

STATE OF DRUPAL



DRIES@BUYTAERT.NET // @DRIES #DRIESNOTE





CHINA

DOCUMENTATION

In local languages



JAPAN

LOCAL LEADERSHIP

Makes the difference





**ONLY 40%
ARE ONLINE**

**(IN 1995 IT WAS
LESS THAN 1%)**

**WE HAVE THE POWER TO
CHANGE LIVES**



WILL MAKE THINGS
EVEN EASIER

Dries Buytaert @Dries

Blog post: Help me write my
DrupalCon Amsterdam keynote





Achton Smidt Winther @achton

Personally, I'd like more about robots. And hugs! Robots hugging, YES!!!11!!

johan van grieken
@drupaltronic

Warn people not to drink
dutch “beer”, promote
Belgian beer instead



**EXPERIENCE
WEB**

**DRUPAL & LOCAL
COMMUNITIES**

**COMPLEX
CODEBASE**

**RELEASE
SCHEDULE**

SUSTAINABILITY

INNOVATION

**DEVELOPER
BURNOUT**

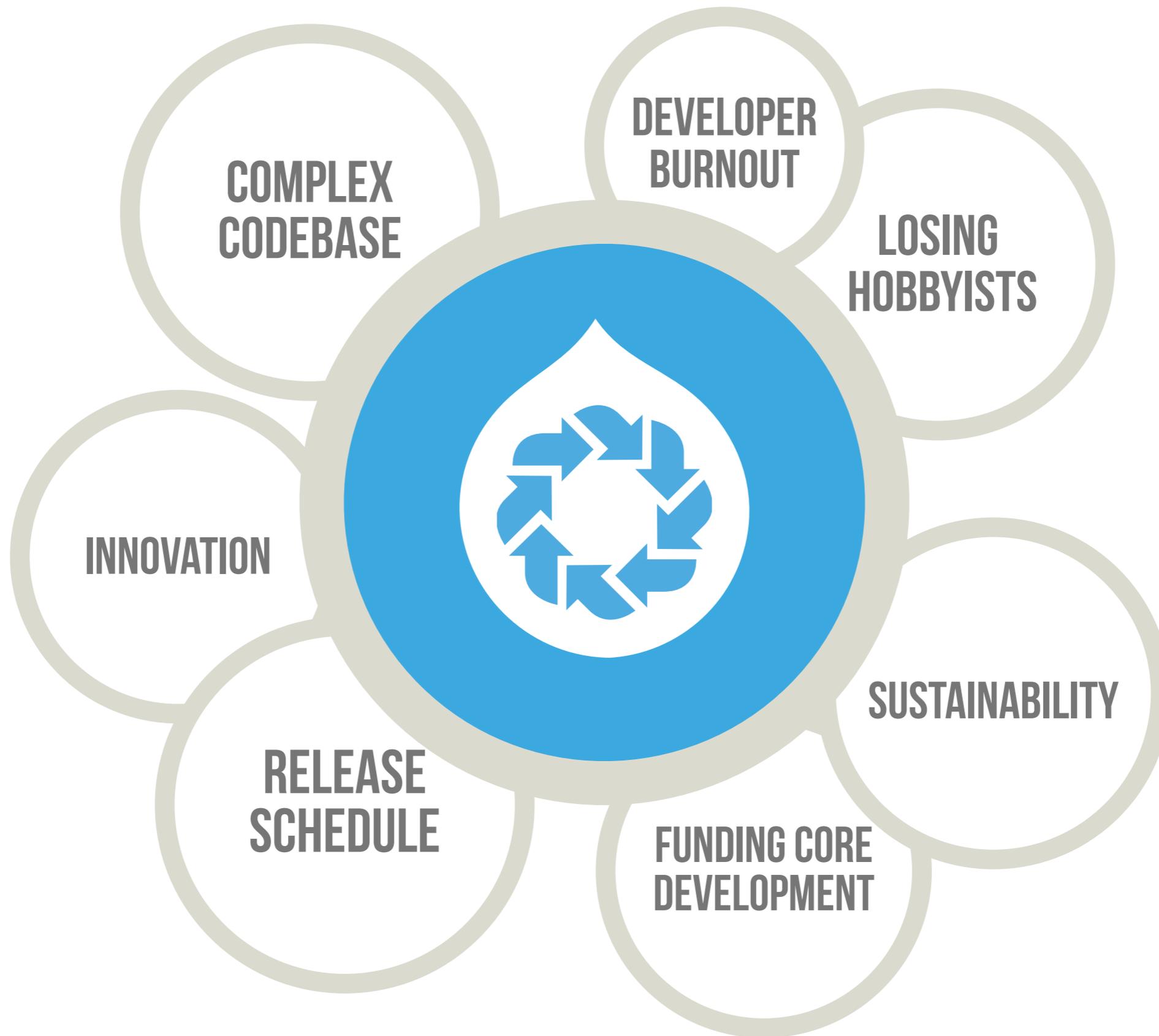
**LOSING
HOBBYISTS**

**DIVERSITY IN
DRUPAL**

**HEADLESS
DRUPAL**

**FUNDING CORE
DEVELOPMENT**

BEER



**COMPLEX
CODEBASE**

**DEVELOPER
BURNOUT**

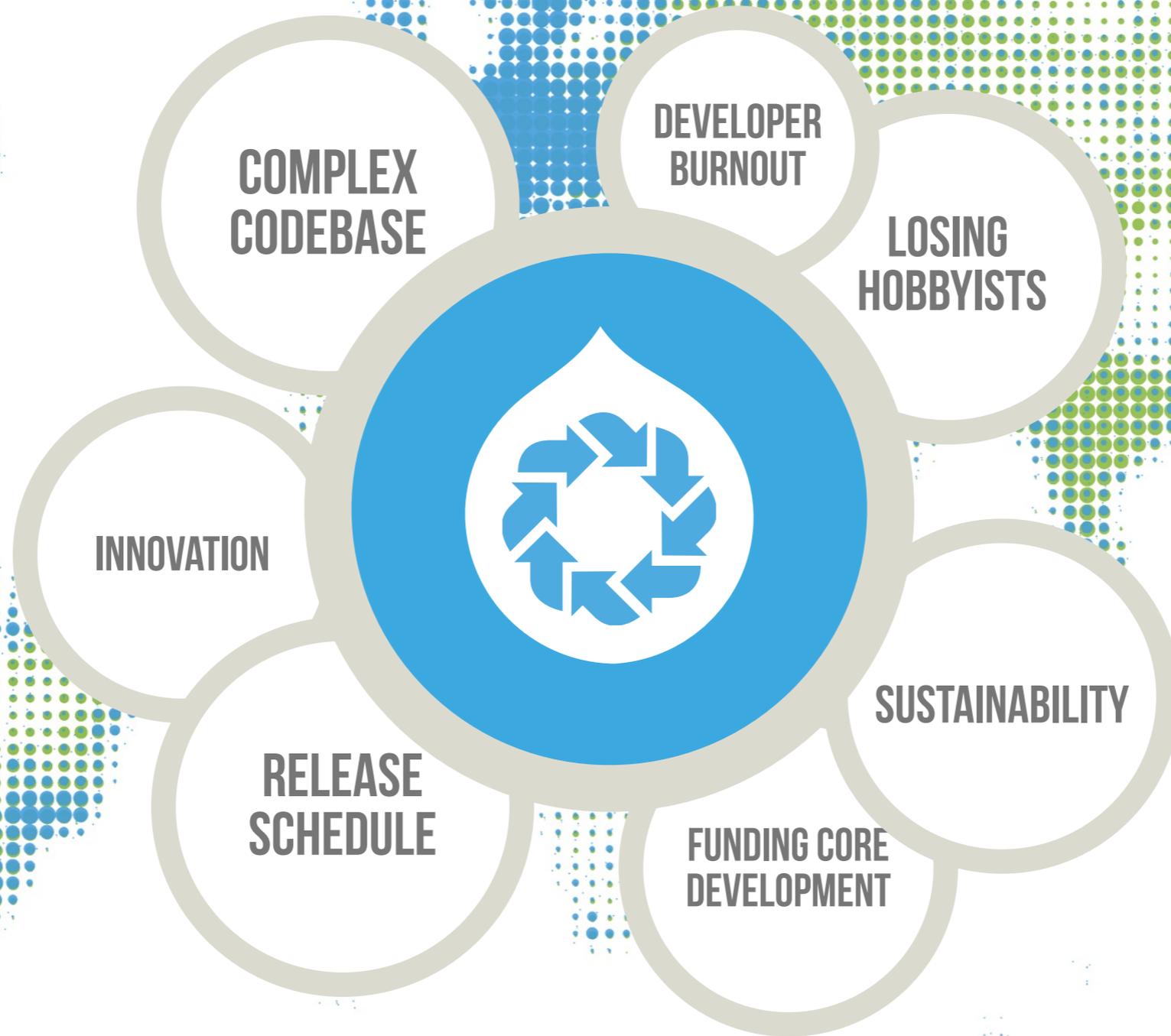
**LOSING
HOBBYISTS**

INNOVATION

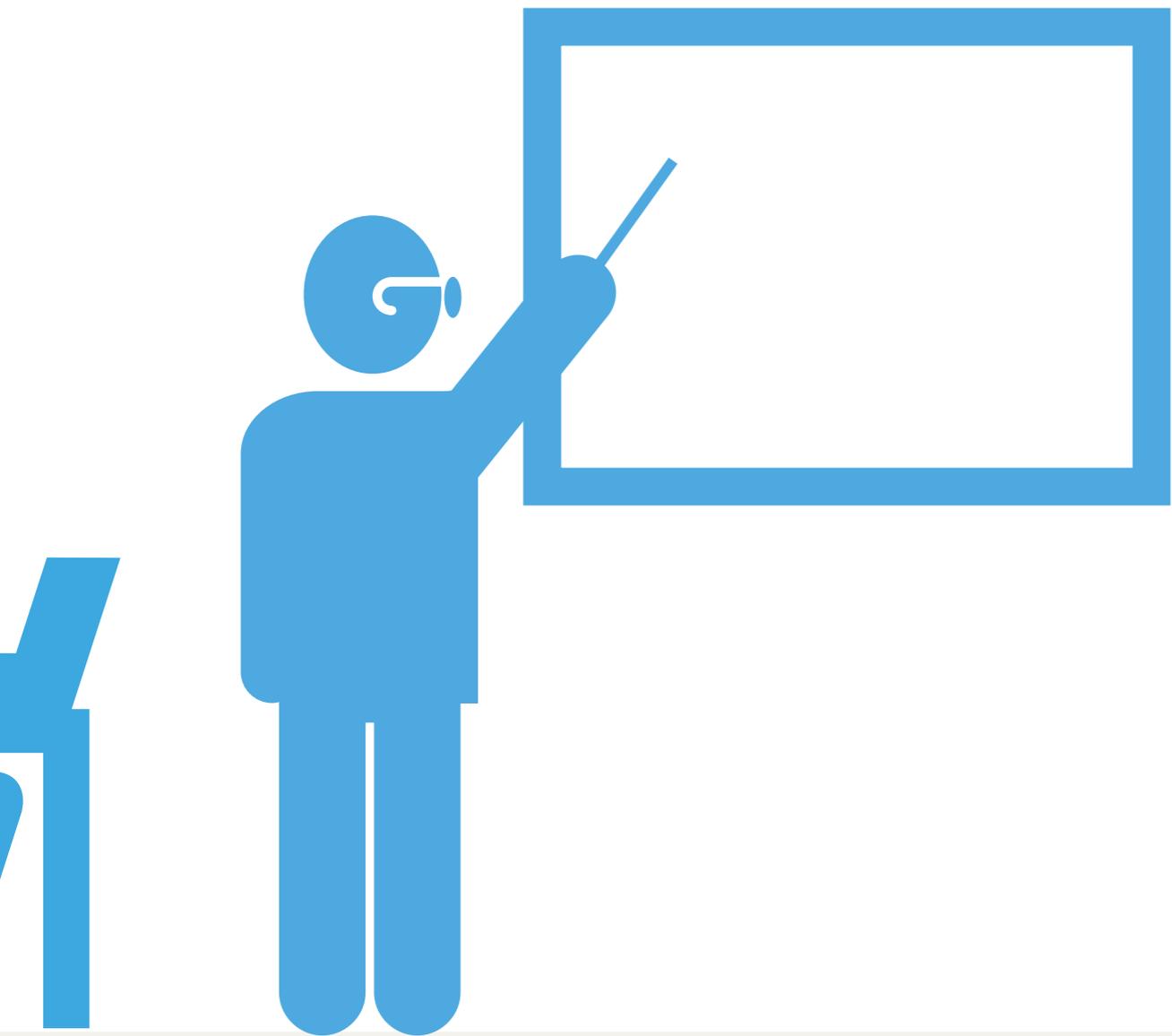
