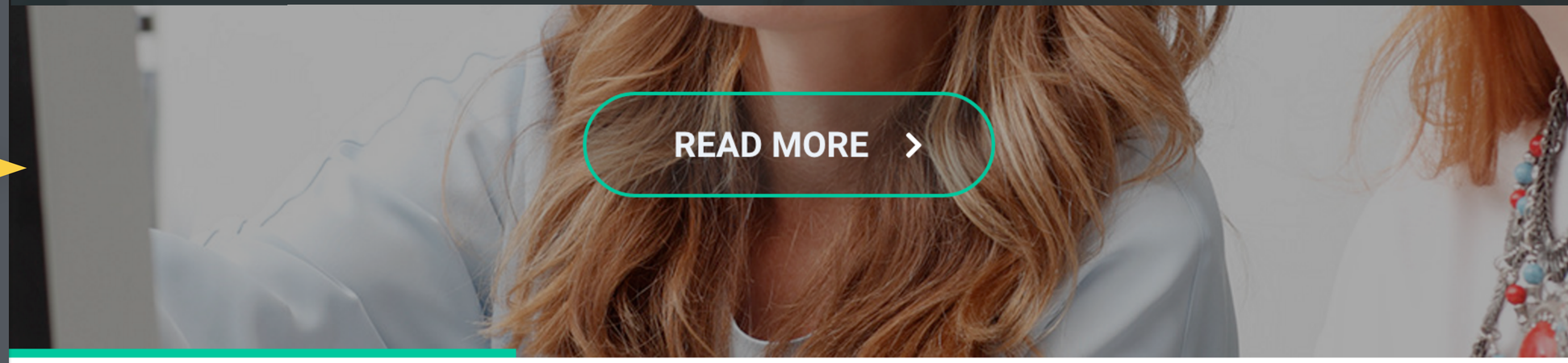
Hover where you want to place a block (no need to learn regions)

Vision mockup

Manage | Shortcuts | User | Impersonate | Subscriber | Edit

Level+
LEVEL UP YOUR BUSINESS

PRODUCTS | FEATURES | SERVICES | ABOUT US | SHOWCASE | CONTACT



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PAYMENT METHODS

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DISCOVER | MasterCard | VISA | AMERICAN EXPRESS | PayPal | stripe

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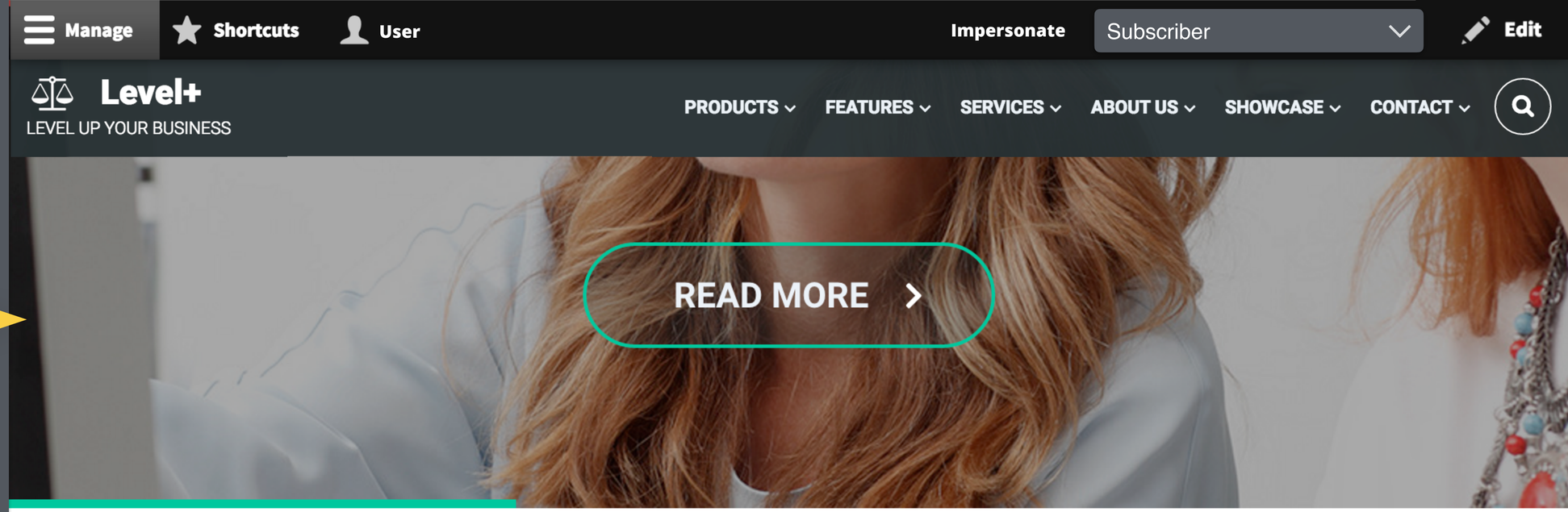

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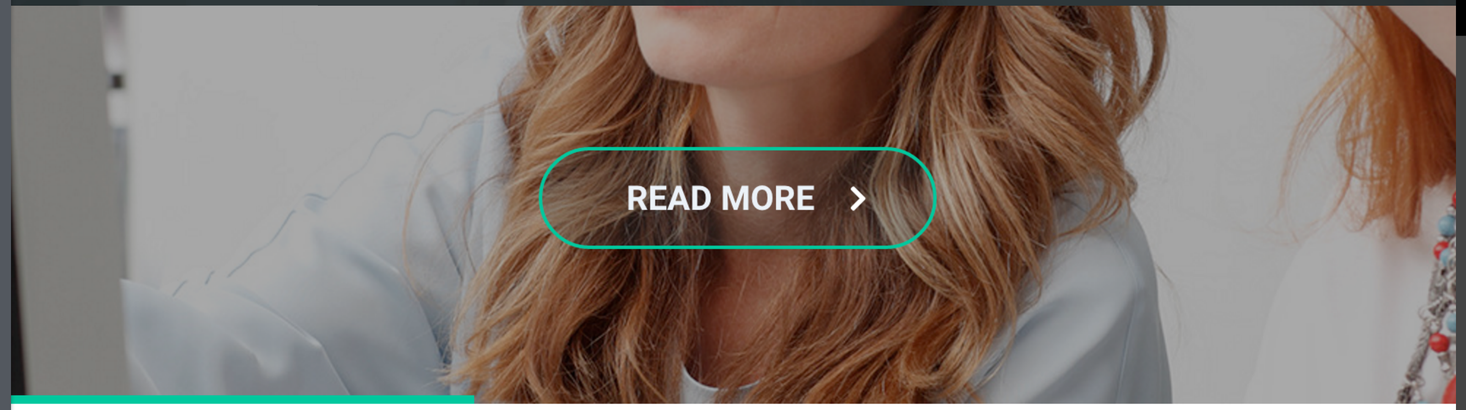

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PAYMENT METHODS

We accept all major credit cards, as well as a number of other ways to pay.

Place Block

FILTER

Services | Blogposts

FIRST SERVICE
Phosfluorescently e-enable adaptive synergy for strategic...

SECOND SERVICE
Phosfluorescently e-enable adaptive synergy for strategic...

TESTIMONIALS

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BLOCKS & LAYOUT INITIATIVE

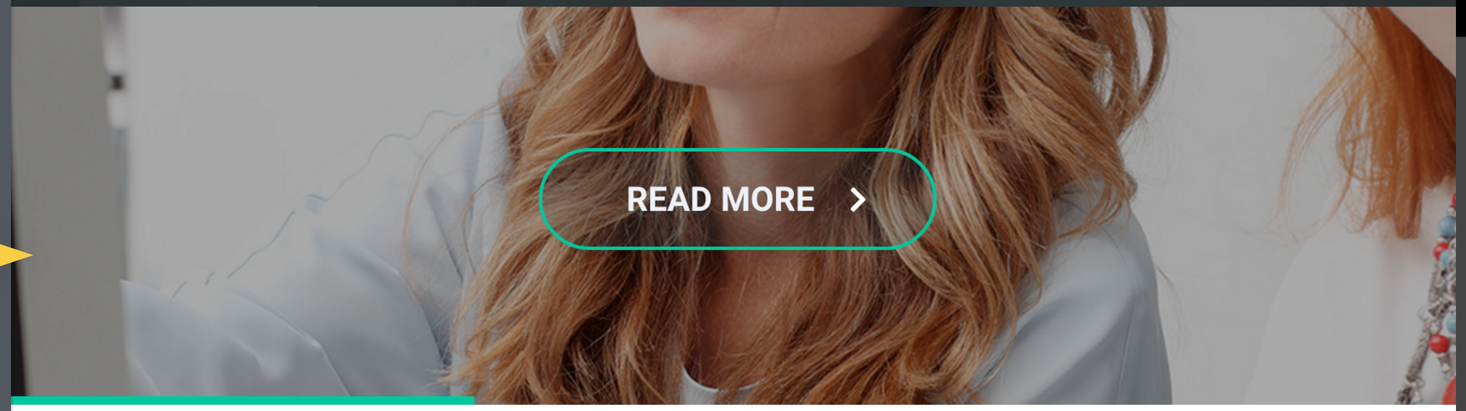
Set visibility conditions

Vision mockup

Manage | Shortcuts | User | Impersonate | Subscriber | Edit

Level+
LEVEL UP YOUR BUSINESS

PRODUCTS | FEATURES | SERVICES | ABOUT US | SHOWCASE | CONTACT



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Services | Blogposts

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SECOND SERVICE
Phosfluorescently e-enable adaptive synergy for strategic...

FOURTH SERVICE
Phosfluorescently e-enable adaptive synergy for strategic...

VIEW ALL

TESTIMONIALS

Smith Doe
LOREM SIT AMET

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

Blog posts

VISIBILITY

- Everywhere
- Just this page
- Selected pages

– select page group –

Subscriber pages
Public pages
+ New page group

BLOCKS & LAYOUT INITIATIVE

Set visibility conditions

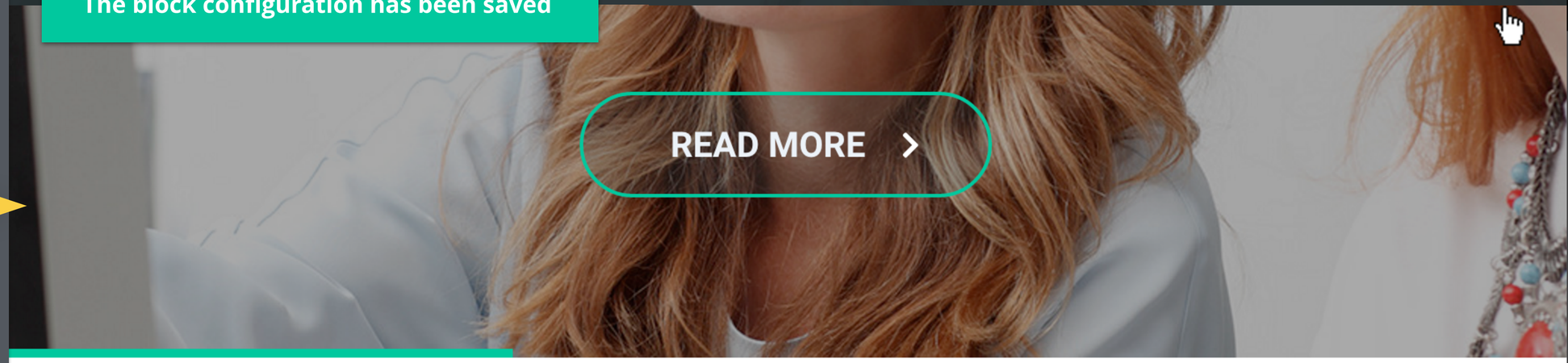
Vision mockup

Manage | Shortcuts | User | Impersonate | Subscriber | Edit

Level+

PRODUCTS | FEATURES | SERVICES | ABOUT US | SHOWCASE | CONTACT

The block configuration has been saved



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VIEW ALL

TESTIMONIALS

Smith Doe
LOREM SIT AMET

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BLOCKS & LAYOUT INITIATIVE

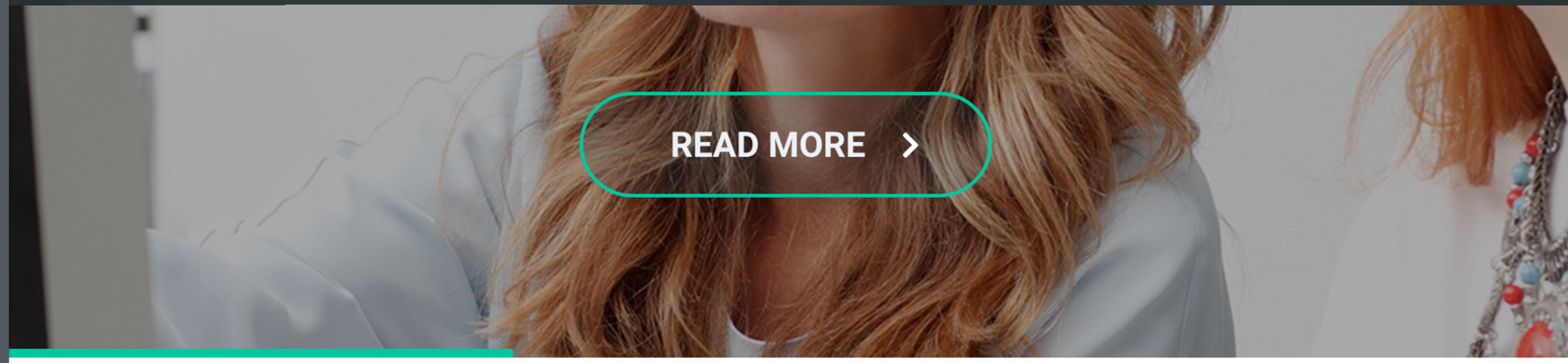
Switch layouts with preview

Vision mockup

Manage | Shortcuts | User | Impersonate | Subscriber | Edit

Level+
LEVEL UP YOUR BUSINESS

PRODUCTS | FEATURES | SERVICES | ABOUT US | SHOWCASE | CONTACT



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Vision mockup

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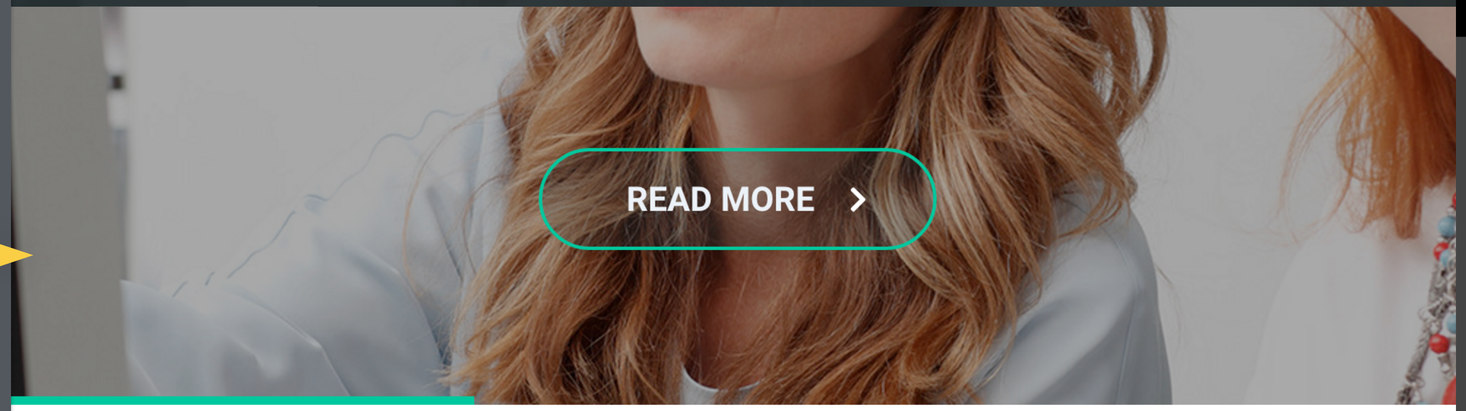

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VIEW ALL

TESTIMONIALS

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LOREM SIT AMET

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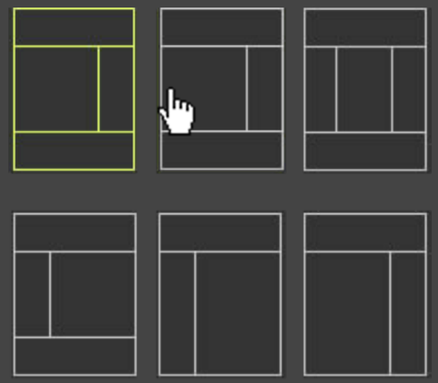
Switch Layouts

LAYOUTS FROM THEME



BLOCKS & LAYOUT INITIATIVE

Switch layouts with preview

Vision mockup

Manage | Shortcuts | User | Impersonate | Subscriber | Edit

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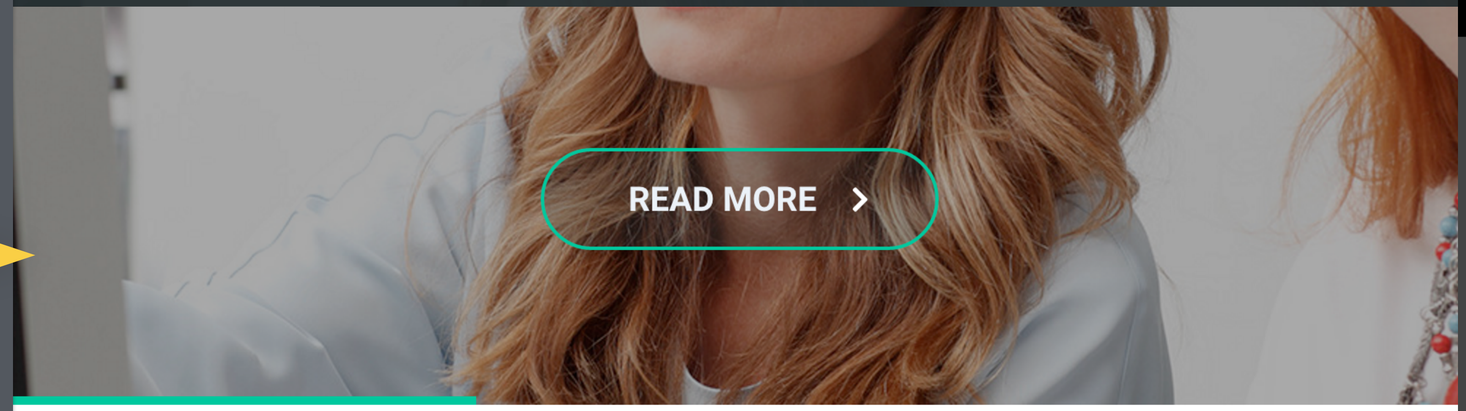