SUSTAINABILITY

**RELEASE
SCHEDULE**

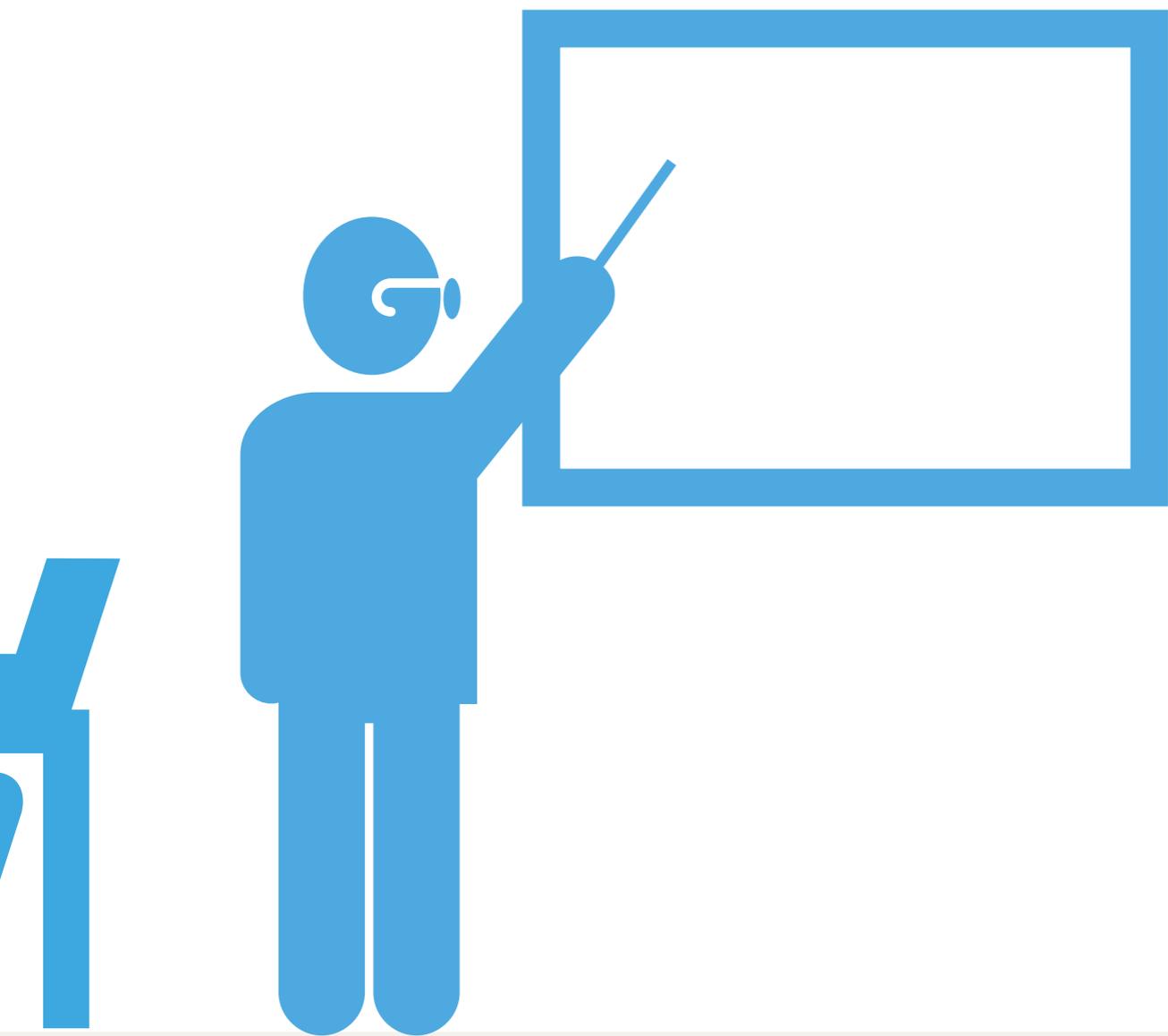
**FUNDING CORE
DEVELOPMENT**



IT'S A BIT **ACADEMIC**



BUT **REALLY** IMPORTANT

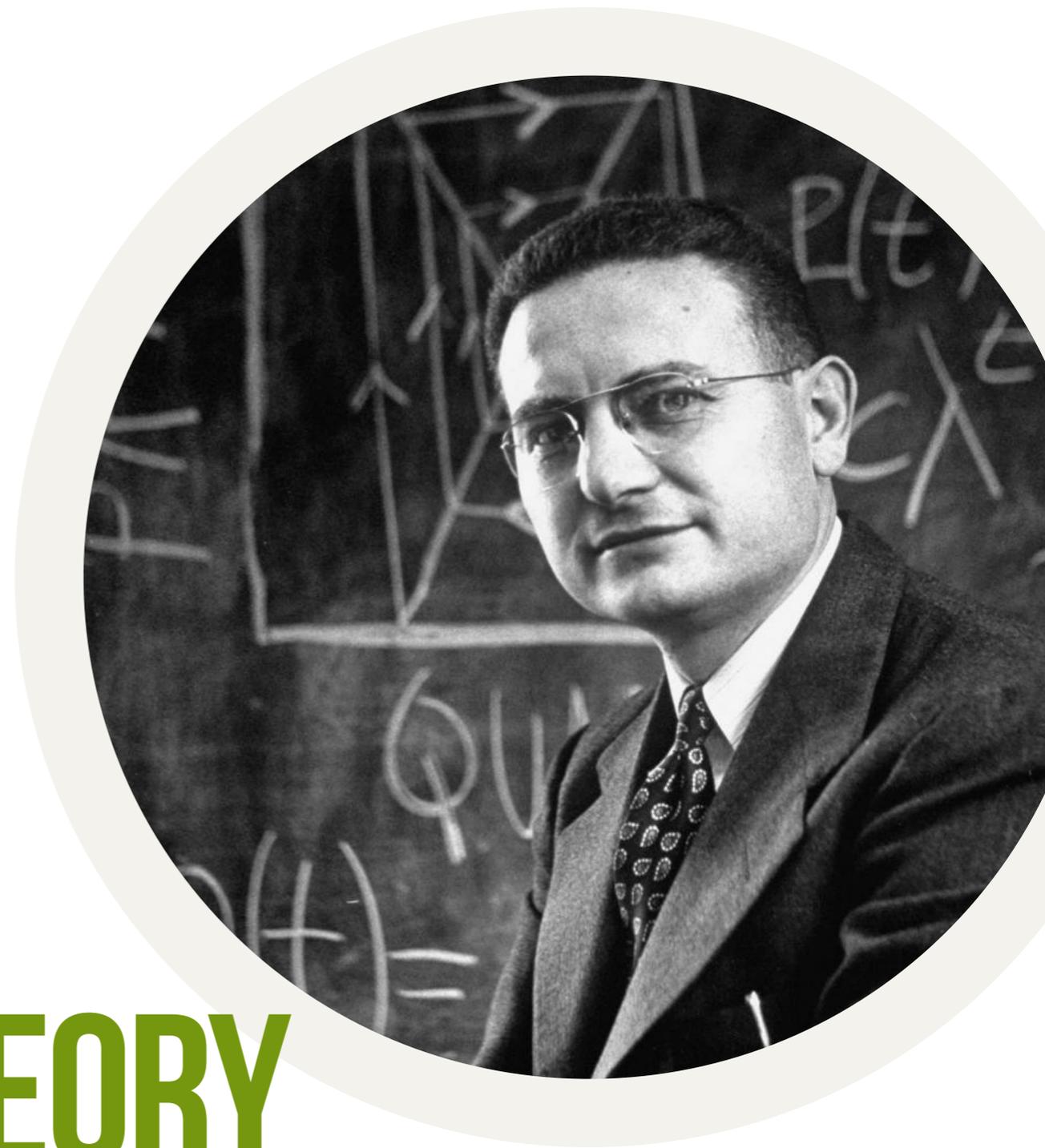


BUT **REALLY** IMPORTANT





PUBLIC GOODS



 **THE PURE THEORY
OF PUBLIC EXPENDITURE**

Paul A. Samuelson, 1954

PUBLIC GOODS ARE:

NON-EXCLUDABLE

Everyone can use them



PUBLIC GOODS ARE:

NON-EXCLUDABLE

Everyone can use them

NON-RIVALROUS

One use does not reduce availability





roads



roads



schools



roads



schools



parks



roads



schools



parks



streetlights



roads



schools



parks



streetlights



defense



roads



schools



parks



streetlights



Drupal



defense

NON-EXCLUDABLE

Nobody can stop you
from using Drupal

NON-RIVALROUS

My use of Drupal won't
prevent your use of Drupal





THE ROADS







built by volunteers

THE RIDGEWAY

Mongwell England, ~3000 BC









improved by businesses



PRIVATELY HELD TOLL ROADS

19th c English.



PENN STATION, NY

New York NY, Ca. 1920-1950.

Pennsylvania Railroad Corporation





the community benefits







infrastructure expands





infrastructure deteriorates



infrastructure deteriorates



governments maintain



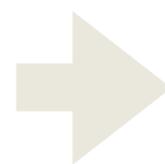
governments maintain



volunteers



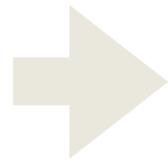
volunteers



business



volunteers



business



government



road system



education system



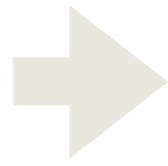
national defense



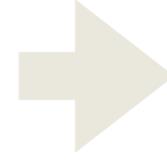
parks



volunteers



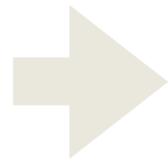
business



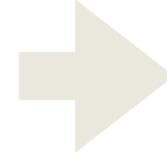
government



invention



product



utility



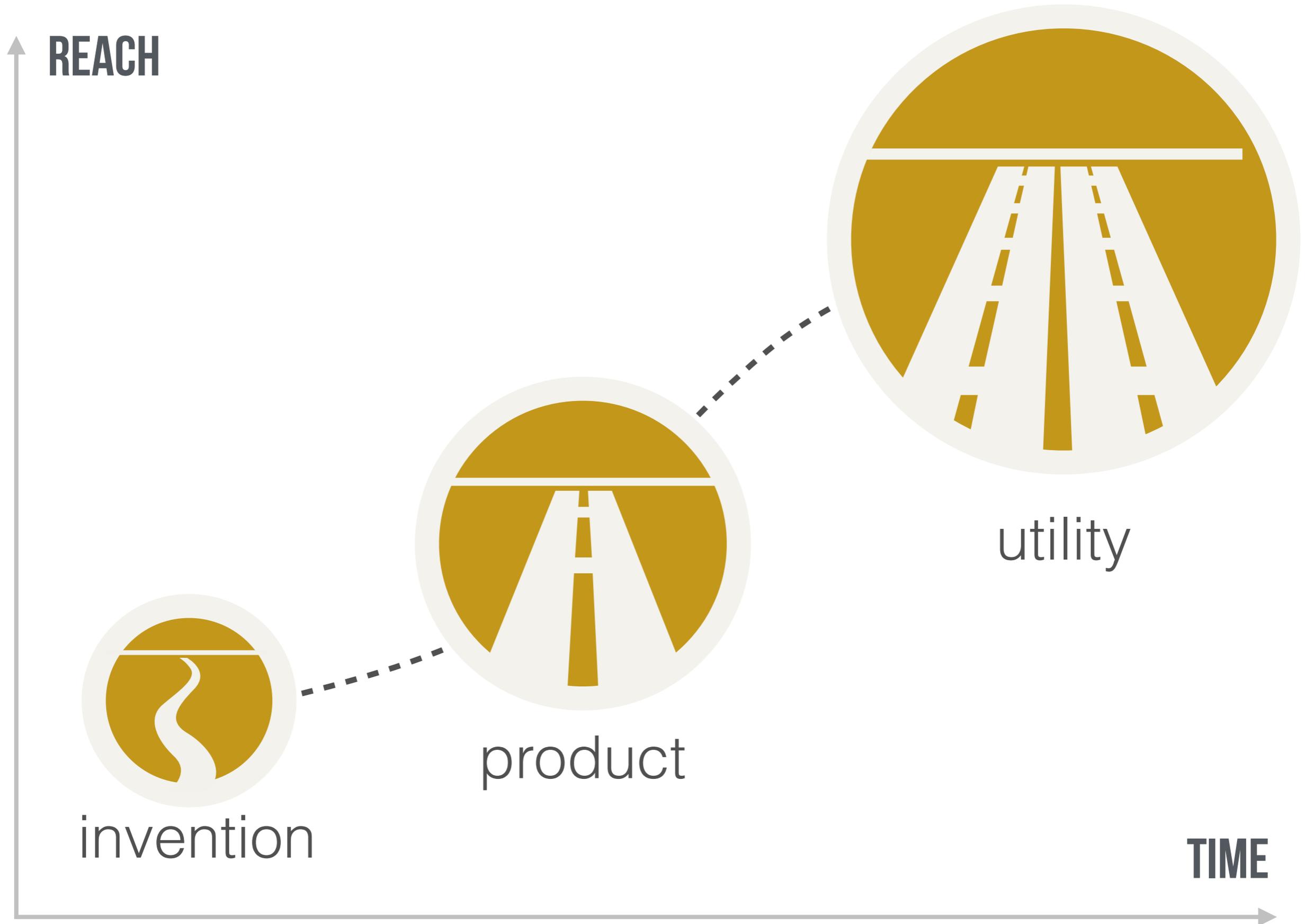
REACH

invention

product

utility

TIME



REACH

invention

product

utility

TIME

REACH



invention

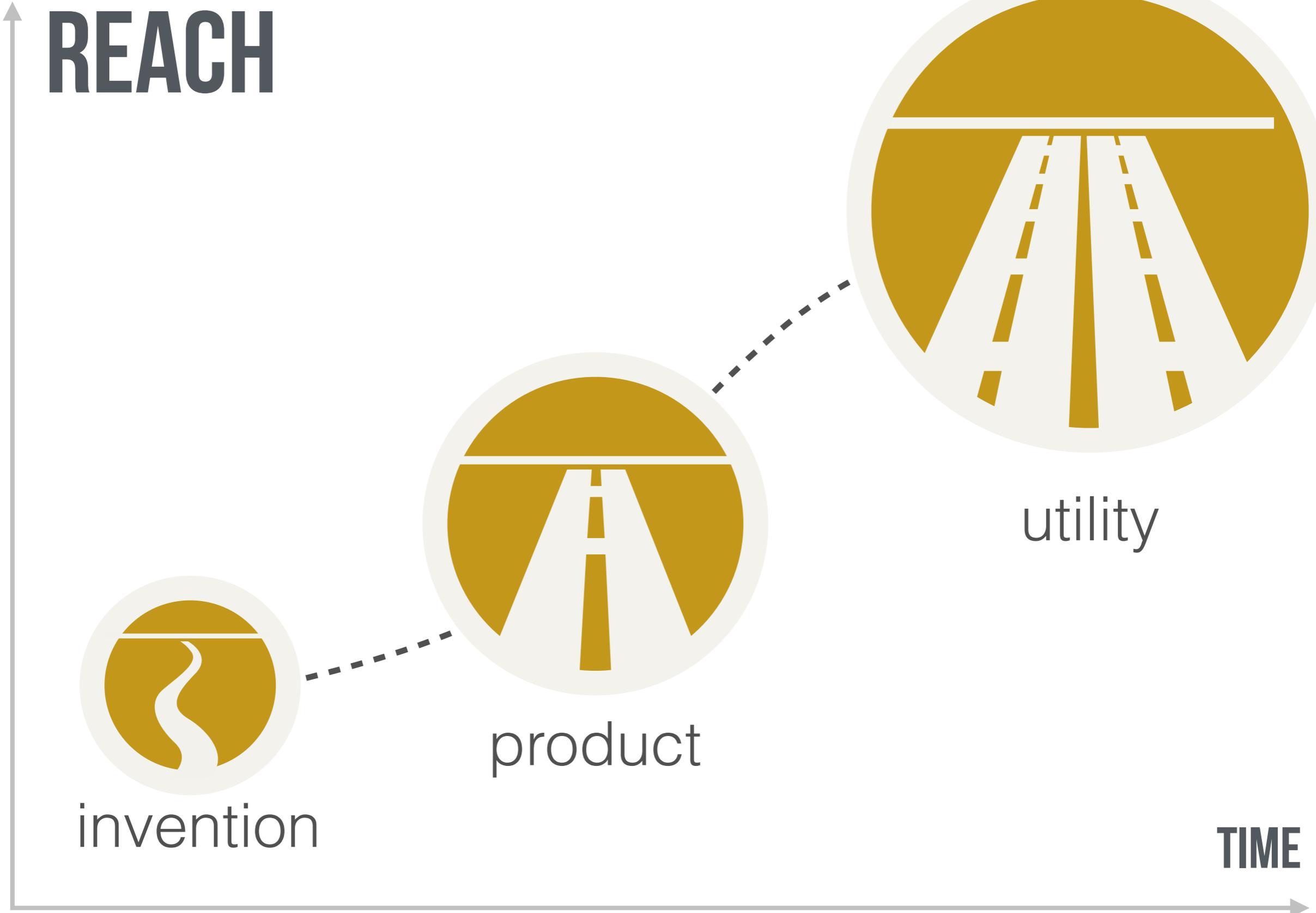


product



utility

TIME



COMPLEXITY



invention

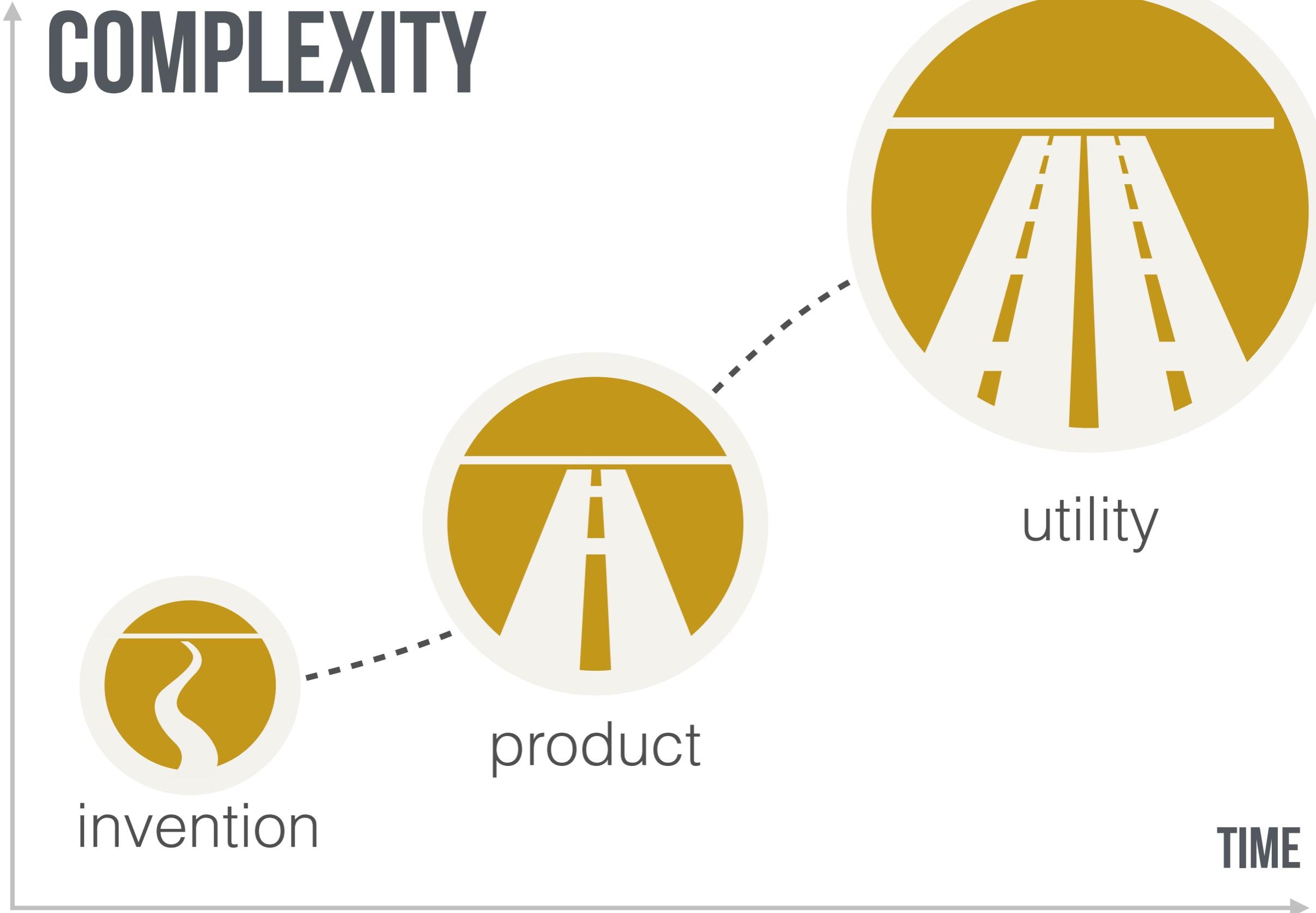


product



utility

TIME



COST