Services | Blogposts

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VIEW ALL

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Switch Layouts

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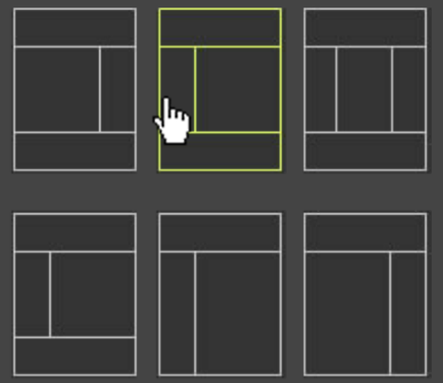
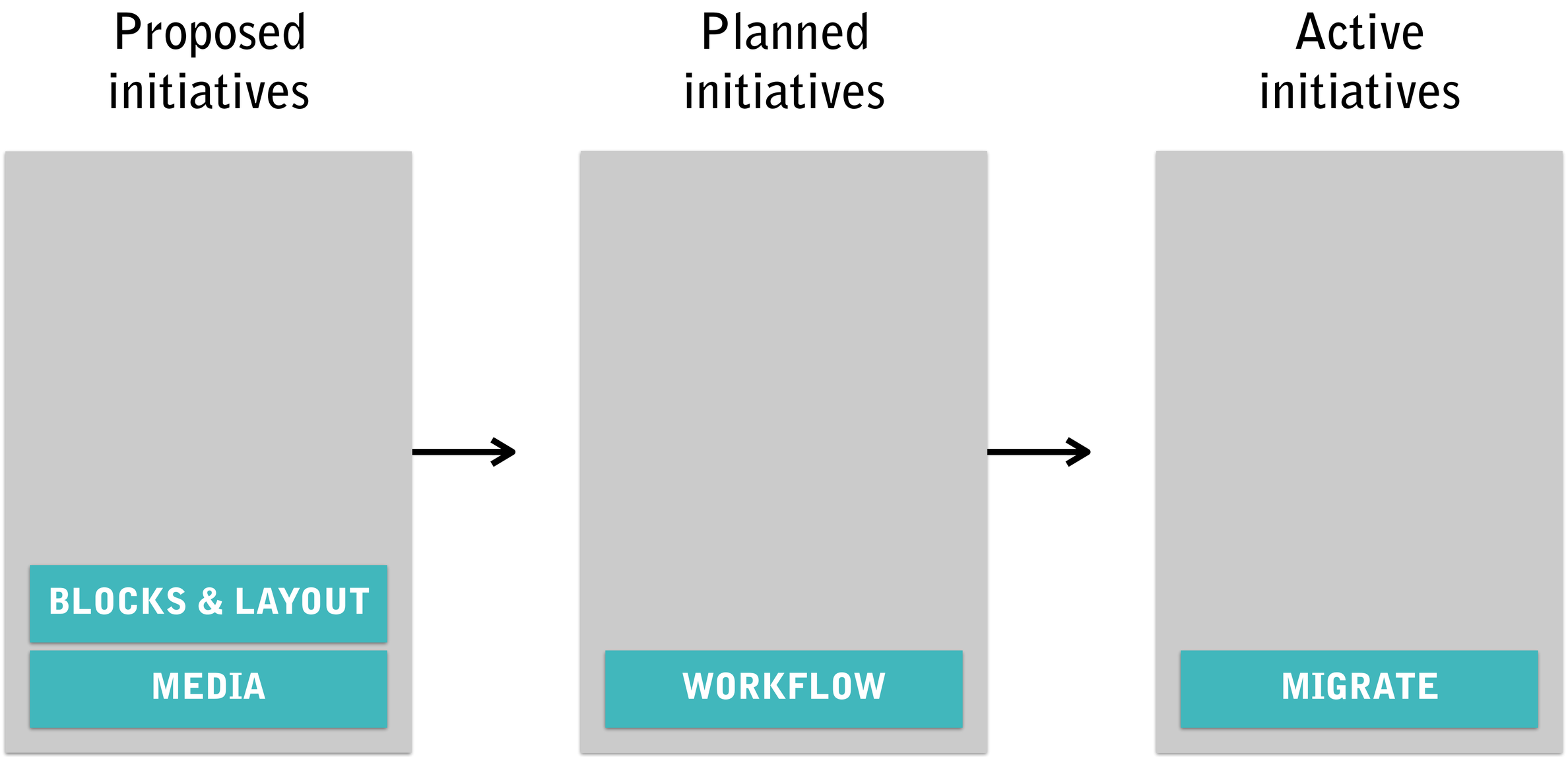
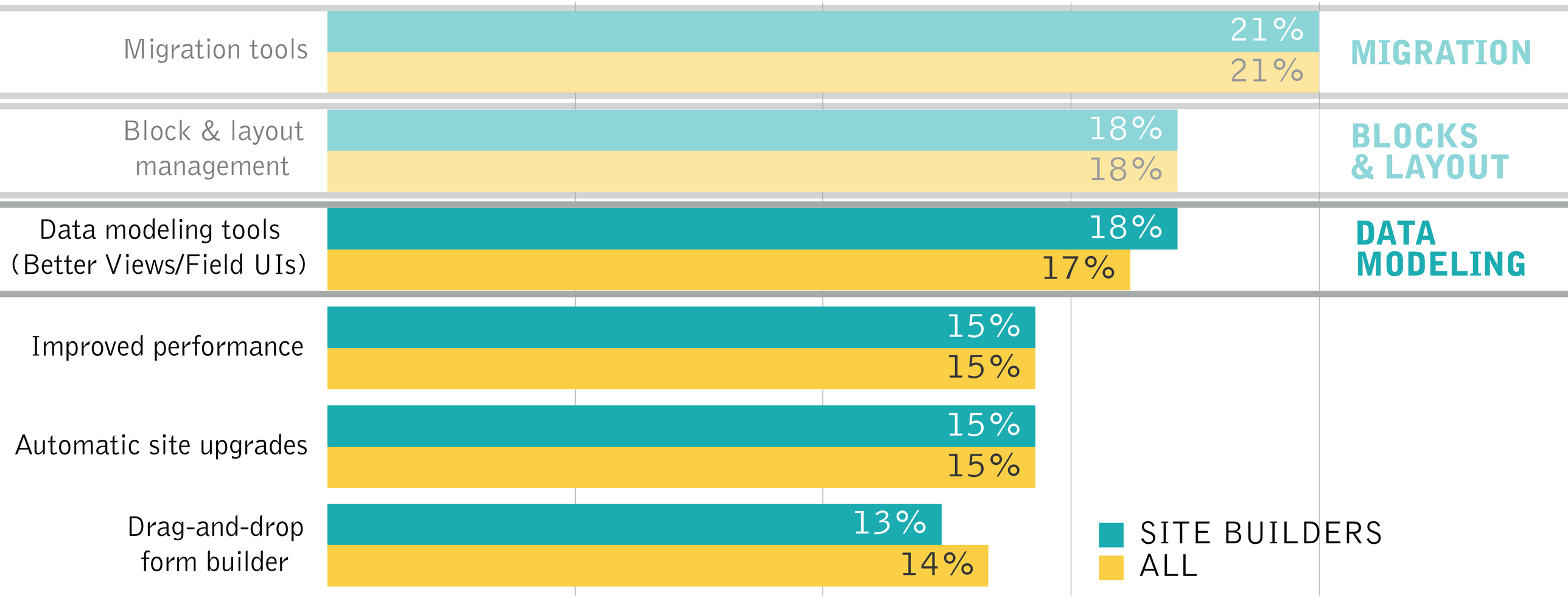



Proposed initiatives
Planned initiatives
Active initiatives
BLOCKS & LAYOUT
MEDIA
WORKFLOW
MIGRATE

AREAS TO IMPROVE FOR
SITE BUILDERS



DATA MODELING TOOLS INITIATIVE

See it in action...
You're a site builder making a site for foodie meetups where you share and discuss recipes. You want to be able to easily create an event content type with associated recipes.