invention

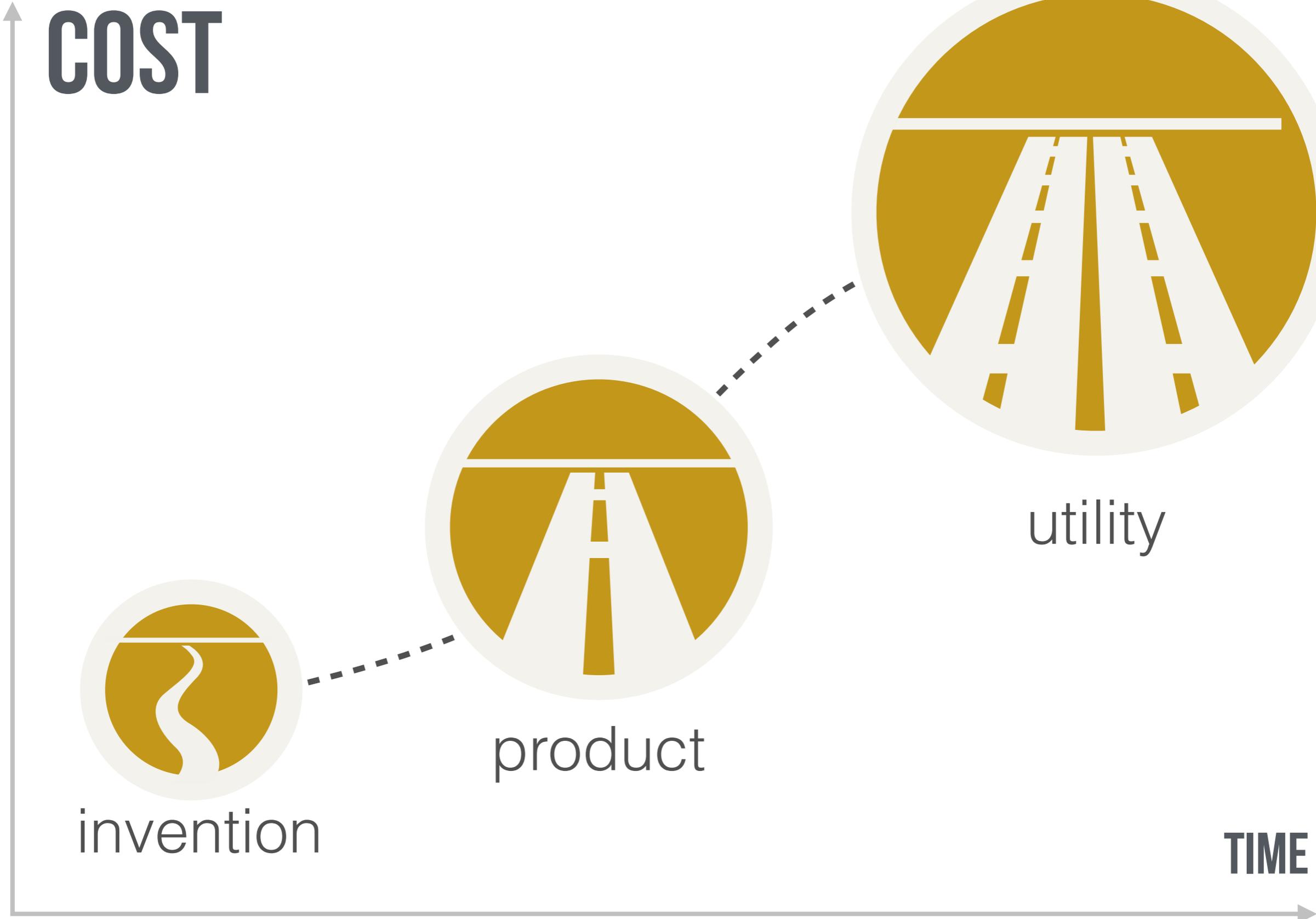


product



utility

TIME



REACH, COMPLEXITY, COST



invention

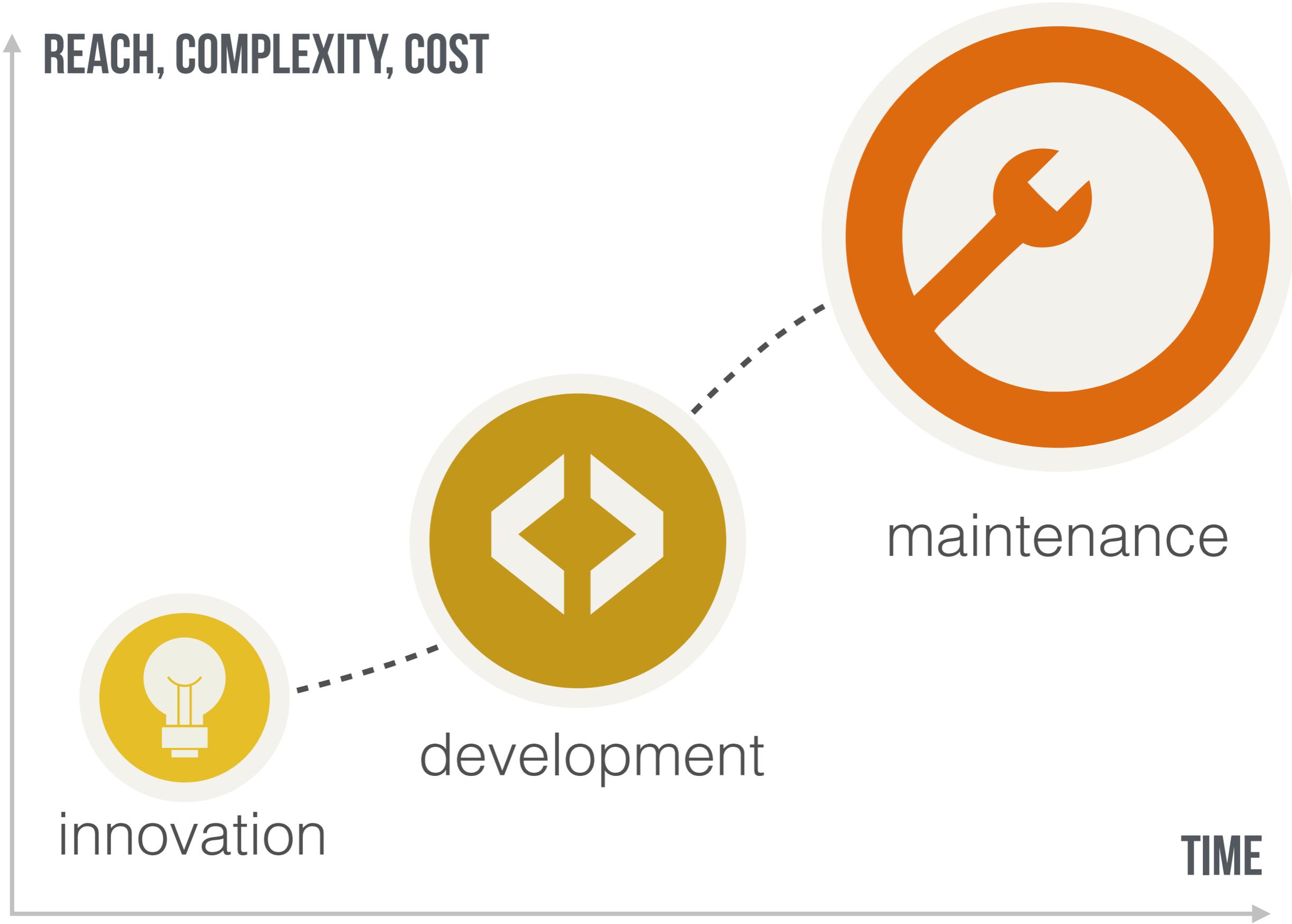


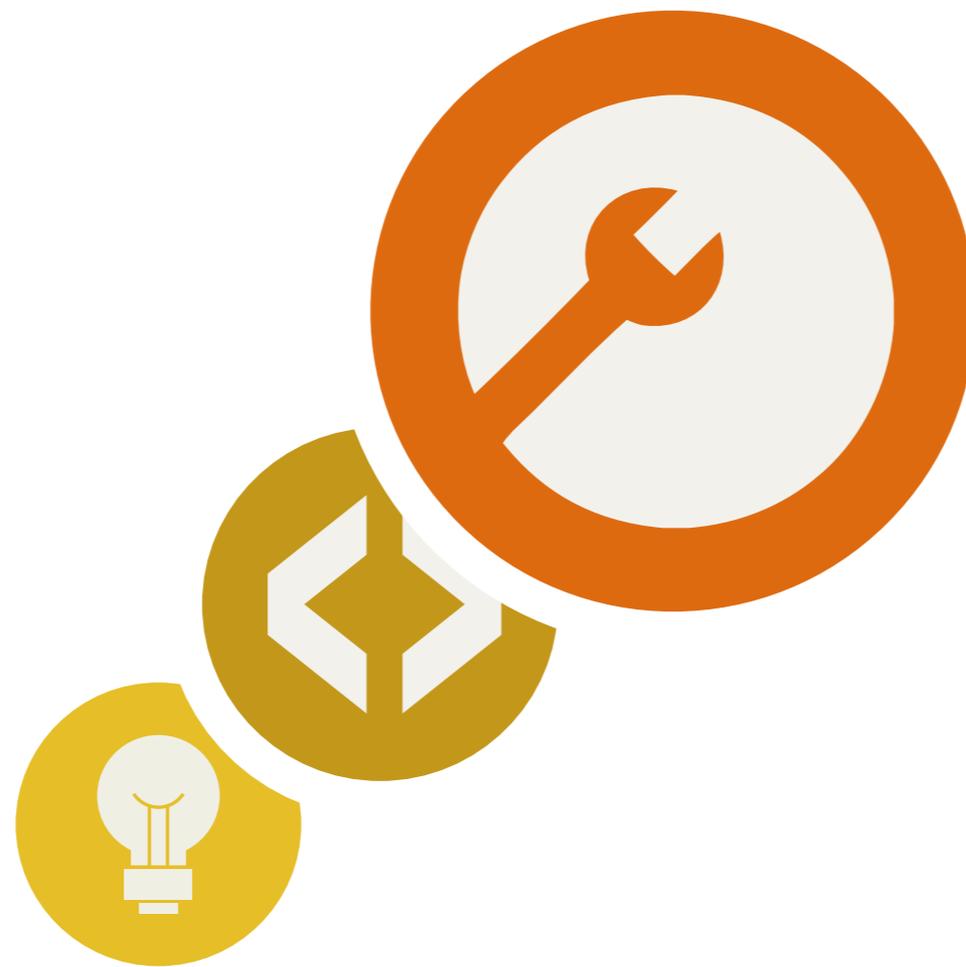
product



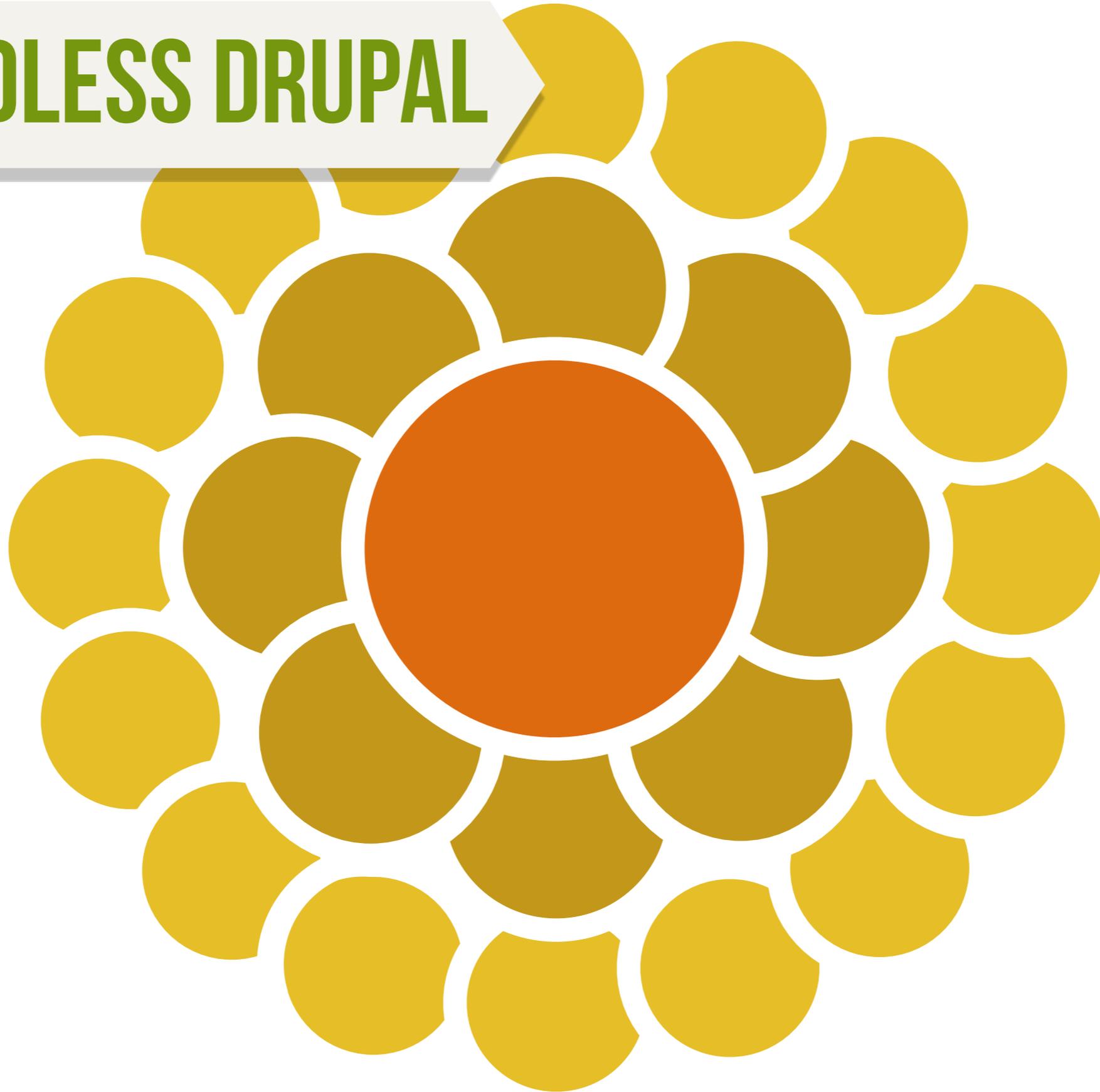
utility

TIME

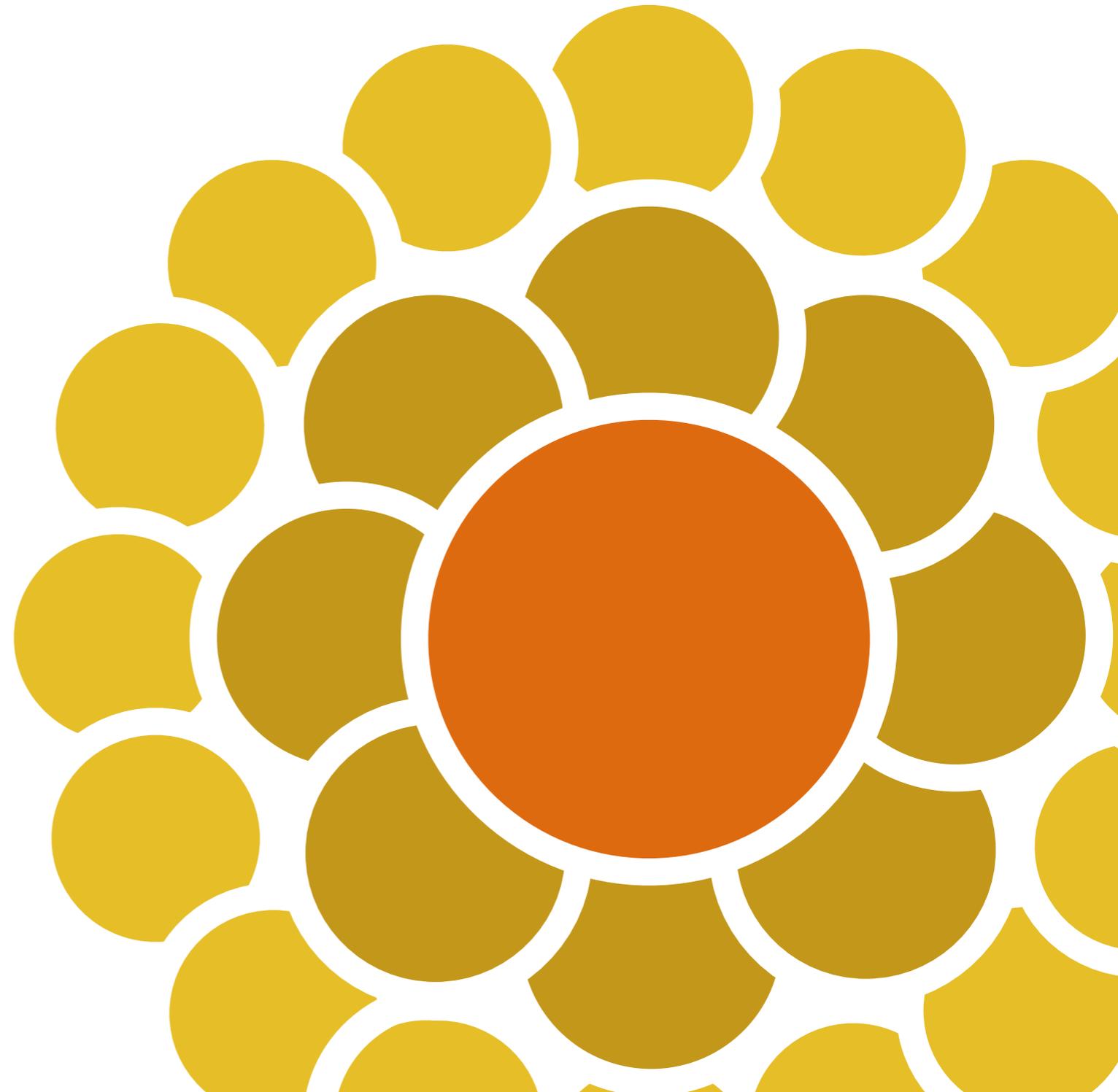




HEADLESS DRUPAL



**VOLUNTEERS
ARE CRUCIAL**





business



public good





business



provision



public good





 **TRAGEDY OF
THE COMMONS**
Garrett Hardin