DATA MODELING TOOLS INITIATIVE

Start with more primitives

Vision mockup

Manage | Shortcuts | kevinoleary | Edit

Edit content model

Add content types and create relationships

+

Save content model

Import

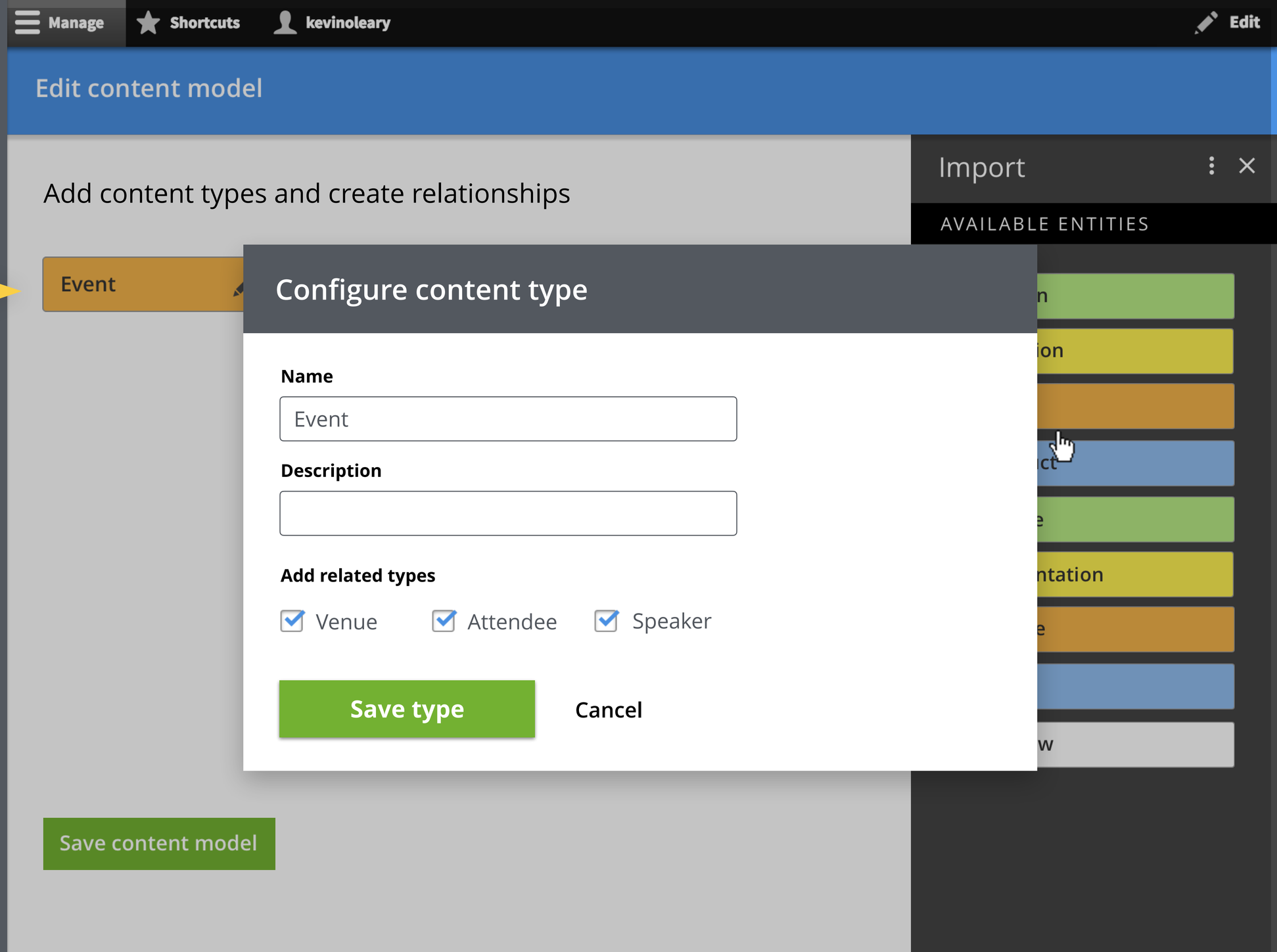
AVAILABLE ENTITIES

- Person
- Location
- Event
- Product
- Article
- Presentation
- Recipe
- Video

+ Add new

DATA MODELING TOOLS INITIATIVE

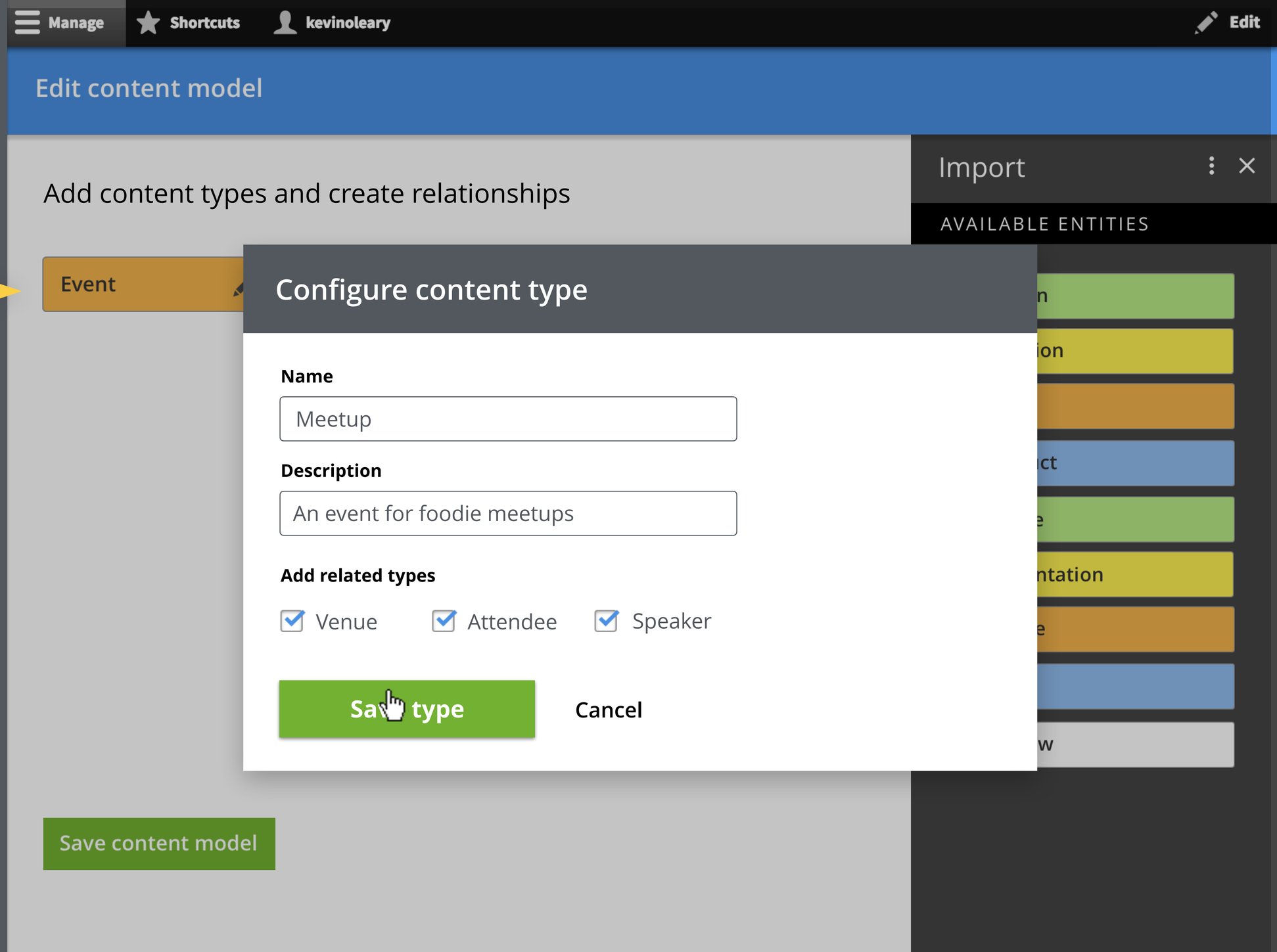
Configure from the top down



Vision mockup

DATA MODELING TOOLS INITIATIVE

Configure from the top down



Vision mockup

DATA MODELING TOOLS INITIATIVE

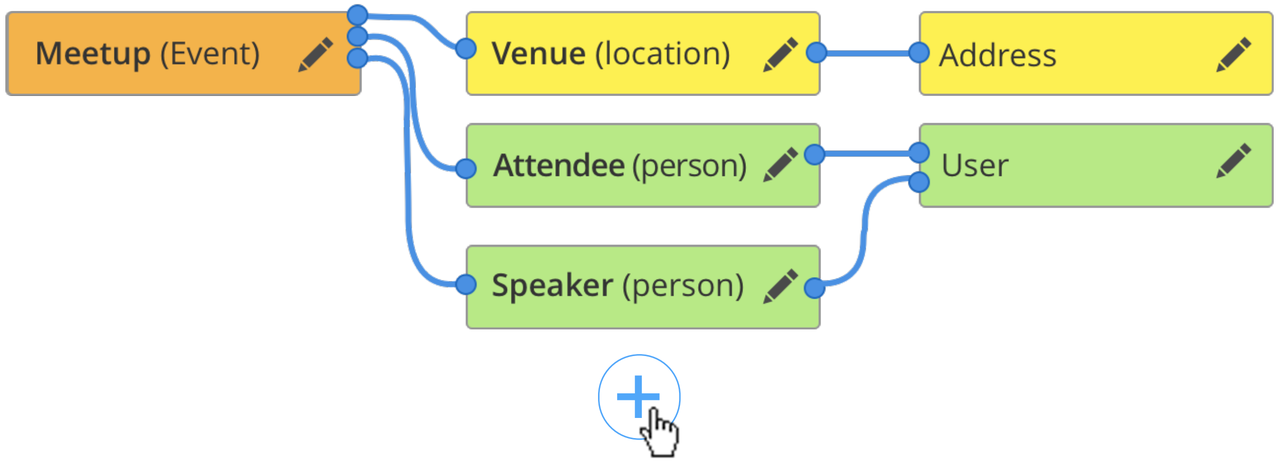
With sane defaults

Vision mockup

Manage | Shortcuts | kevinoleary | Edit

Edit content model

Add content types and create relationships

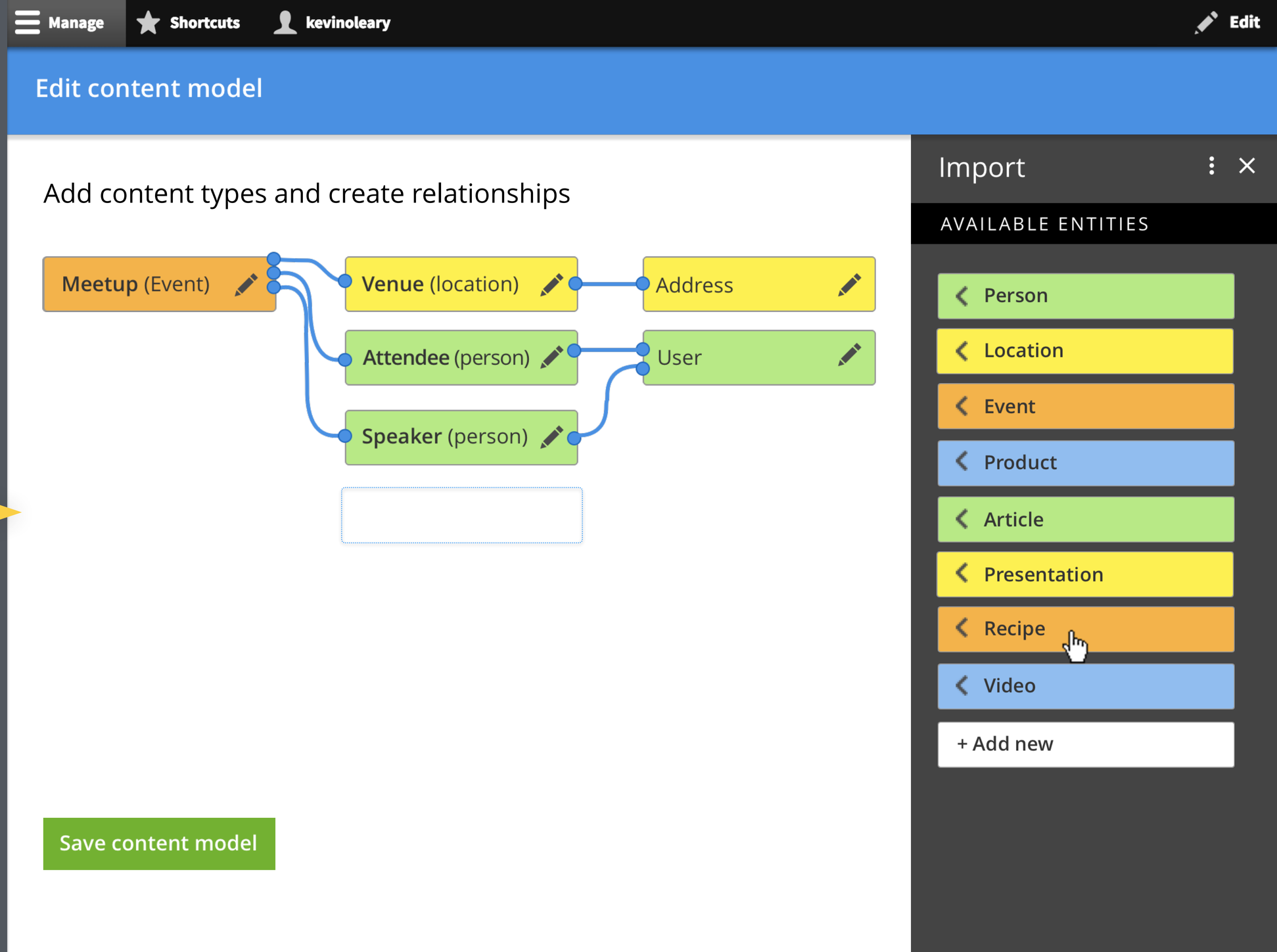


Save content model

DATA MODELING TOOLS INITIATIVE

Only customize for edge cases

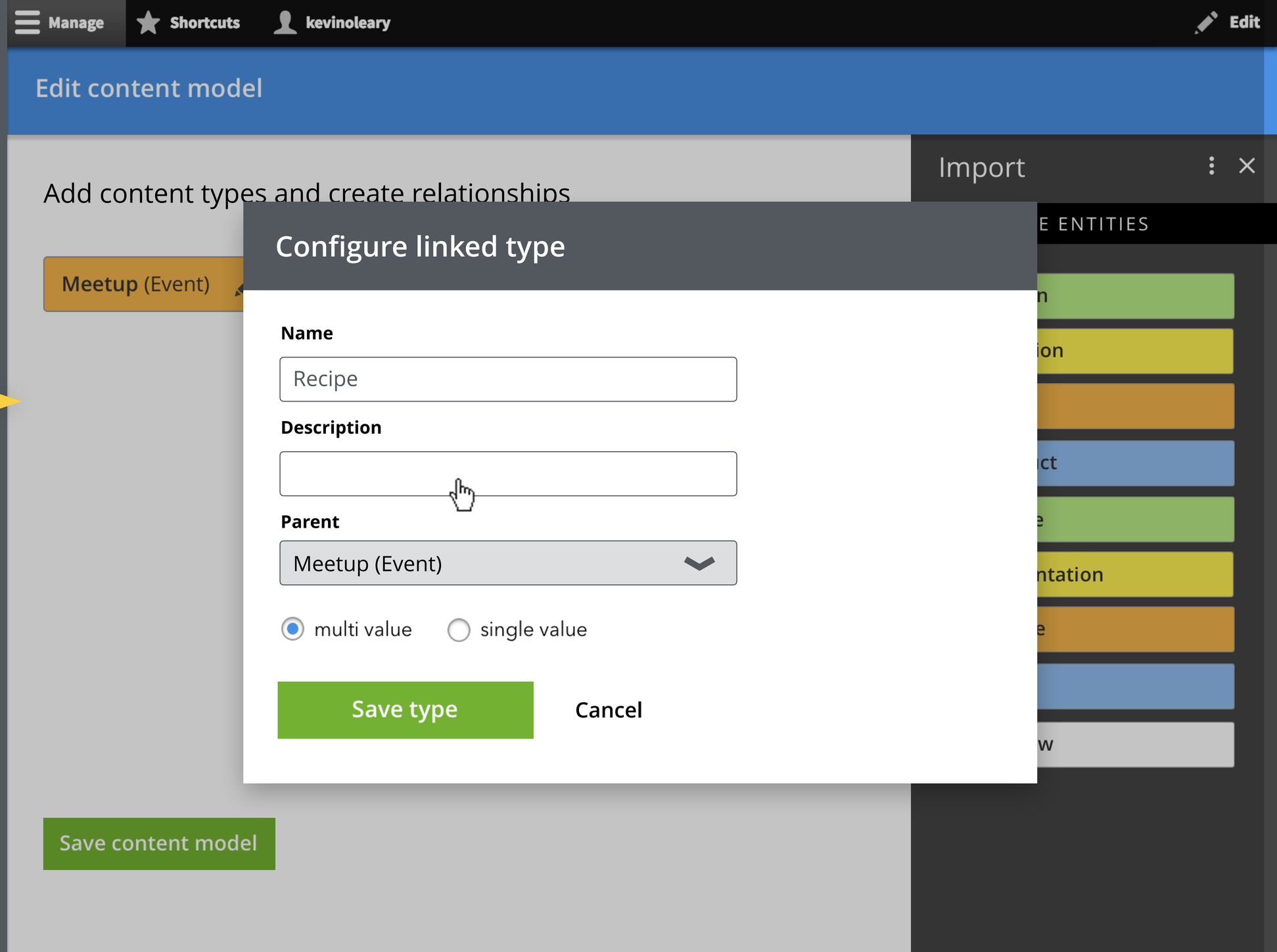
Vision mockup



DATA MODELING TOOLS INITIATIVE

Only customize for edge cases

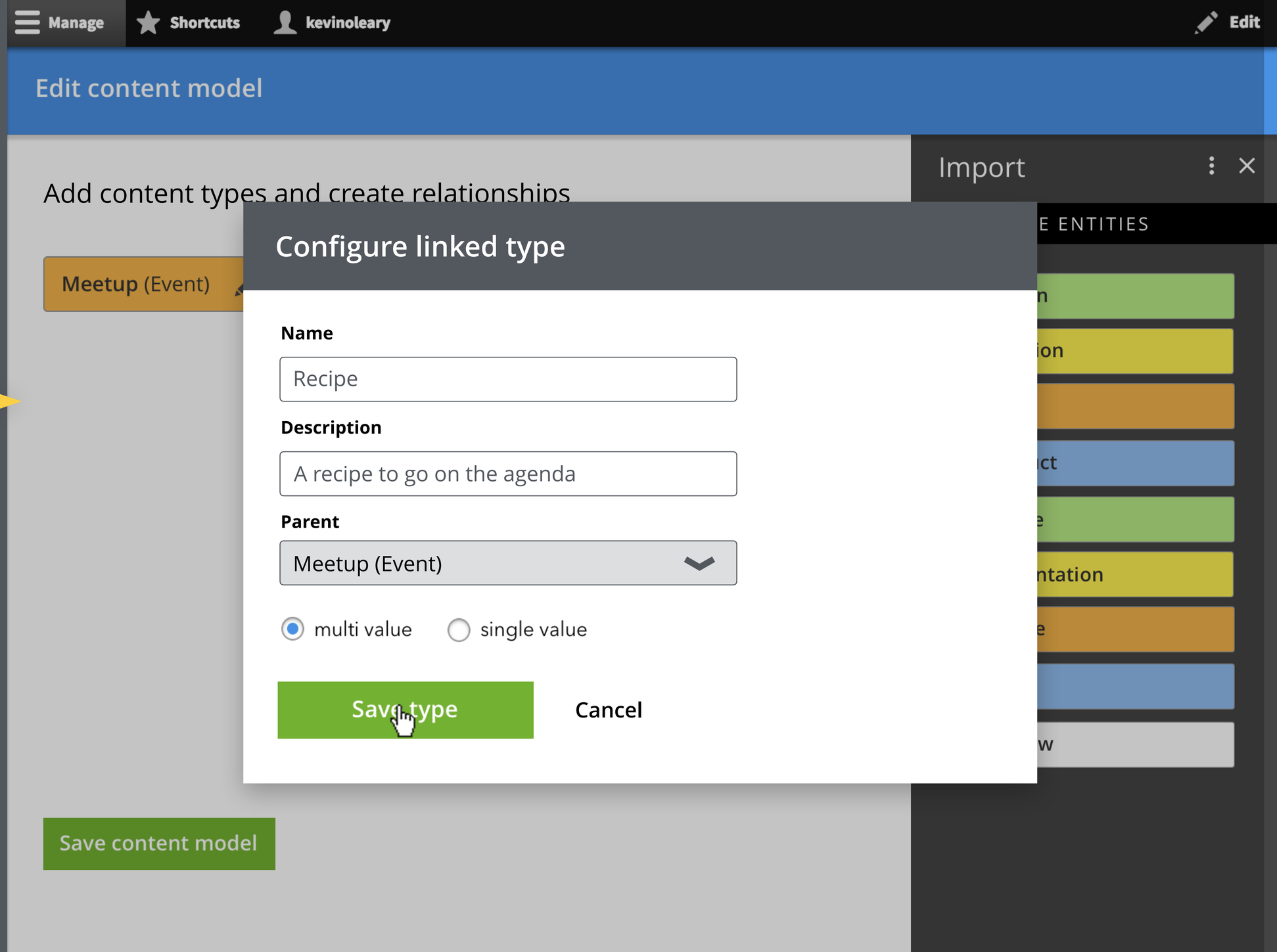
Vision mockup



DATA MODELING TOOLS INITIATIVE

Only customize for edge cases

Vision mockup



DATA MODELING TOOLS INITIATIVE

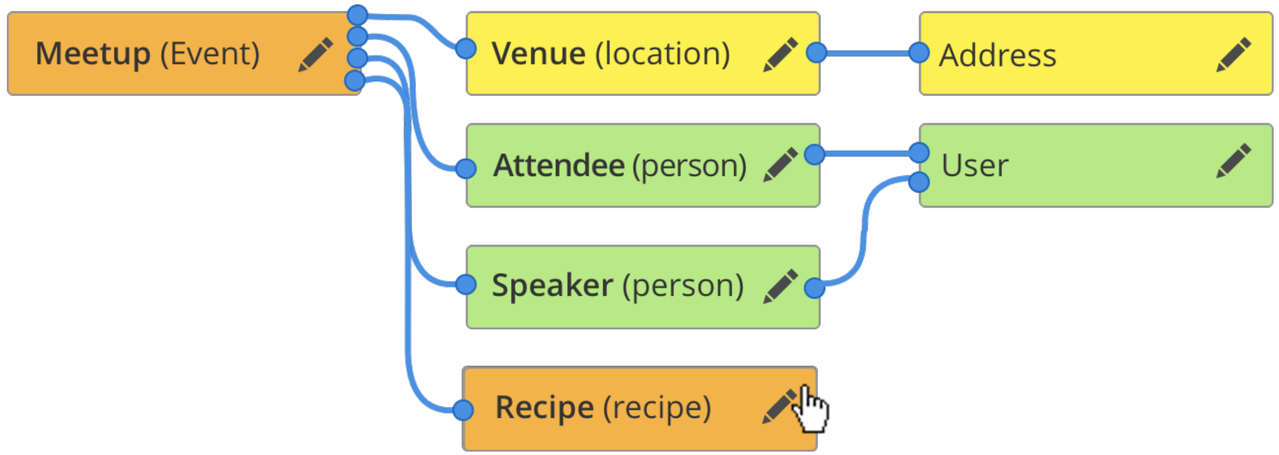
When complete you can still tweak fields as always

Vision mockup

Manage | Shortcuts | kevinoleary | Edit

Edit content model

Add content types and create relationships



Save content model

Import

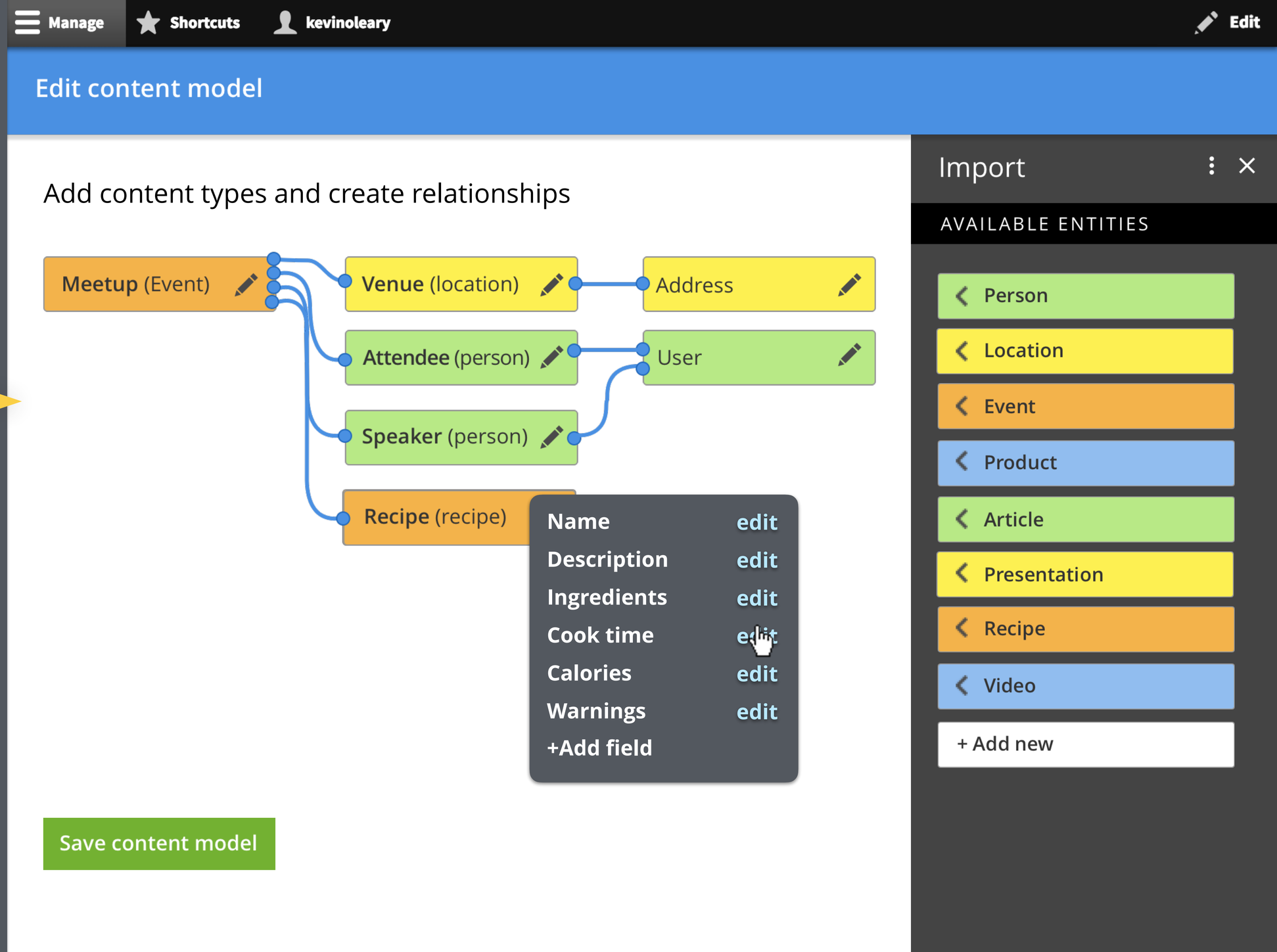
AVAILABLE ENTITIES

- Person
- Location
- Event
- Product
- Article
- Presentation
- Recipe
- Video
- + Add new

DATA MODELING TOOLS INITIATIVE

When complete you can still tweak fields as always

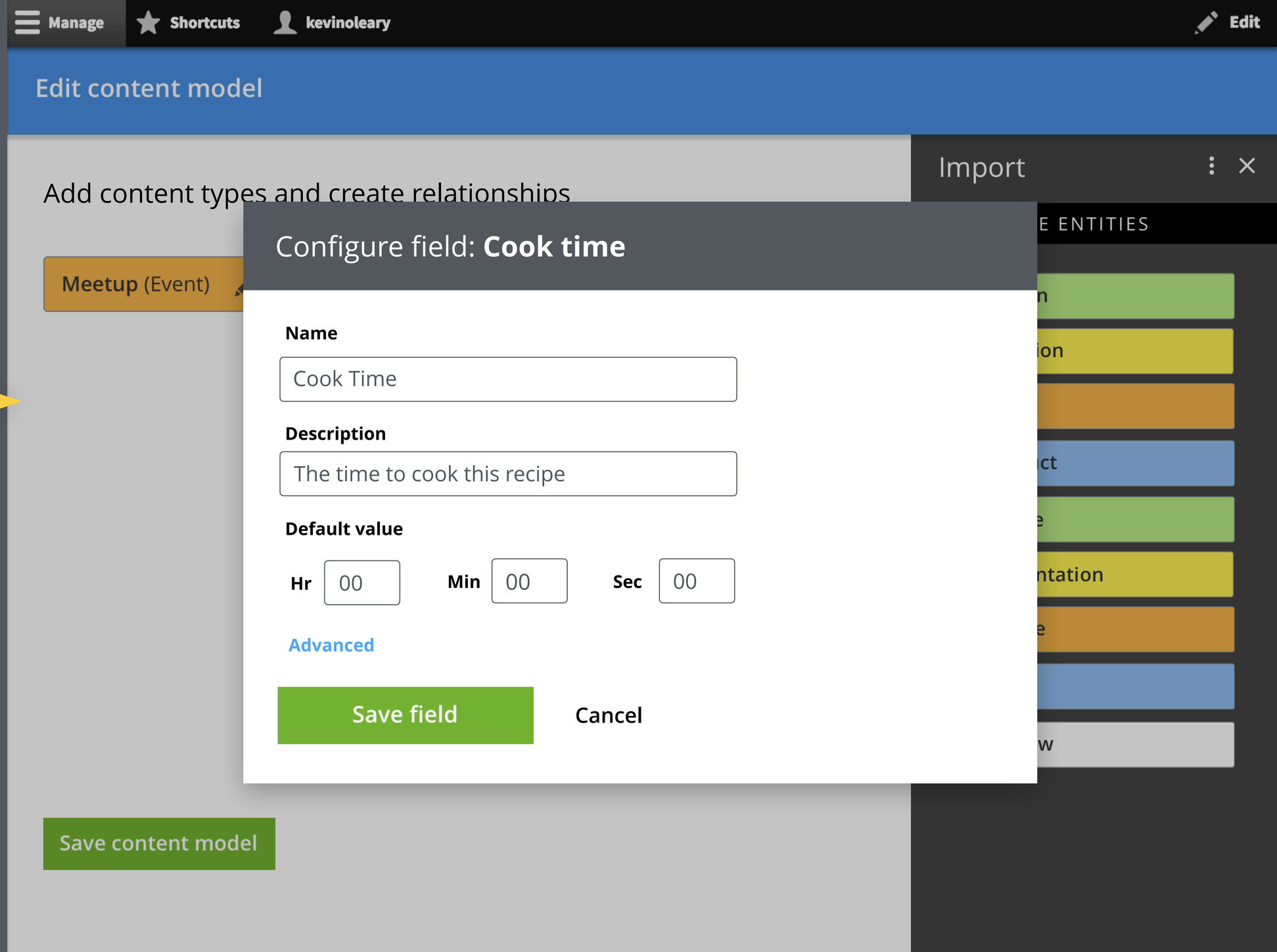
Vision mockup

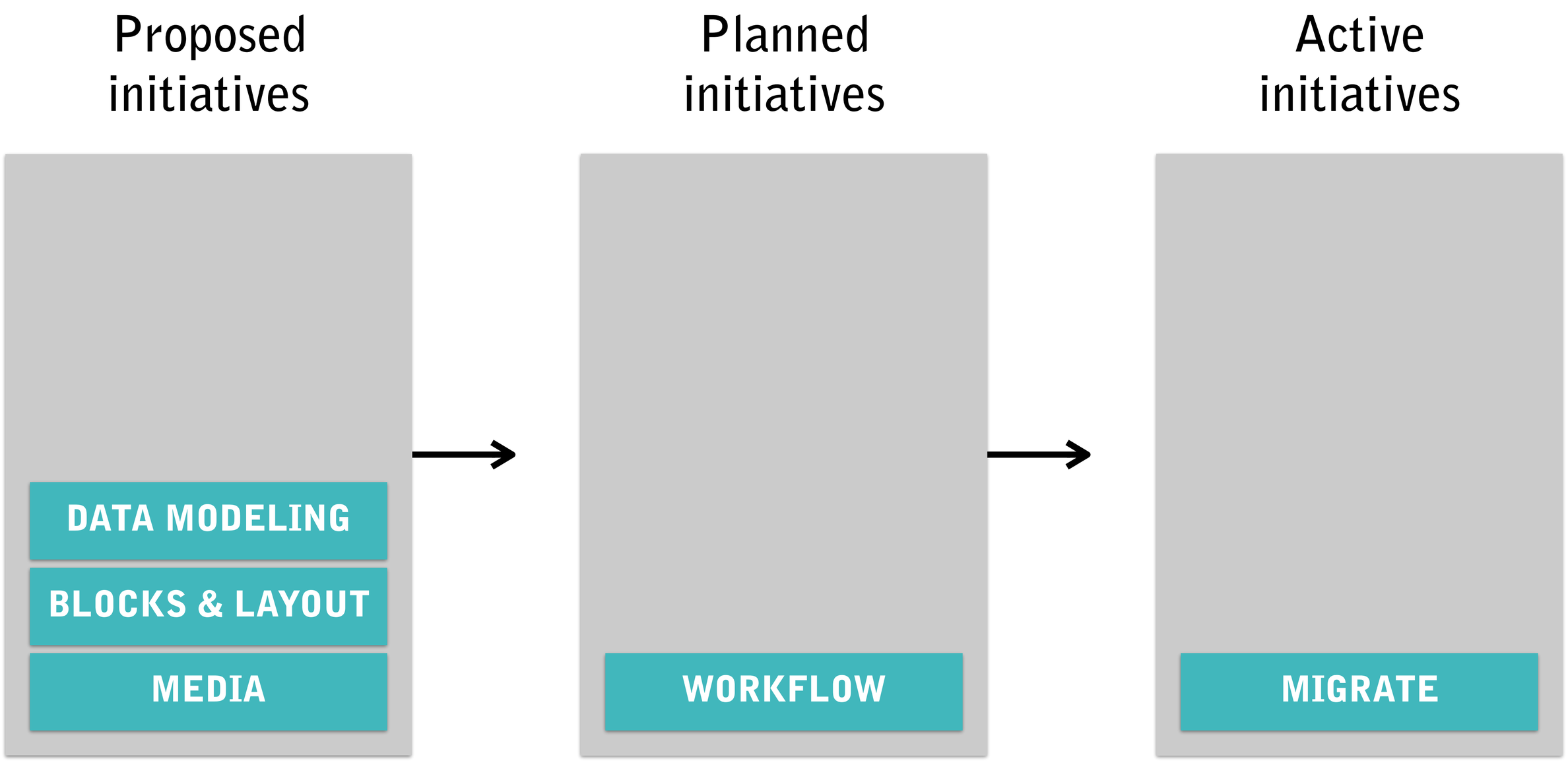


DATA MODELING TOOLS INITIATIVE

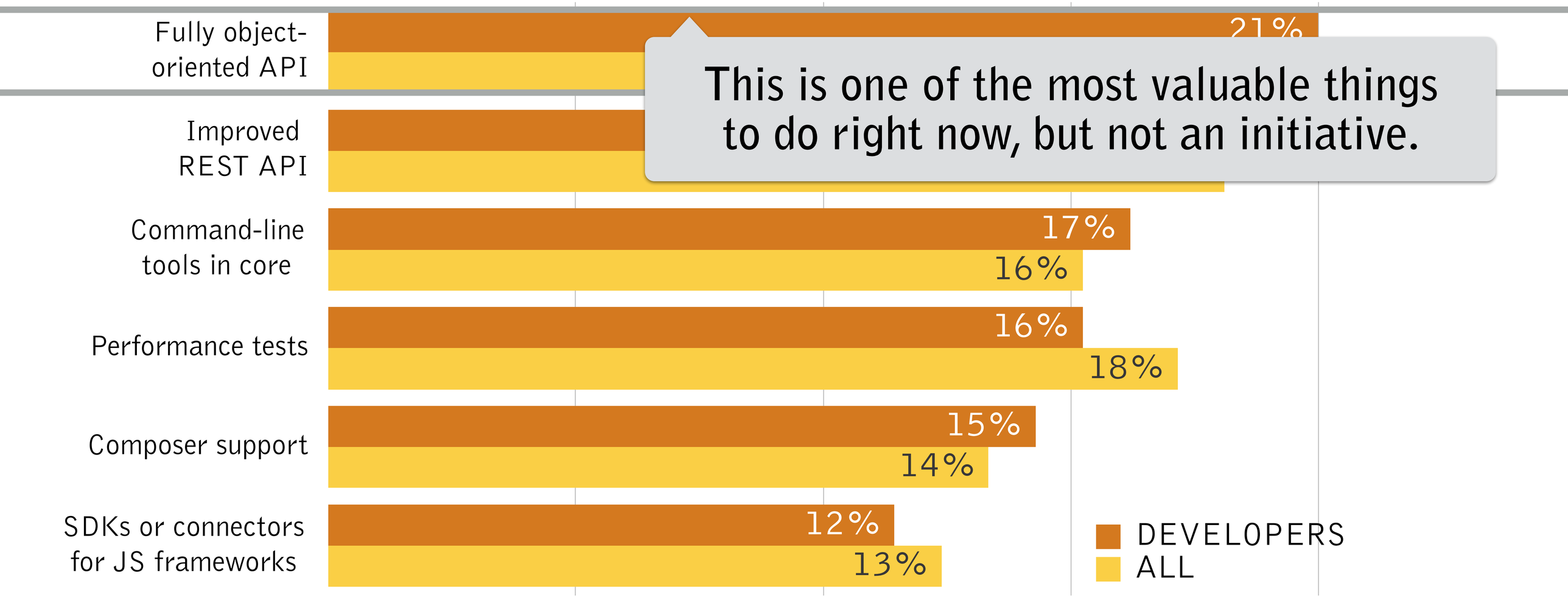
When complete you can still tweak fields as always

Vision mockup



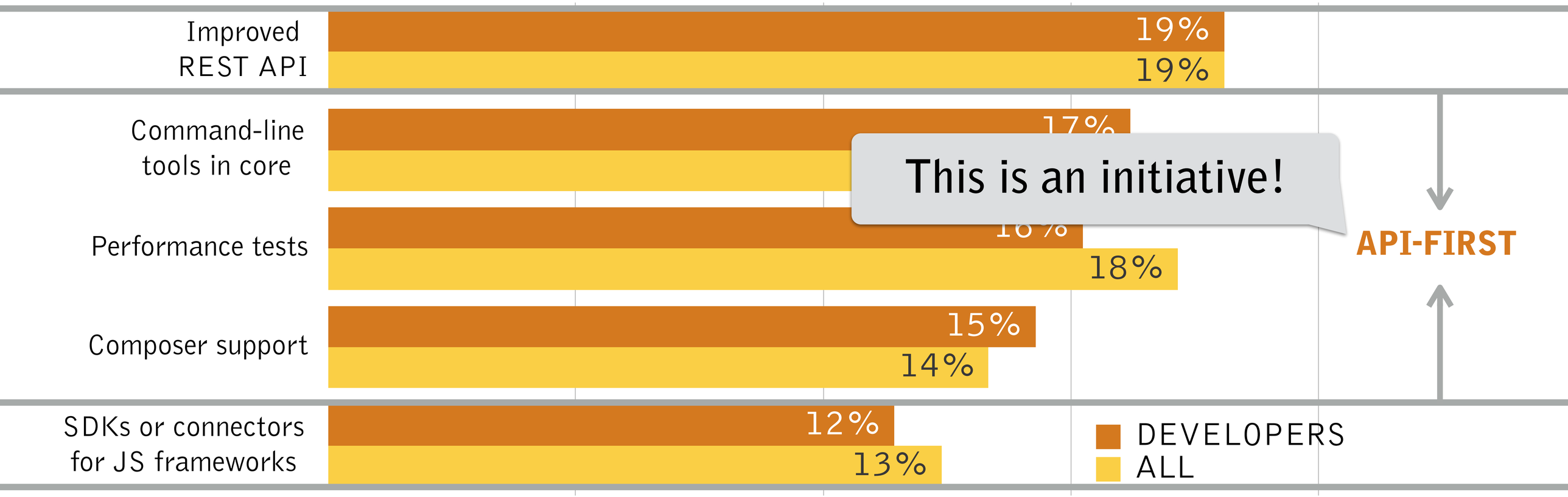

Proposed initiatives
Planned initiatives
Active initiatives
DATA MODELING
BLOCKS & LAYOUT
MEDIA
WORKFLOW
MIGRATE

AREAS TO IMPROVE FOR DEVELOPERS



This is one of the most valuable things to do right now, but not an initiative.

AREAS TO IMPROVE FOR DEVELOPERS

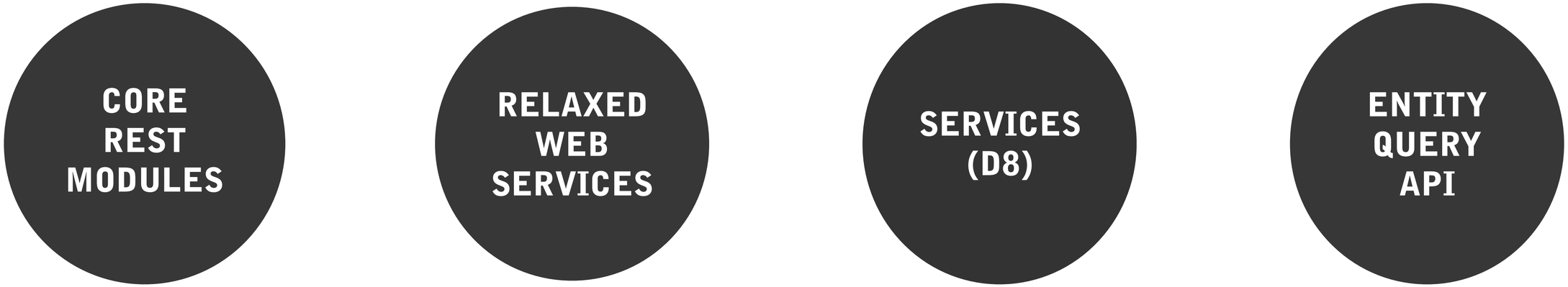


API-FIRST INITIATIVE

Integrate with other systems, bring your content anywhere, display it as you wish.

WEB SERVICES

Web services in Drupal 8 are currently scattered across diverse feature sets.



But that isn't ideal.

First, we need a full feature set and unified REST API in Drupal core.