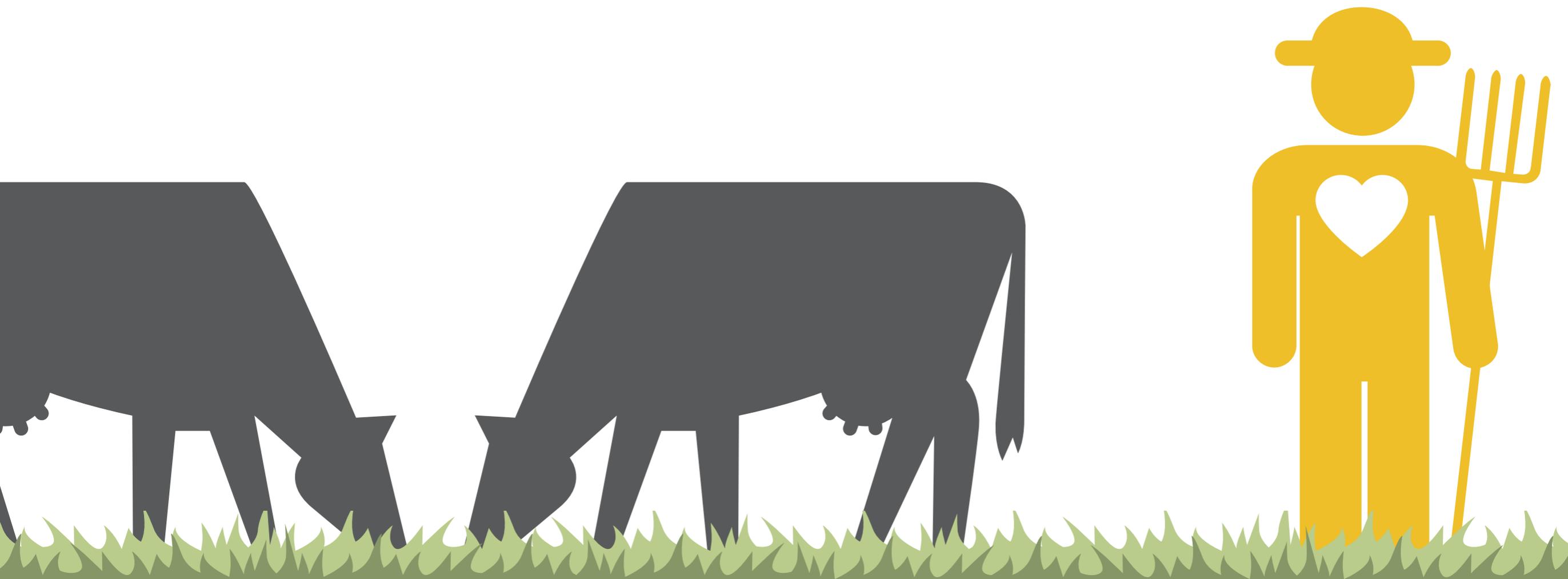


BOSTON COMMON

Boston, MA, USA

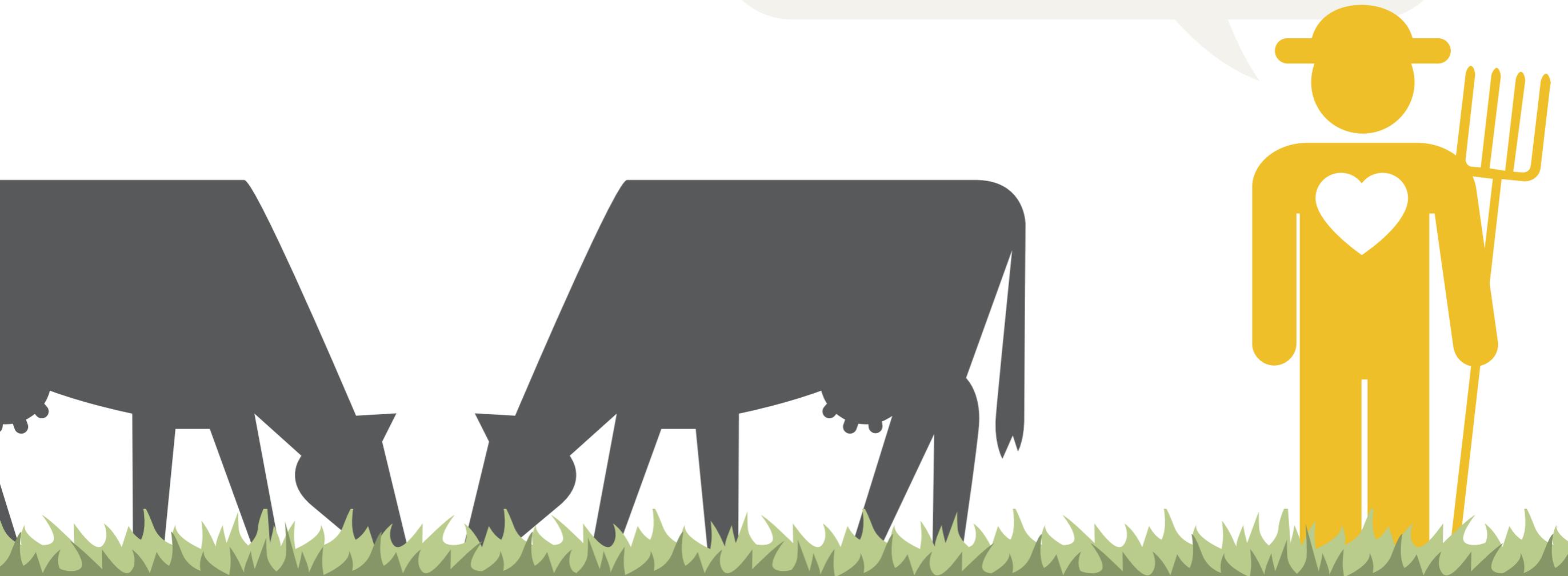
SHARED GRAZING

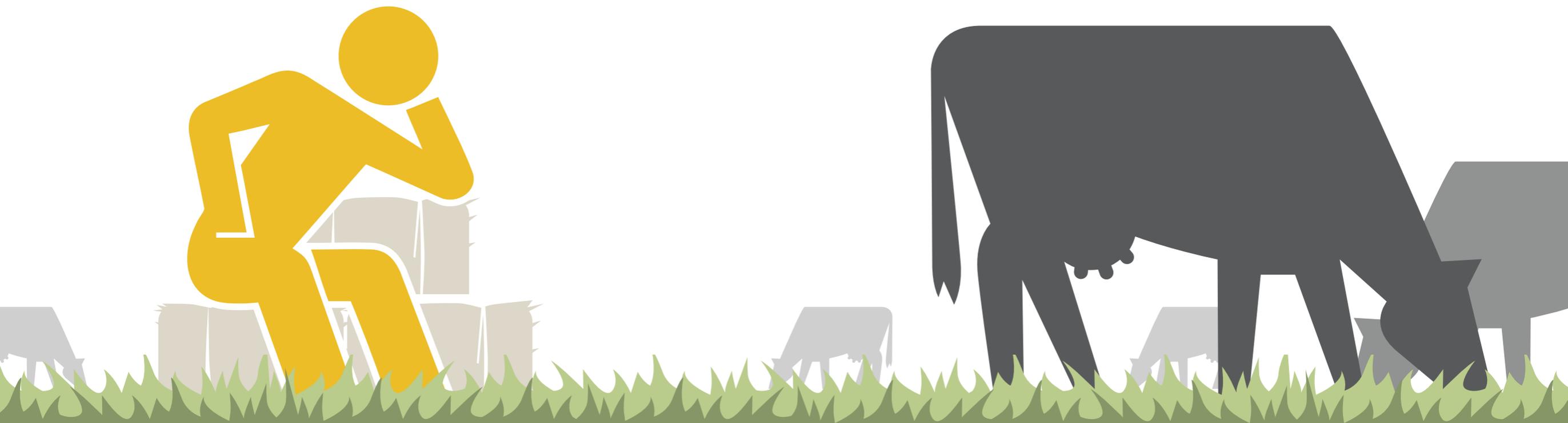




CARETAKERS

I use the commons
& help maintain it



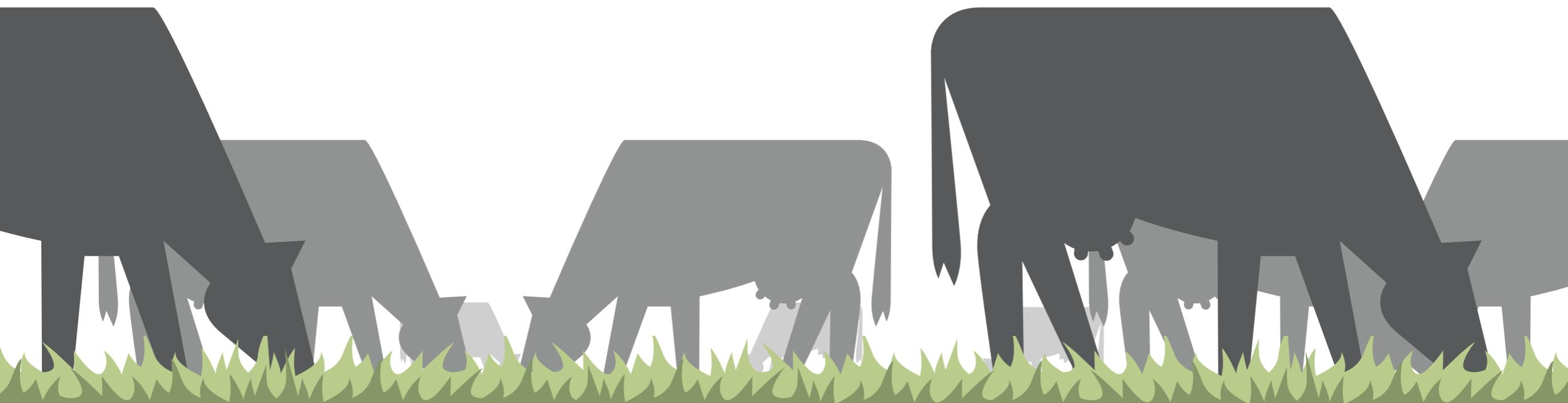


FREE-RIDERS

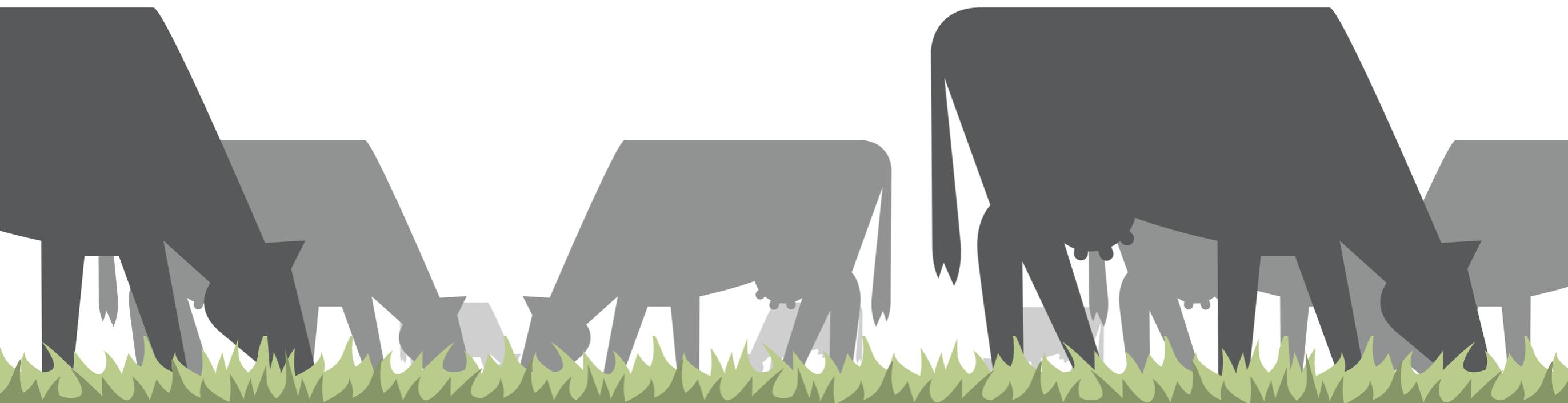
George will do it



OVERUSE



OVERUSE



DEPLETION



COLLAPSE





THE LOGIC OF COLLECTIVE ACTION

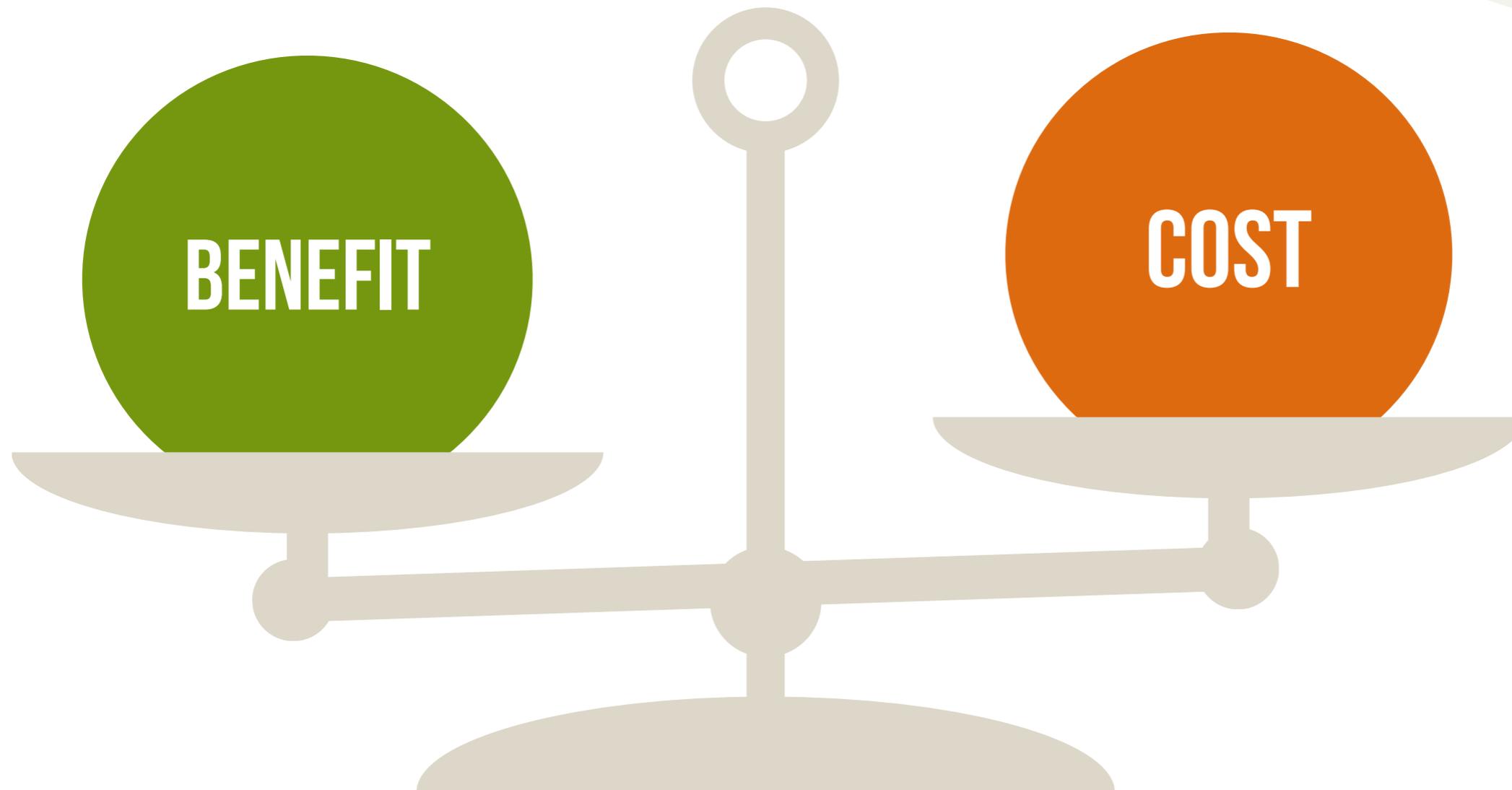
Mancur Olson



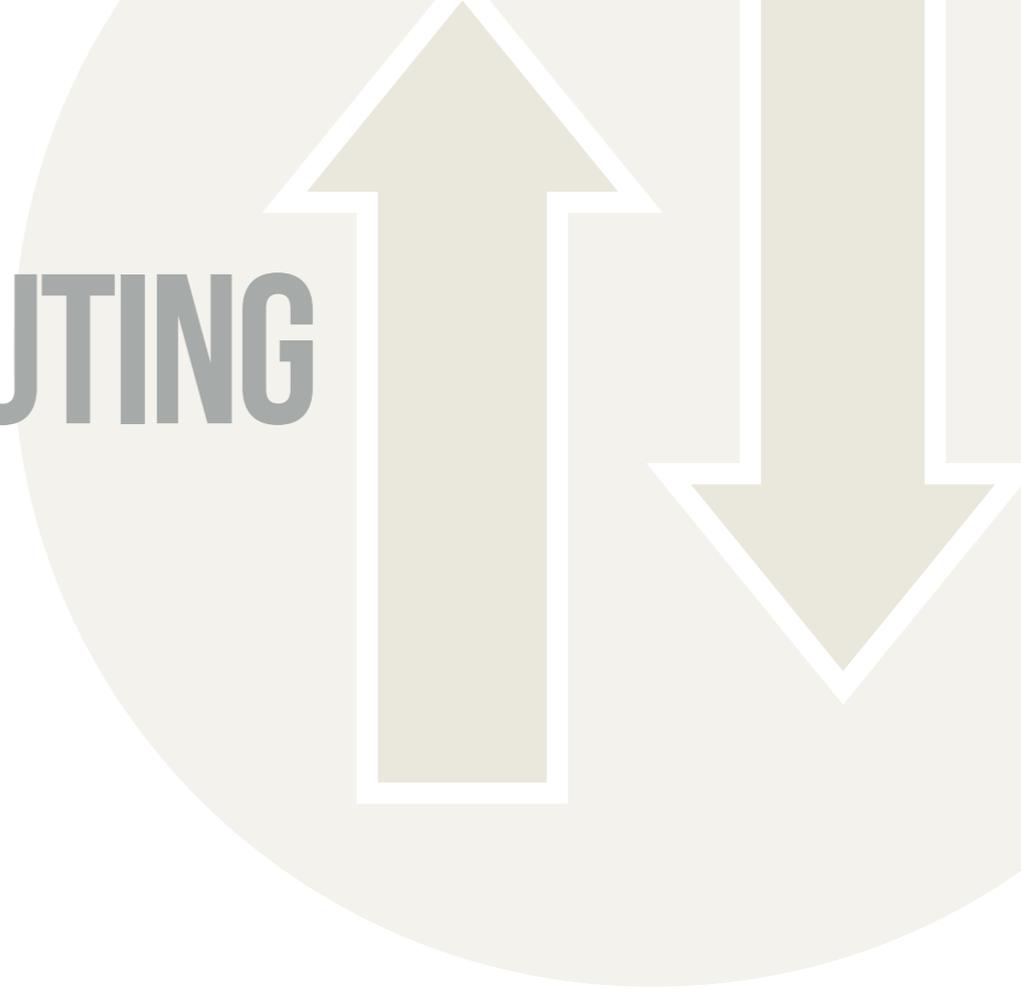