Comparison at

http://buytaert.net/an-overview-of-web-service-solutions-in-drupal-8

REST

- Full feature set
- Single REST API in core

1

SDKs

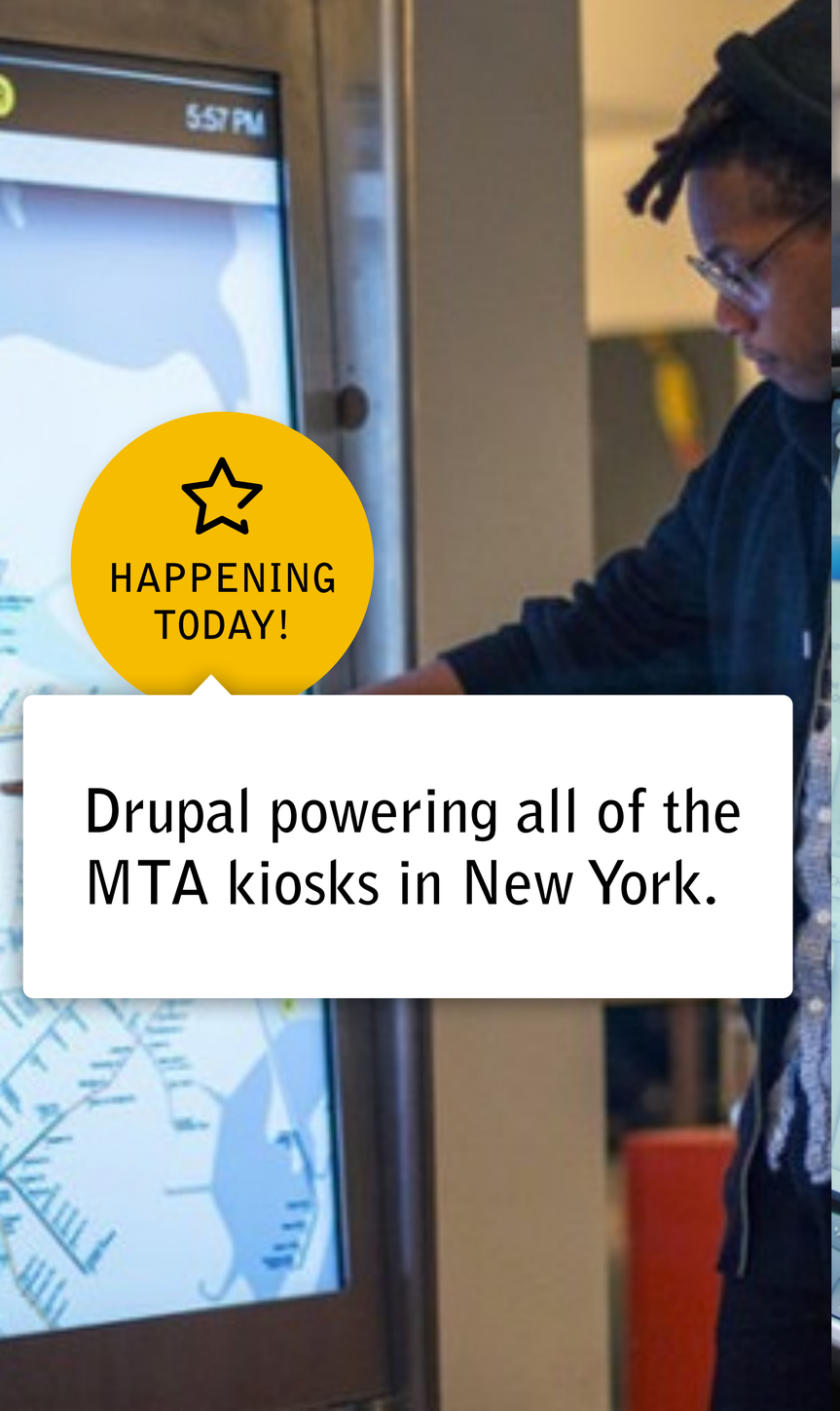
- For JavaScript apps
- For native apps

2

GraphQL

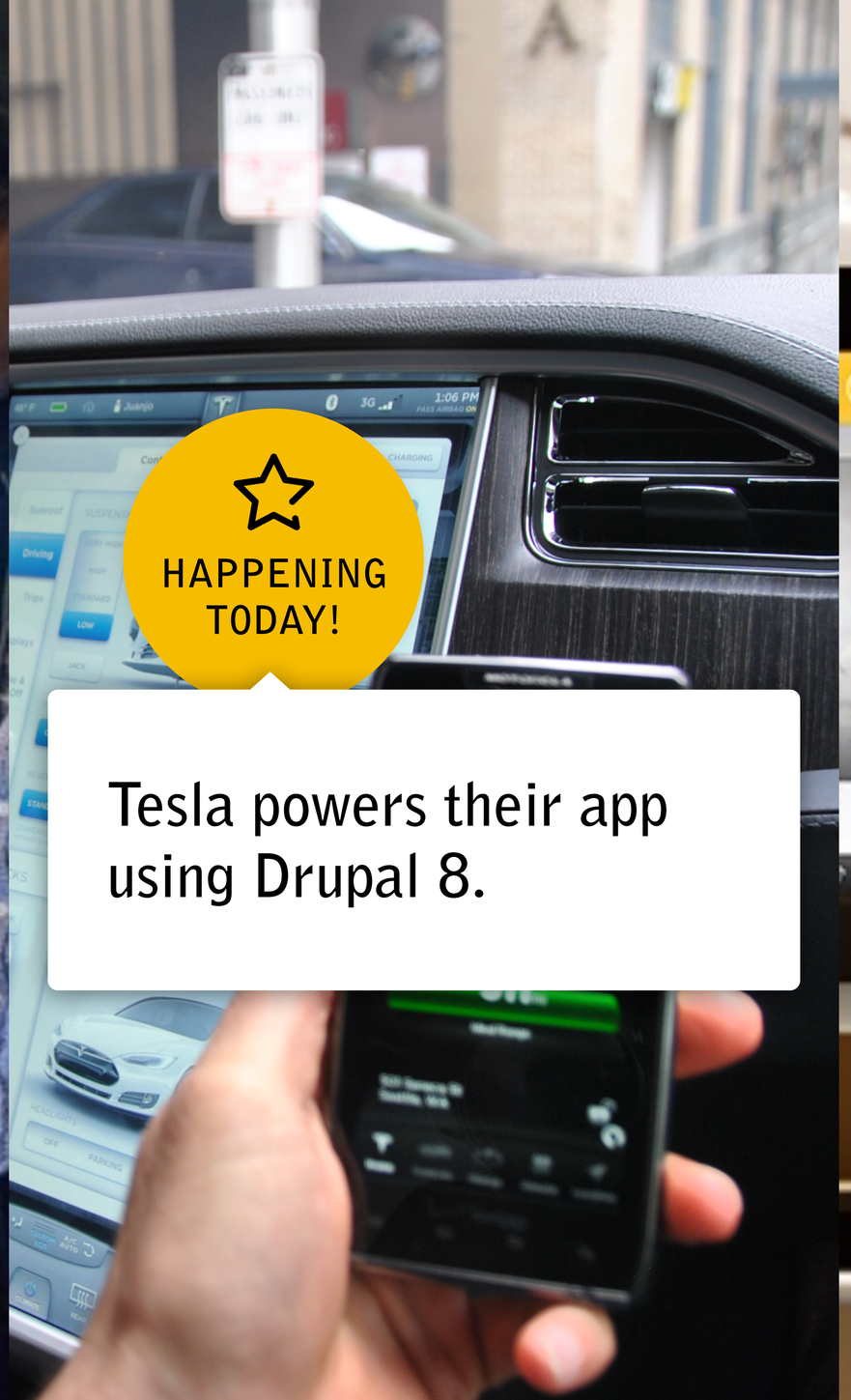
- Client-specified queries
- Schema introspection

3



HAPPENING TODAY!

Drupal powering all of the MTA kiosks in New York.

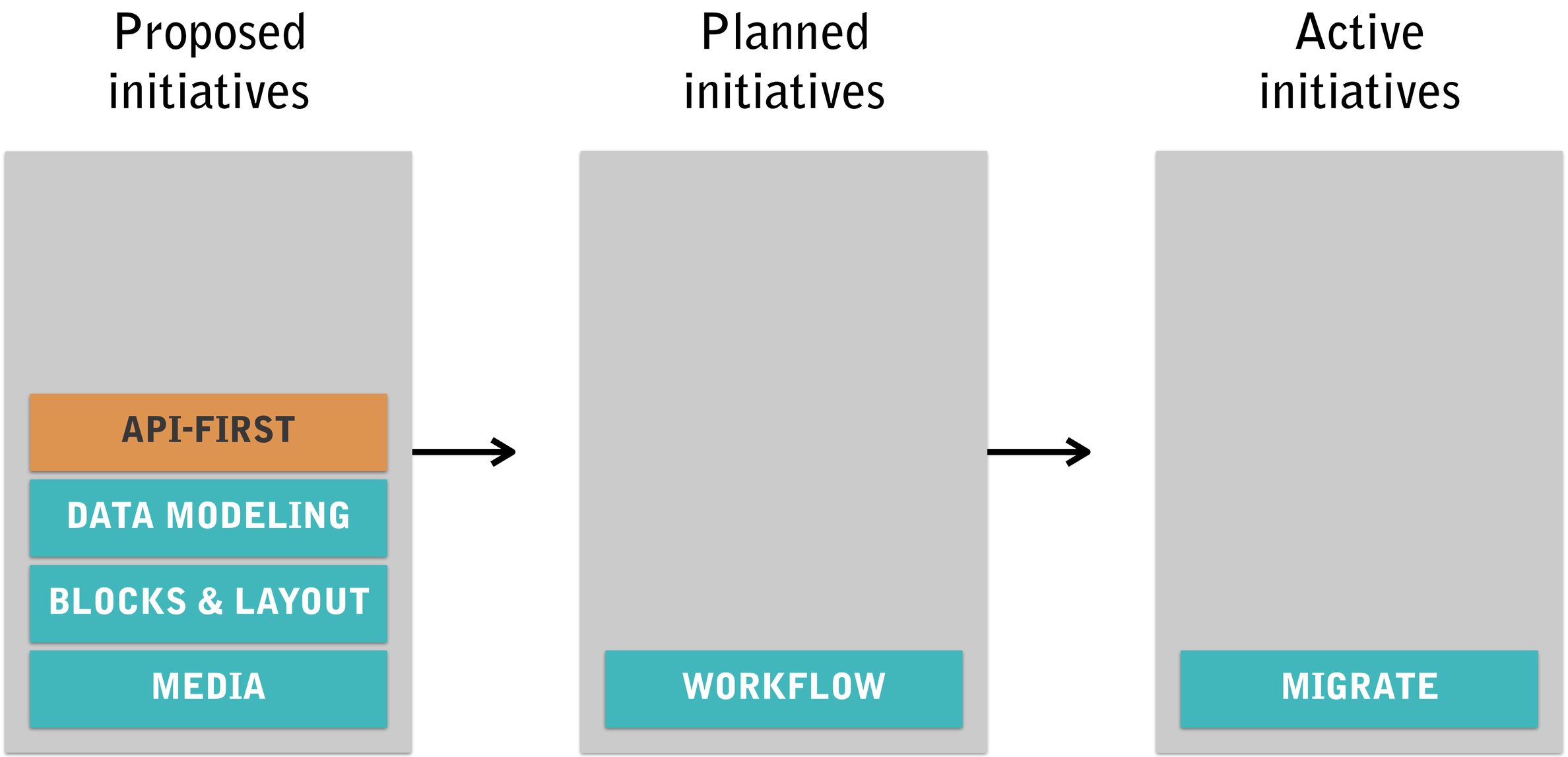


HAPPENING TODAY!

Tesla powers their app using Drupal 8.

HAPPENING TODAY!

Lufthansa using Drupal 8 to power in-flight system.


Proposed initiatives
Planned initiatives
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API-FIRST
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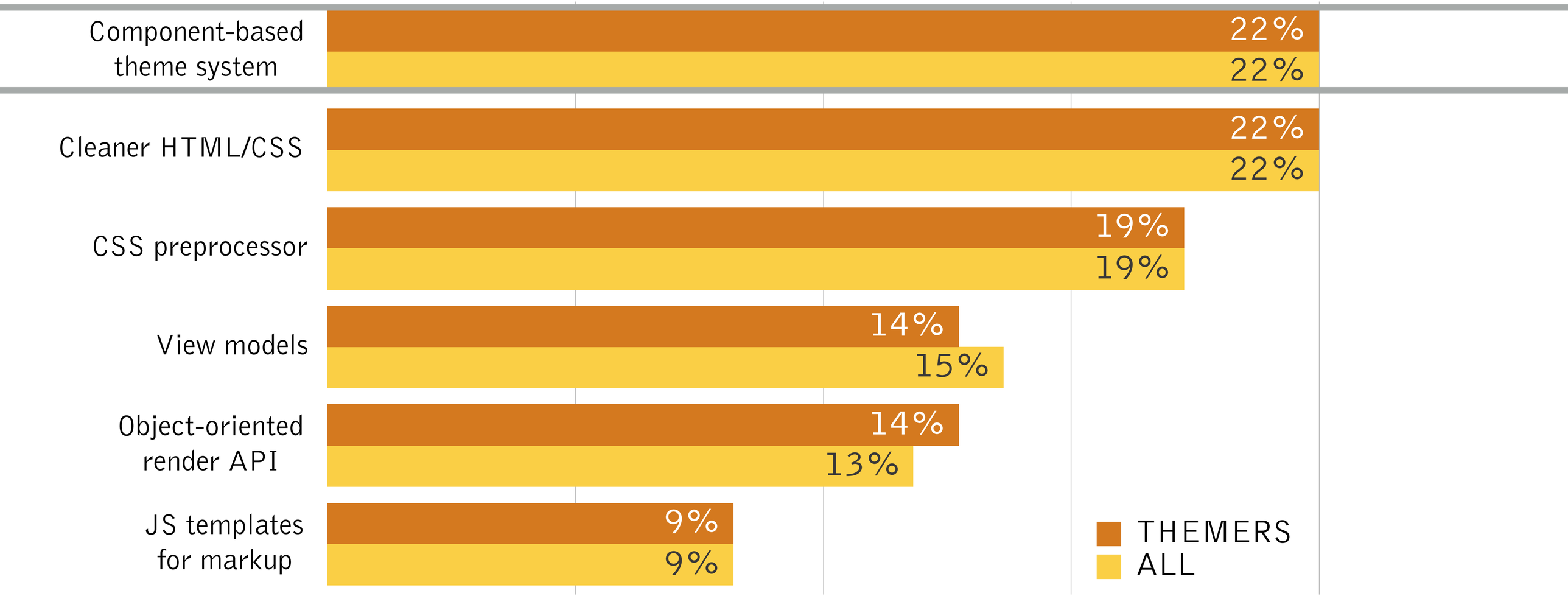
WORKFLOW
MIGRATE

AREAS TO IMPROVE FOR THEMERS

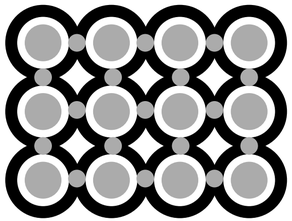
THEME COMPONENT LIBRARY



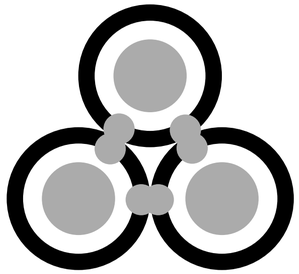
THEME COMPONENT LIBRARY INITIATIVE

Convert Drupal's complex combination of templates and huge render arrays into a simple, structured tree of reusable components.

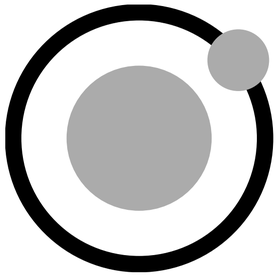
WHAT ARE COMPONENTS?



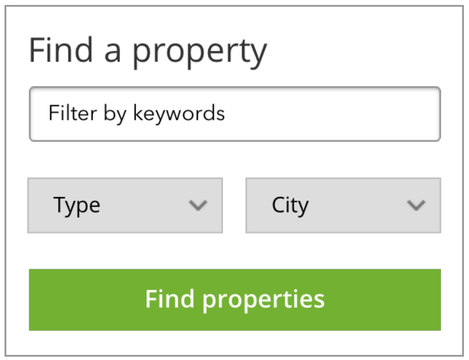
Organisms

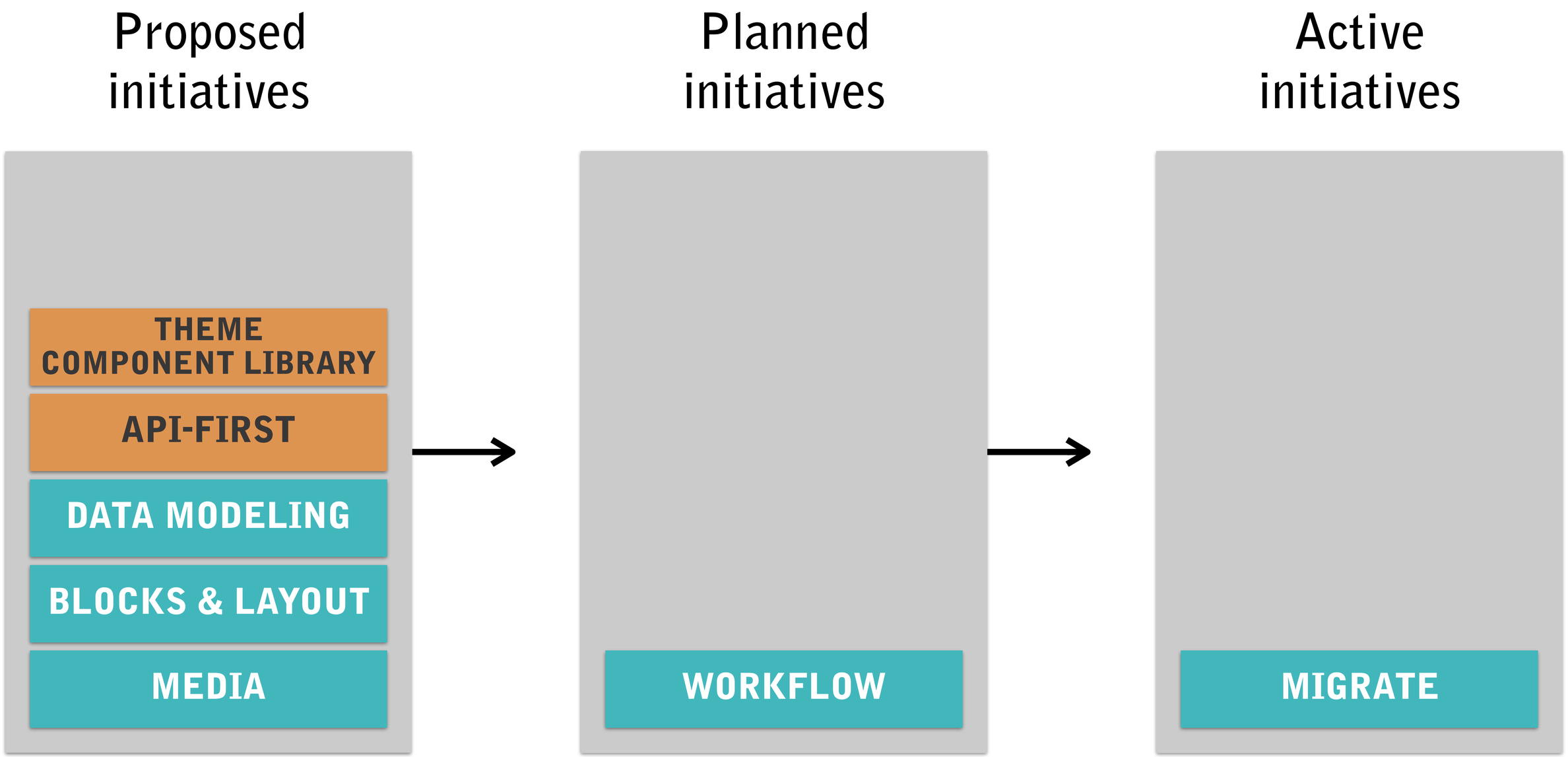


Molecules



Atoms




Proposed initiatives
Planned initiatives
Active initiatives
THEME COMPONENT LIBRARY
API-FIRST
DATA MODELING
BLOCKS & LAYOUT
MEDIA
WORKFLOW
MIGRATE

DATA MODELING

WORKFLOW

BLOCKS & LAYOUT

MIGRATE

MEDIA

75% focus on the editorial experience

EX

THEME

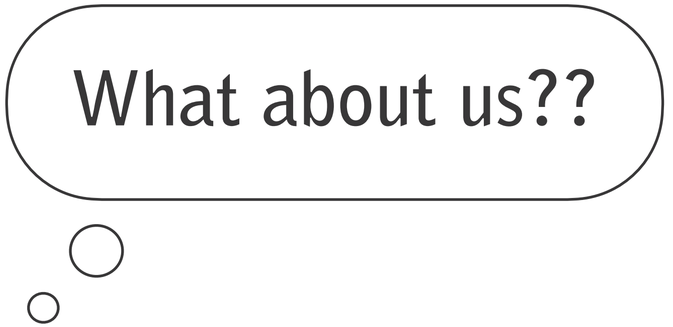
COMPONENT LIBRARY

API-FIRST

DX

25% focus on the developer experience

CX
CUSTOMER EXPERIENCE
Adobe Experience Manager
sitecore
EDITORIAL EXPERIENCE
EX
WordPress
SQUARESPACE
prismic.io
contentful
ember
DX
DEVELOPER EXPERIENCE



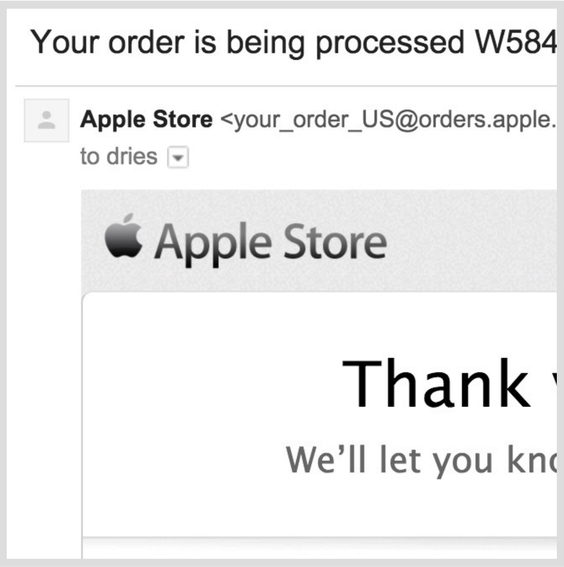
But what about the **CUSTOMER EXPERIENCE?**

CUSTOMER EXPERIENCE

Customer experience is
CROSS-CHANNEL

E-COMMERCE SITE

E-MAIL MESSAGE

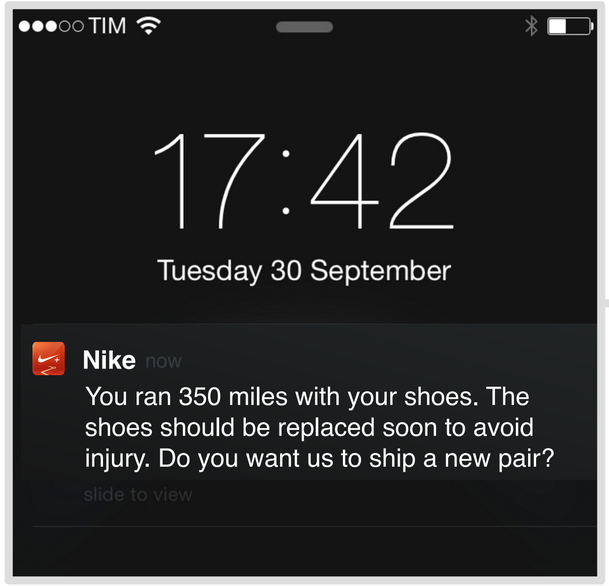


NOTIFICATION

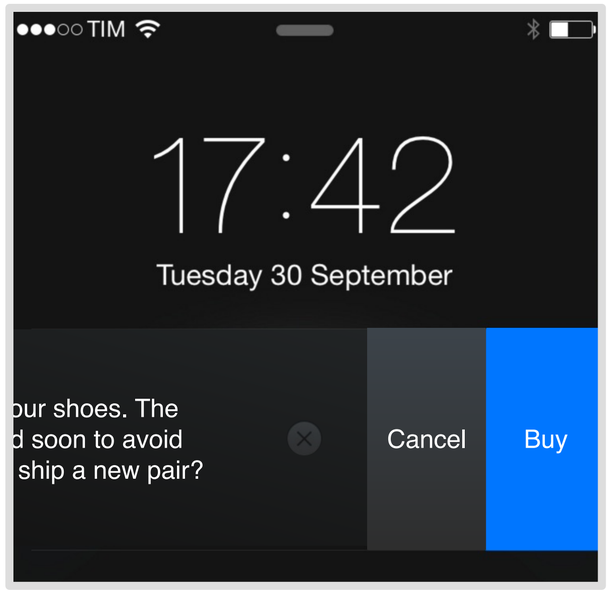
CX becomes
WEBLESS

INTERNET OF THINGS

NOTIFICATION



MOBILE COMMERCE

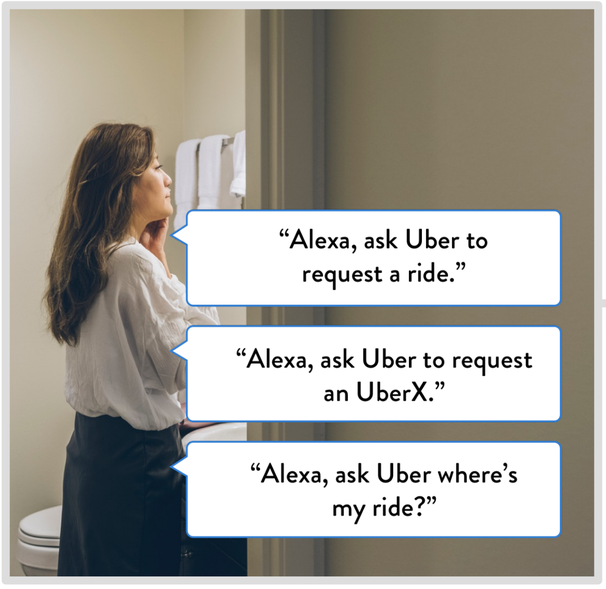


Conversational interfaces

SPOKEN EXPERIENCES

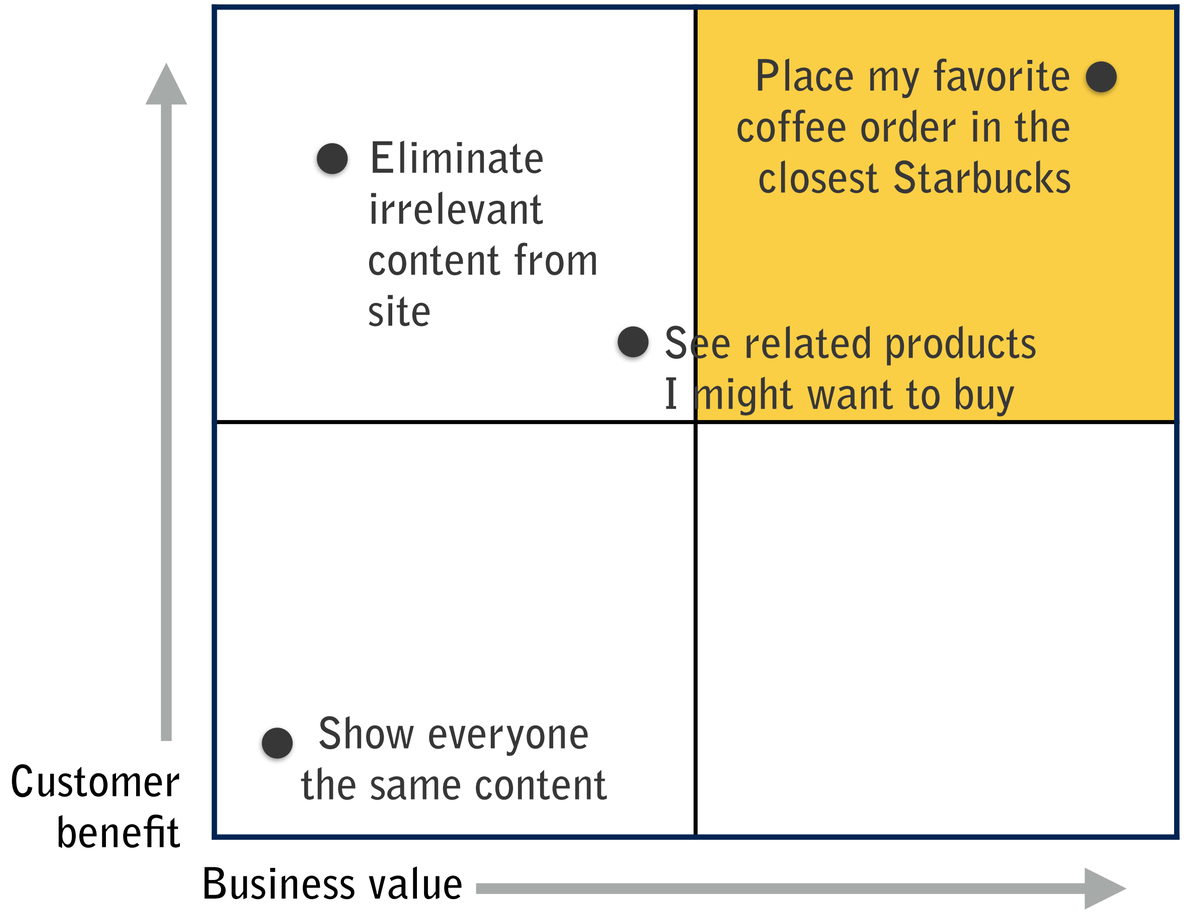
HANDS-FREE

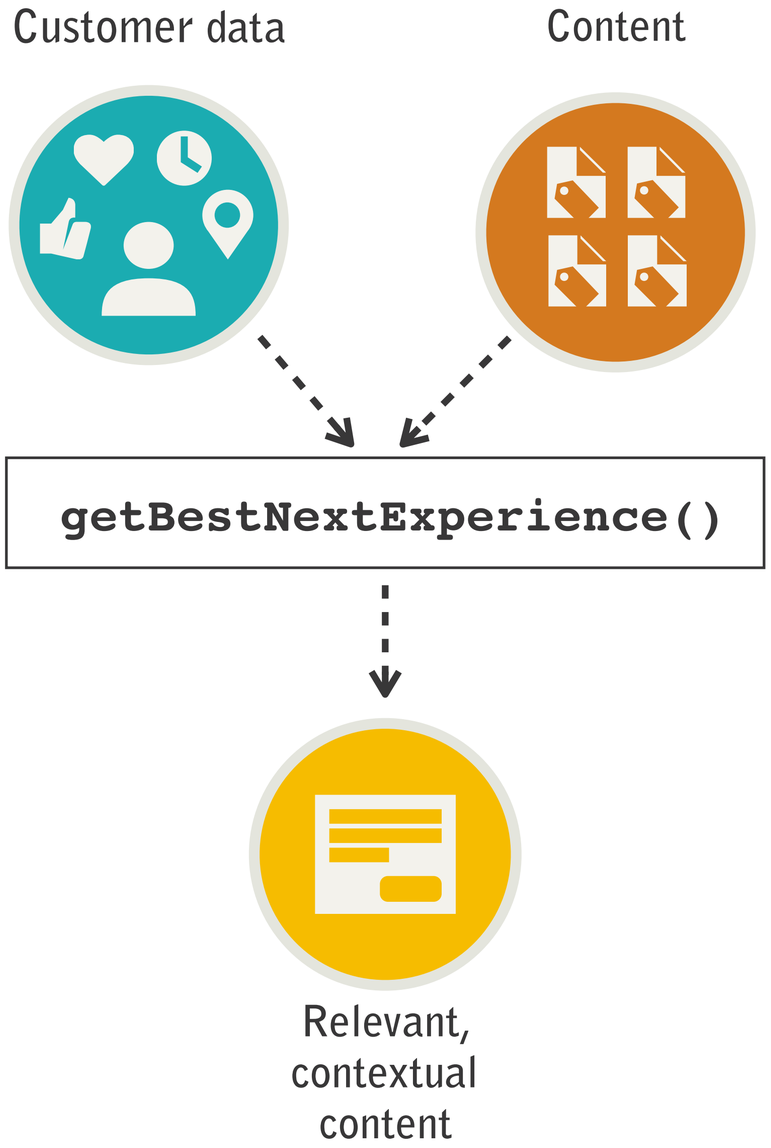
INTUITIVE



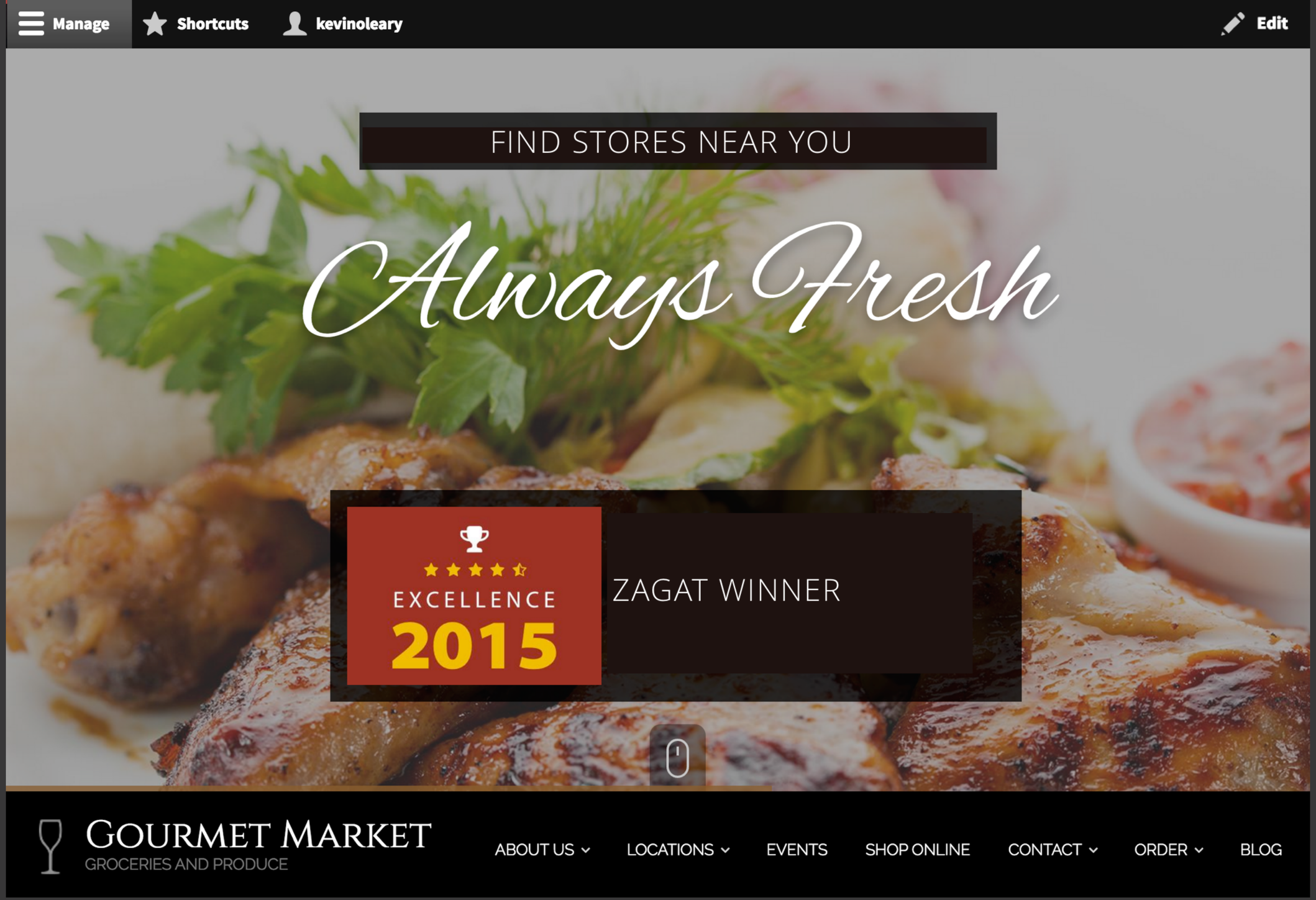
IMMEDIATE ACTION

Better digital experiences via
CONTEXTUALIZATION





FROM:	TO:
Websites & web content	Cross-channel, digital experiences
Browser-based	Any screen, device, application
Everyone sees the same content	Personal, contextual experiences
Back end tied to front-end delivery	Decoupled architecture for flexible delivery

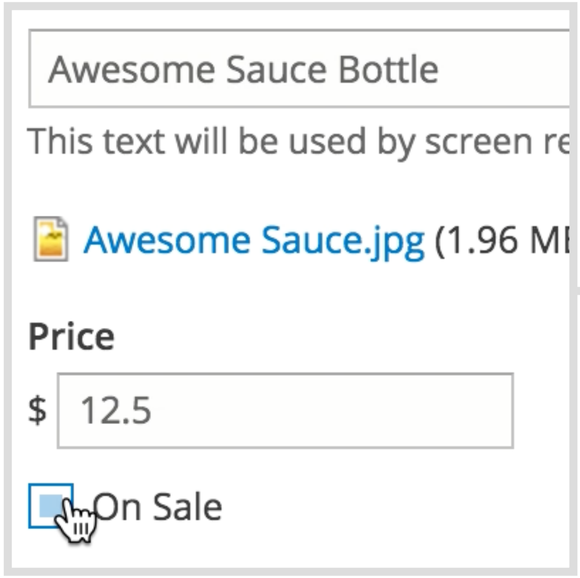

Manage
Shortcuts
kevinoleary
Edit
FIND STORES NEAR YOU
Always Fresh
EXCELLENCE
2015
ZAGAT WINNER
GOURMET MARKET
GROCERIES AND PRODUCE
ABOUT US
LOCATIONS
EVENTS
SHOP ONLINE
CONTACT
ORDER
BLOG

Alexa Demo Video

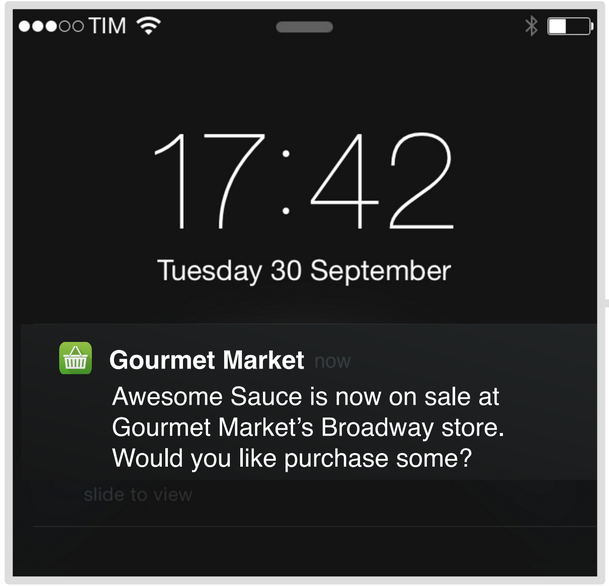
Taking customer experience

BEYOND THE PAGE

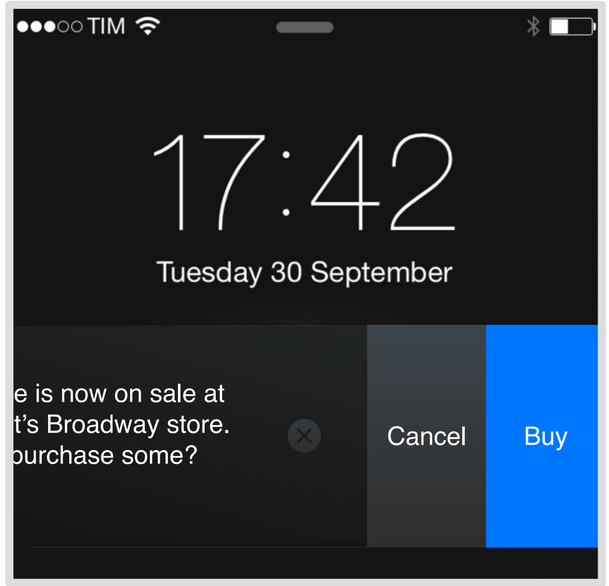
UPDATE IN DRUPAL



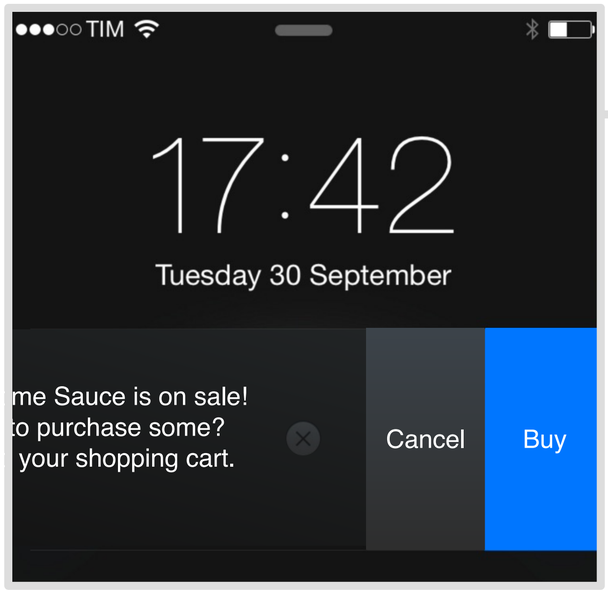
NOTIFICATION



MOBILE COMMERCE

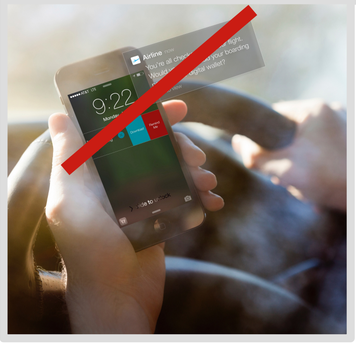


MOBILE COMMERCE

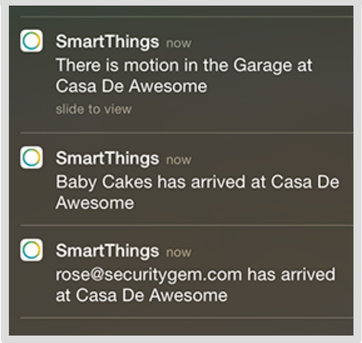


ORCHESTRATION

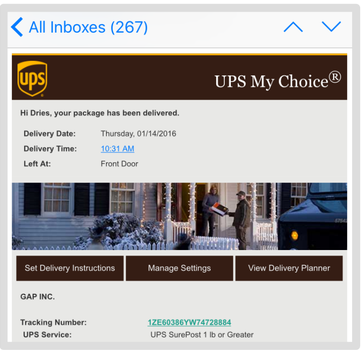
CONTEXT
Determines how to send which notification



FREQUENCY
Never sends too many or too few



CHANNEL
Chooses the best channel given these factors



PREFERENCES
Knows if user likes texts or e-mails better

CONTEXT
Determines when to send which notification

If **user is in the car** then **send voice message** .

user is asleep

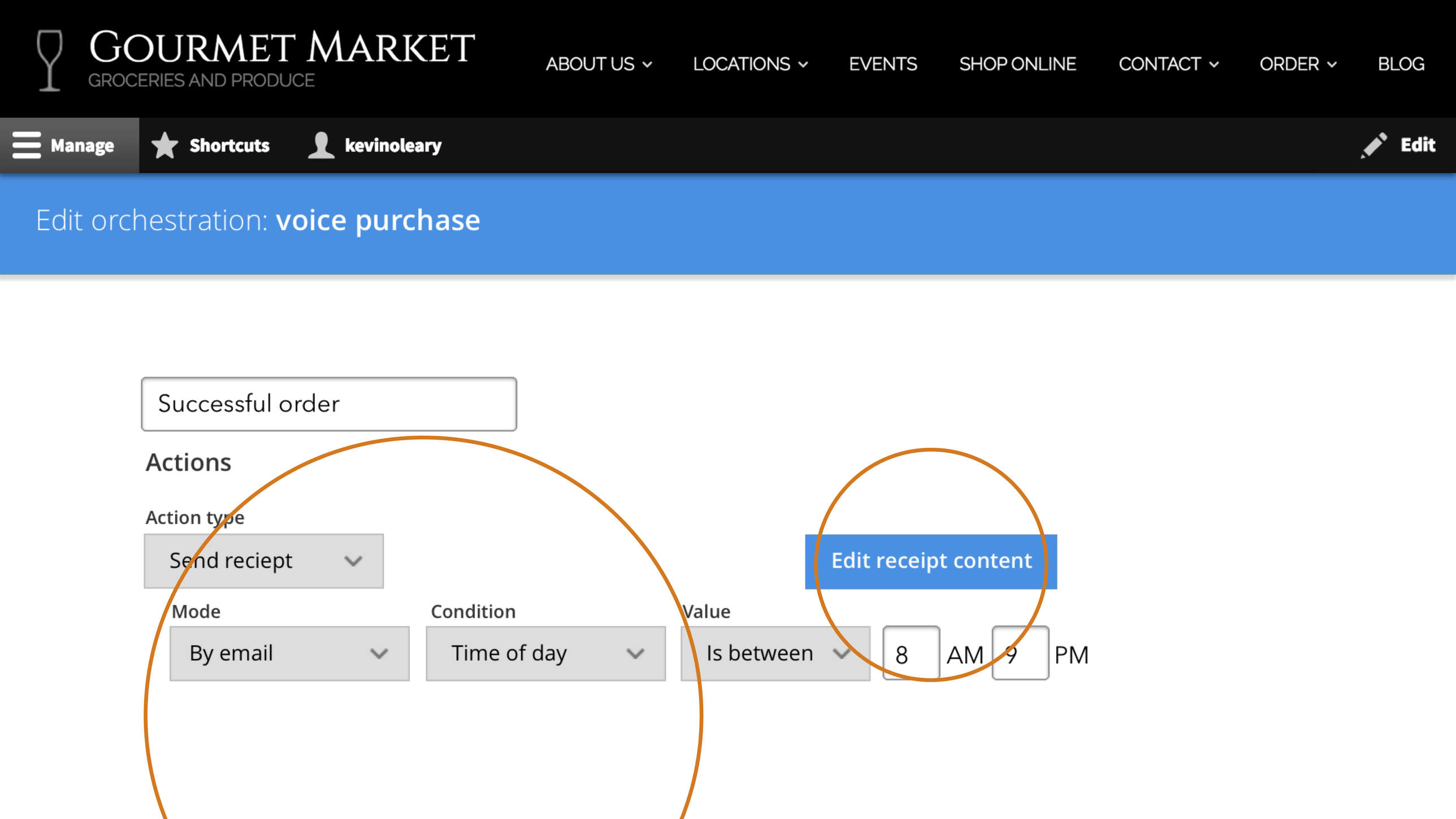
user is in a meeting

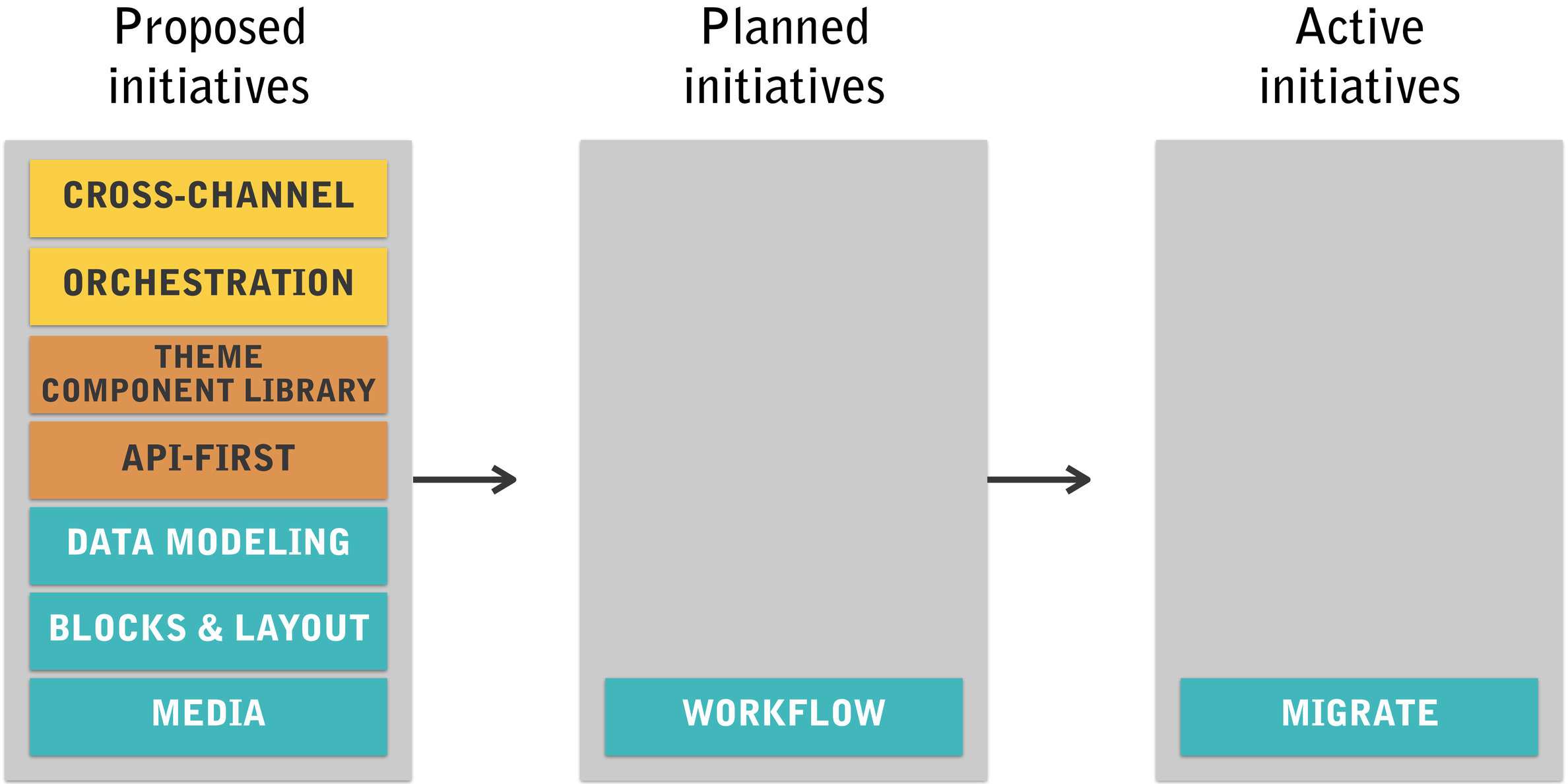
user on vacation

send text message

send e-mail

send push notification


GOURMET MARKET
GROCERIES AND PRODUCE
ABOUT US
LOCATIONS
EVENTS
SHOP ONLINE
CONTACT
ORDER
BLOG
Manage
Shortcuts
kevinoleary
Edit
Edit orchestration: voice purchase
Successful order
Actions
Action type
Send reciept
Edit receipt content
Mode
By email
Condition
Time of day
Value
Is between
8
AM
9
PM


Proposed initiatives
CROSS-CHANNEL
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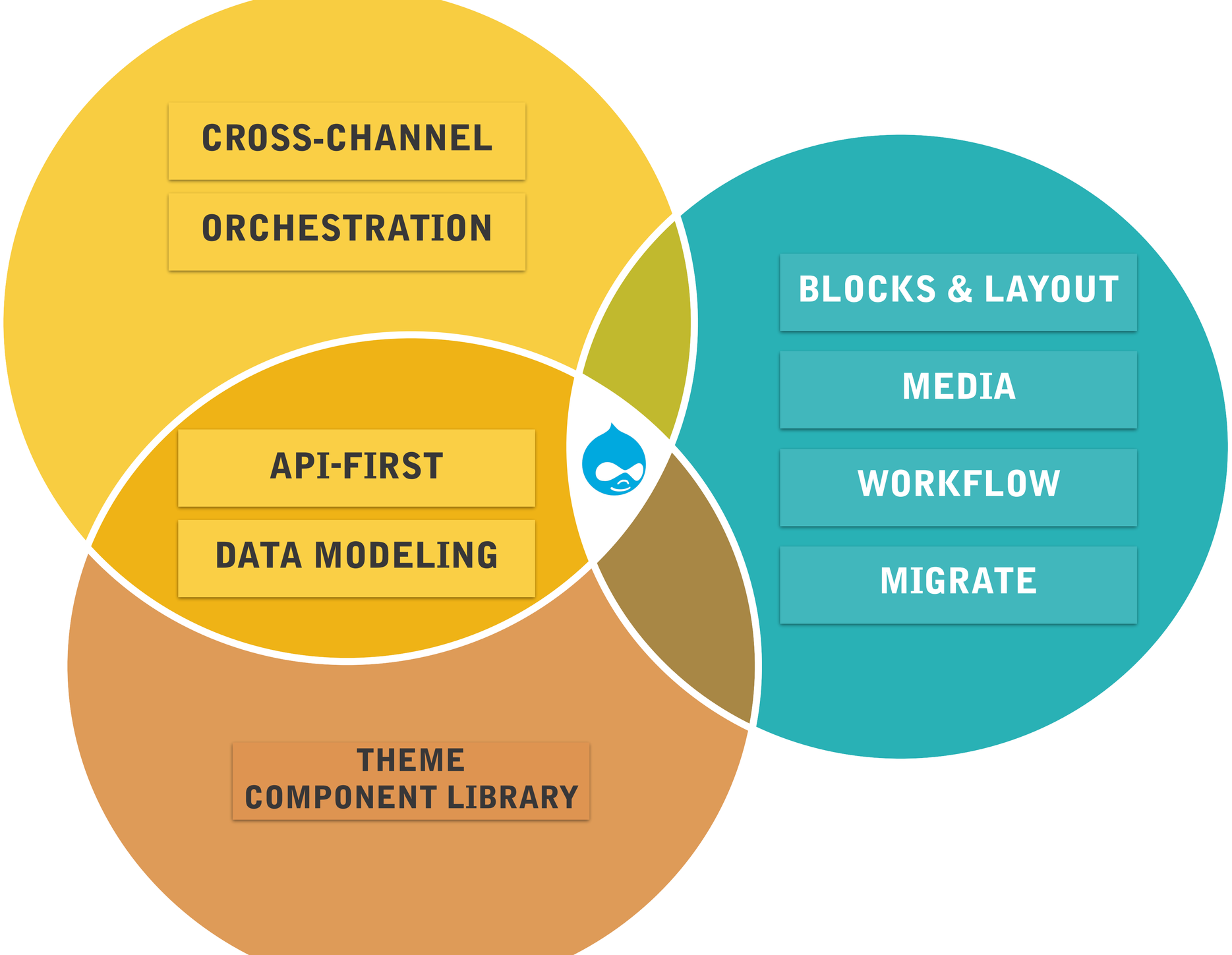
CROSS-CHANNEL
ORCHESTRATION
BLOCKS & LAYOUT
MEDIA
WORKFLOW
MIGRATE
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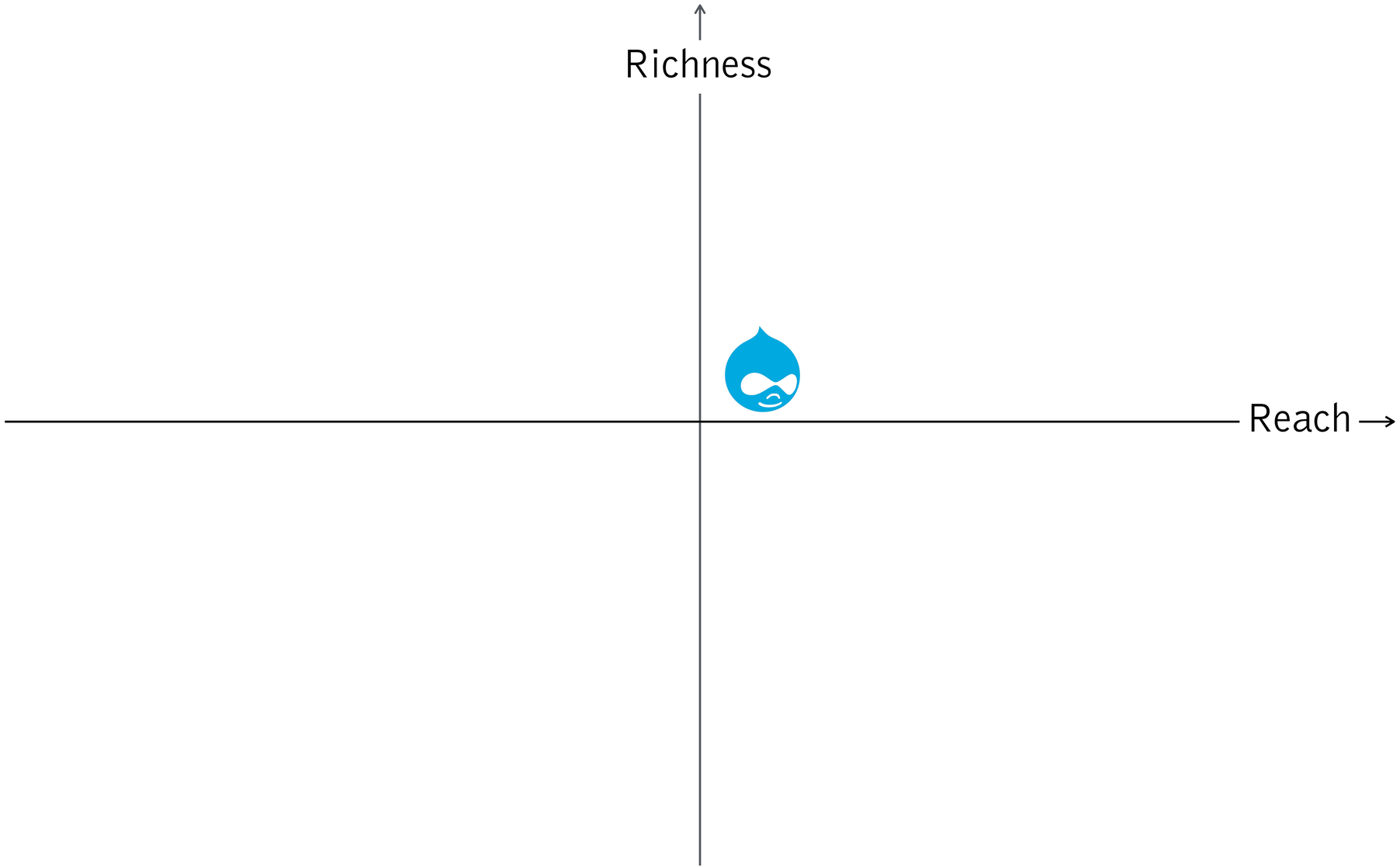
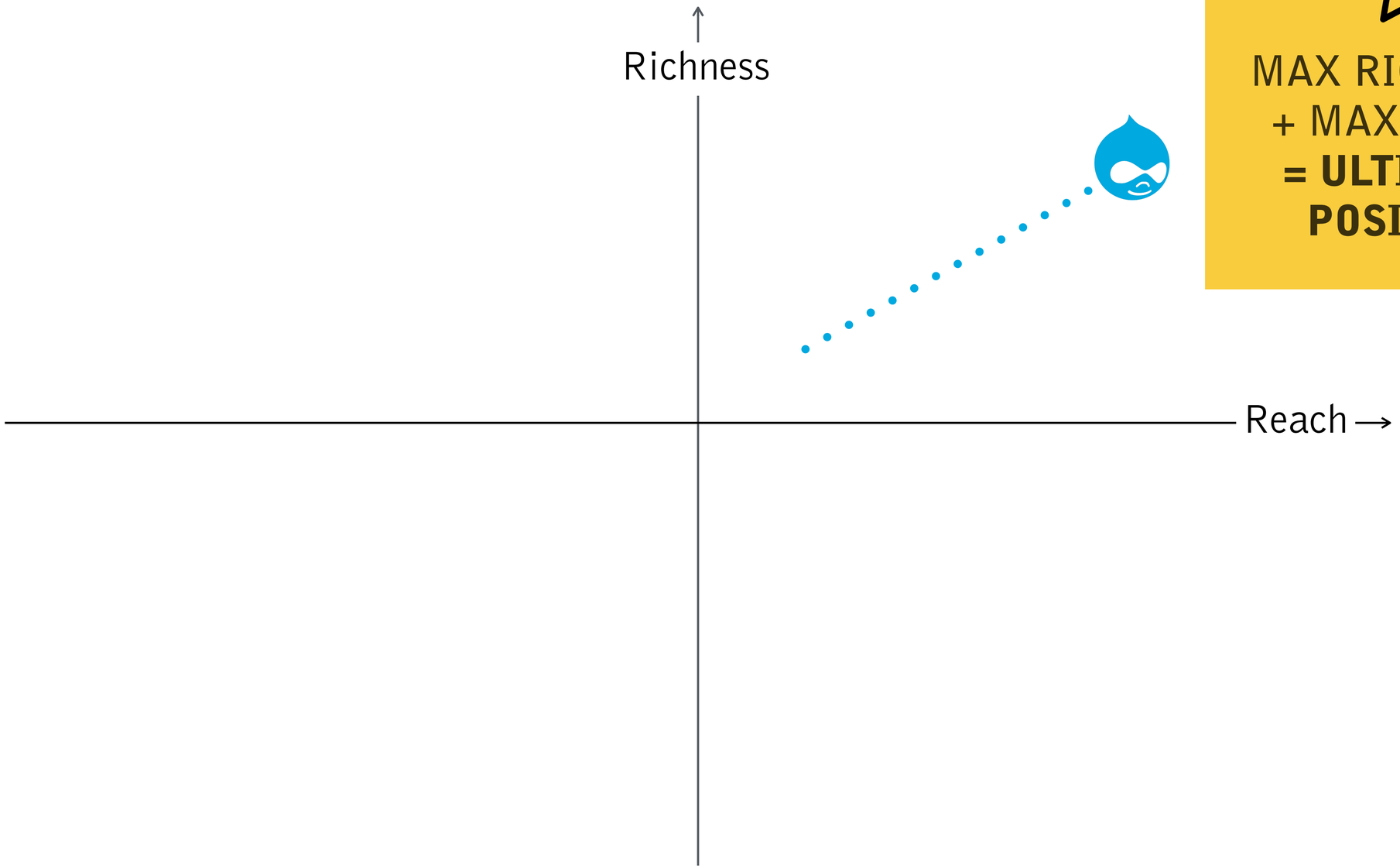
DATA MODELING
THEME
COMPONENT LIBRARY

KEY TAKEAWAYS

DRUPAL 8 WILL BE GREAT
MORE FREQUENT RELEASES WITH NEW FEATURES

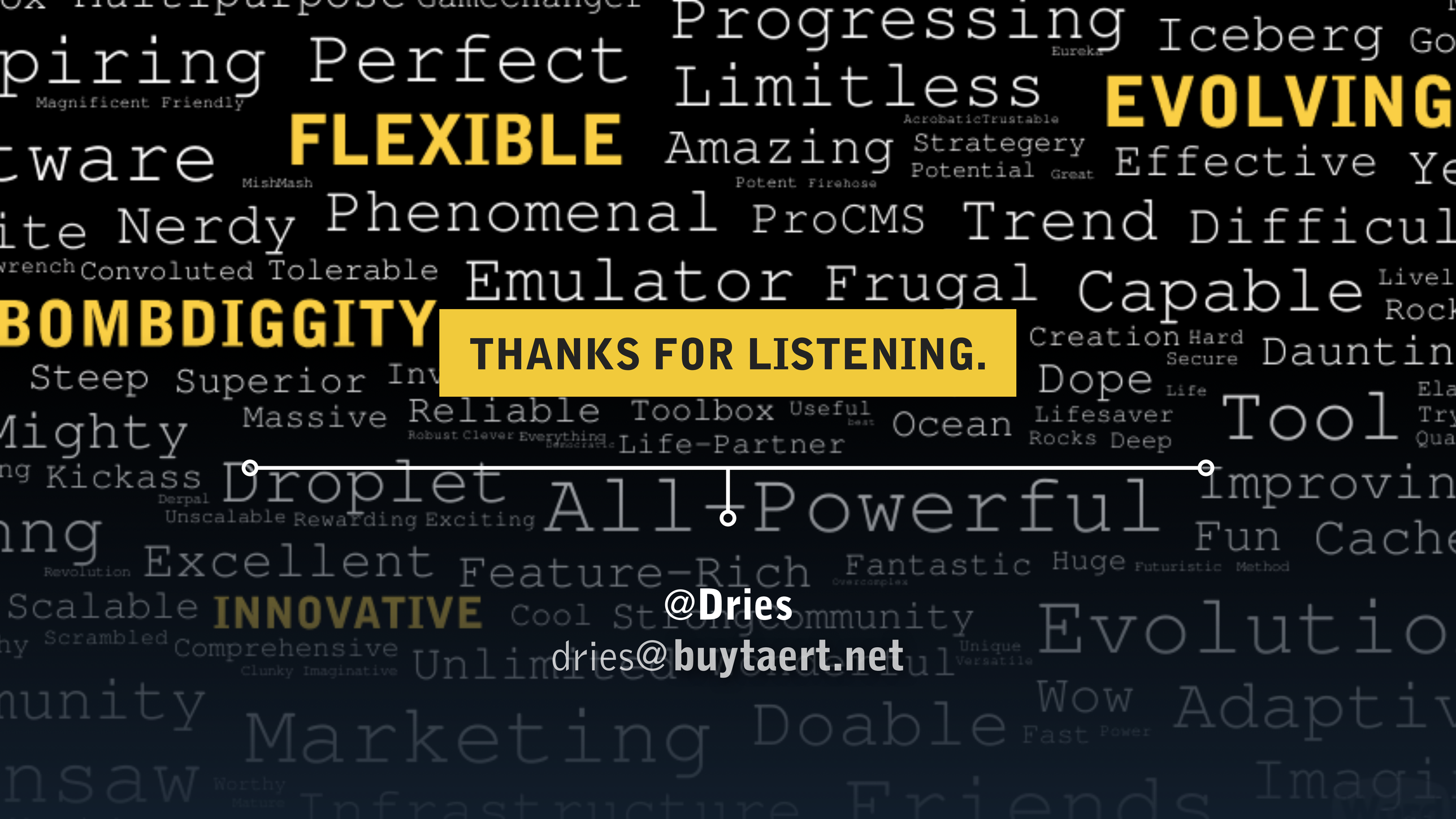

Richness
Reach



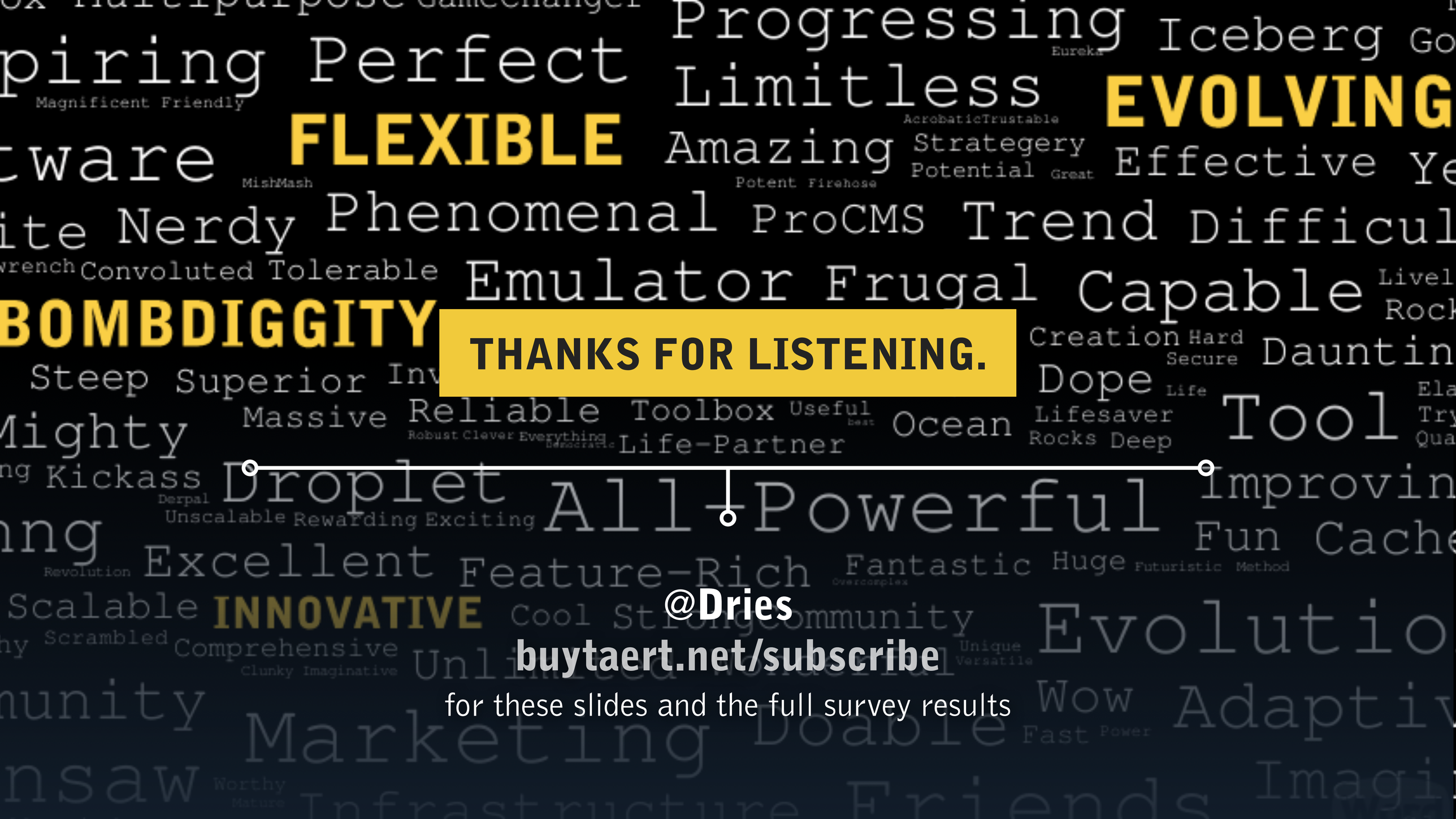
MAX RICHNESS
+ MAX REACH
= ULTIMATE POSITION

DRUPAL 8 WILL BE GREAT
MORE FREQUENT RELEASES WITH NEW FEATURES
WE MAPPED A STRATEGIC DIRECTION TO WIN THE FUTURE
I'LL CONTINUE TO LOOK FOR YOUR LEADERSHIP & CONTRIBUTIONS

We’re playing the long game, and **we’ll win.**



@Dries
dries@buytaert.net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