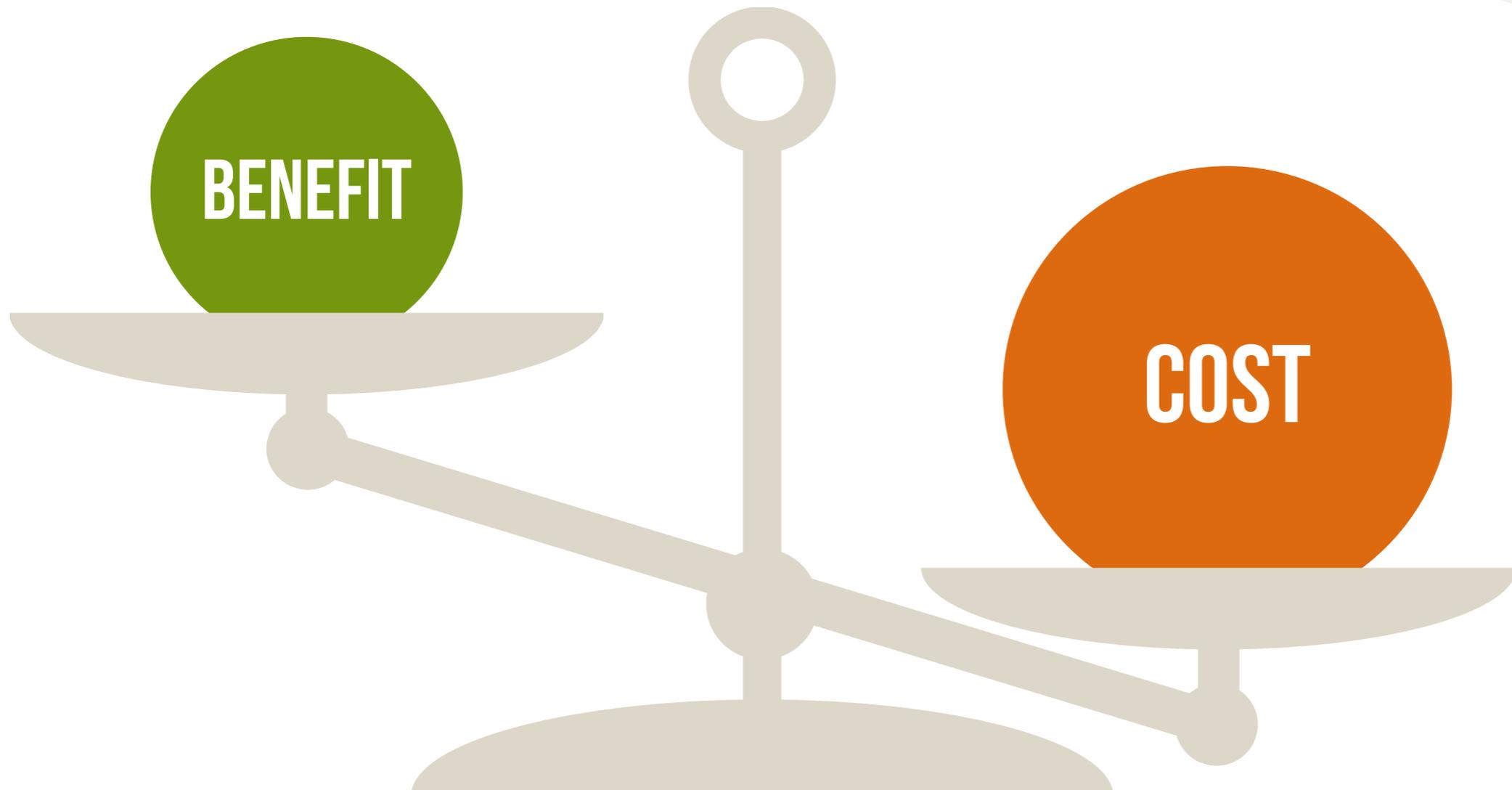
AS YOU GROW:
THE COST OF CONTRIBUTING
INCREASES



AS YOU GROW:
**THE COST OF CONTRIBUTING
INCREASES**



AS YOU GROW:
THE BENEFIT OF CONTRIBUTING
DECREASES



When the project is small



When the project is small



When the project grows you get this



When the project is small



When the project grows you get this



But what you need is



IT'S NOT THAT
FREE RIDERS
ARE BAD



GRATIS

free as in beer

free as in speech



FREE RIDERS:



FREE RIDERS:

SPREAD THE WORD

BECOME CARETAKERS



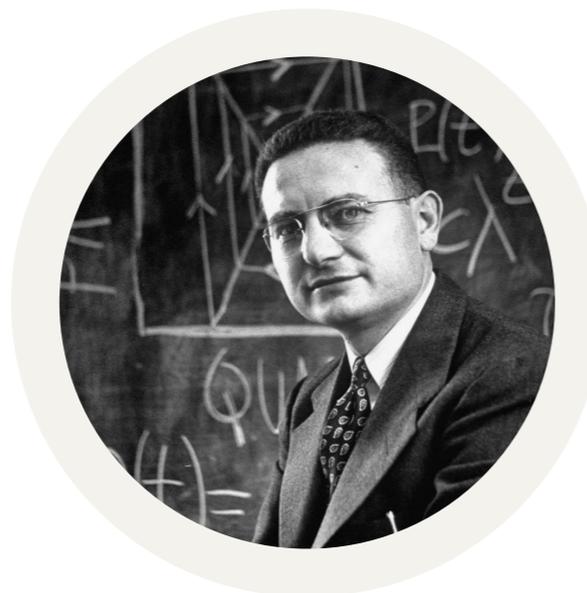
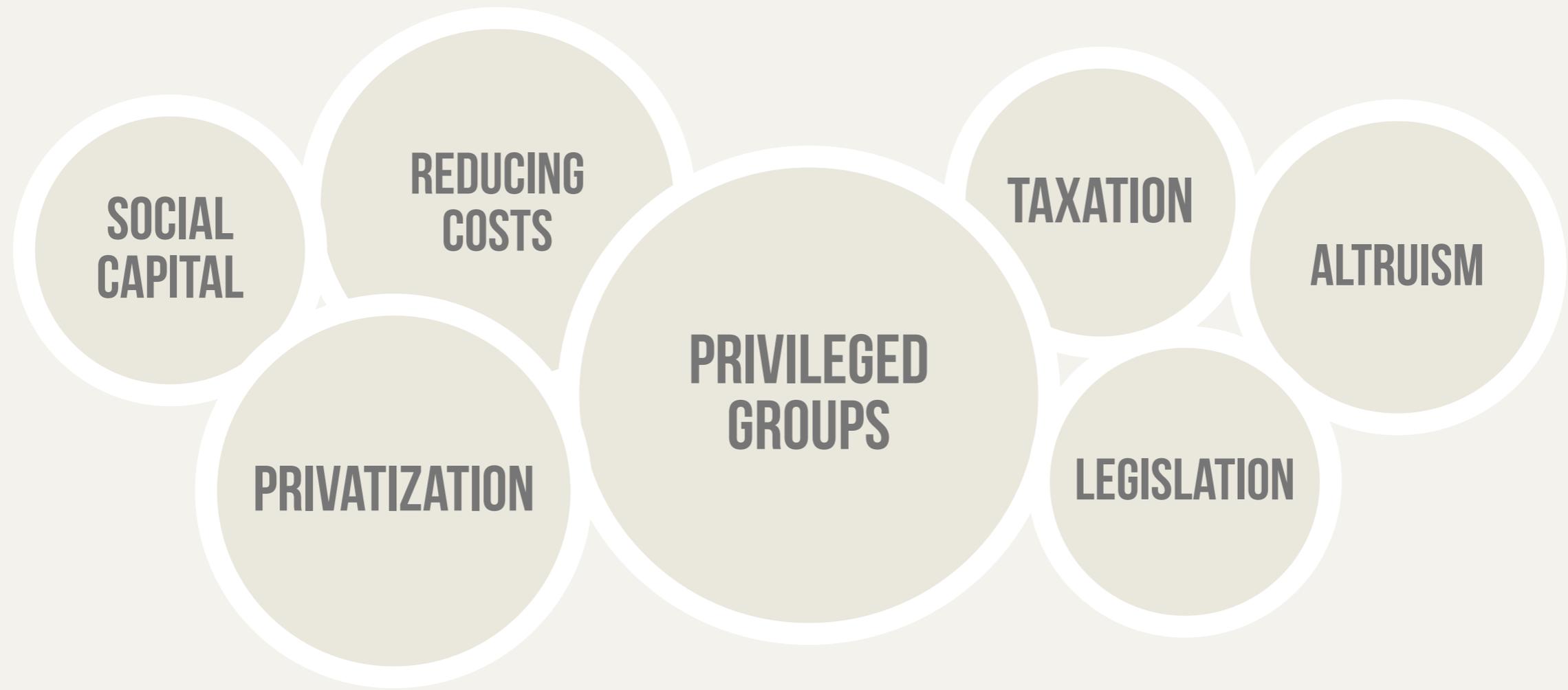


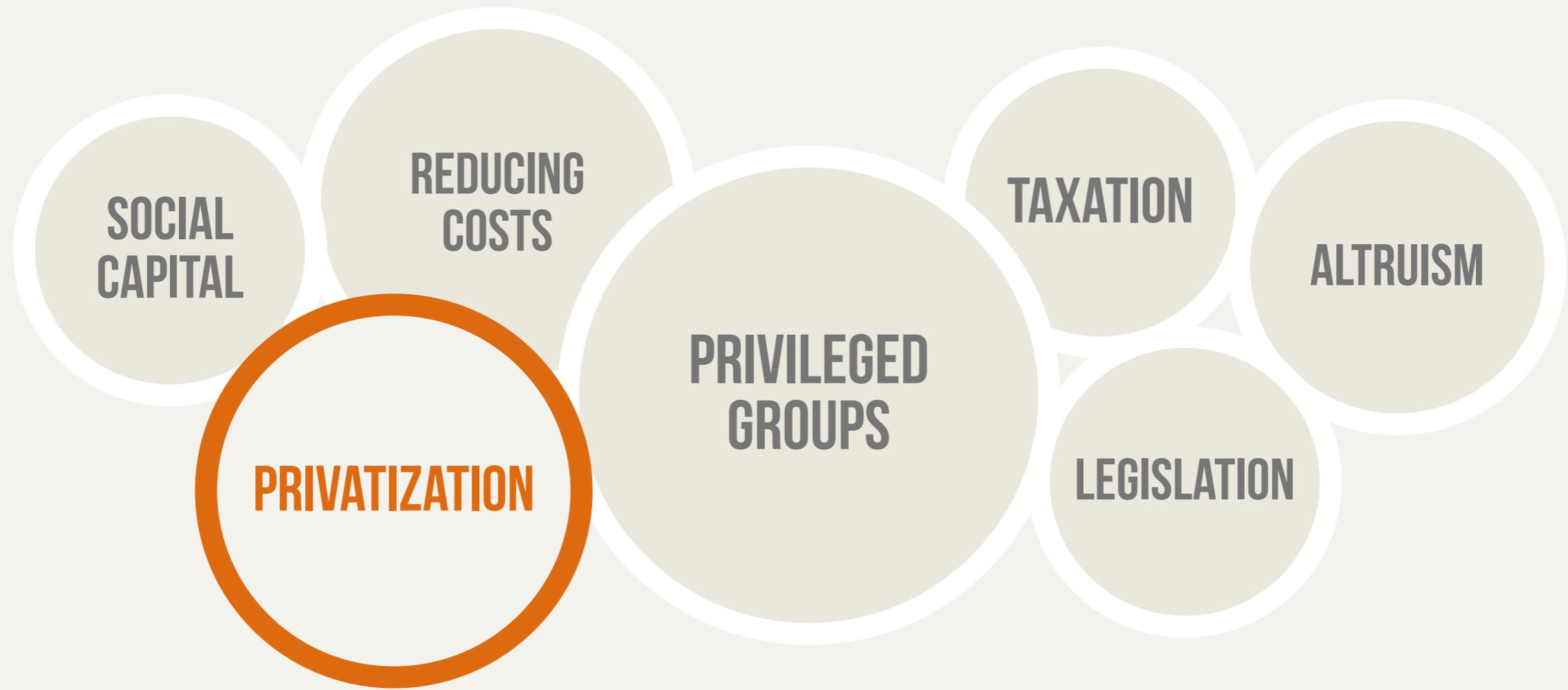
IT'S THE **RATIO** THAT MATTERS

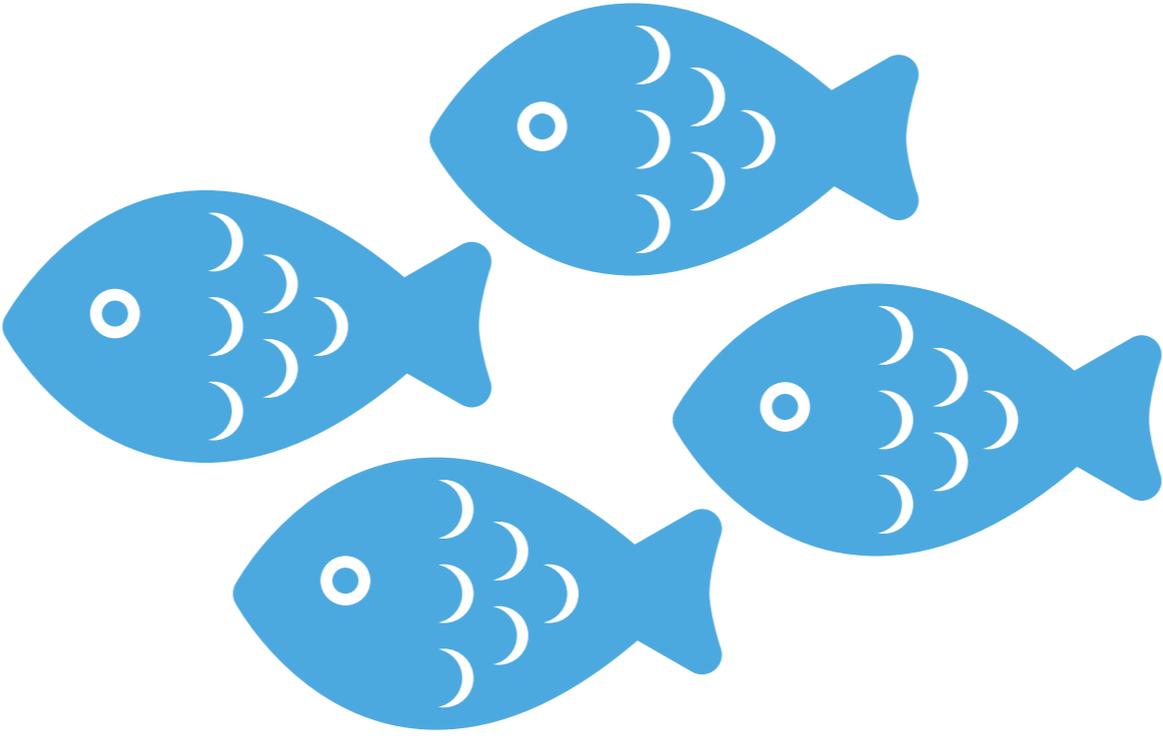
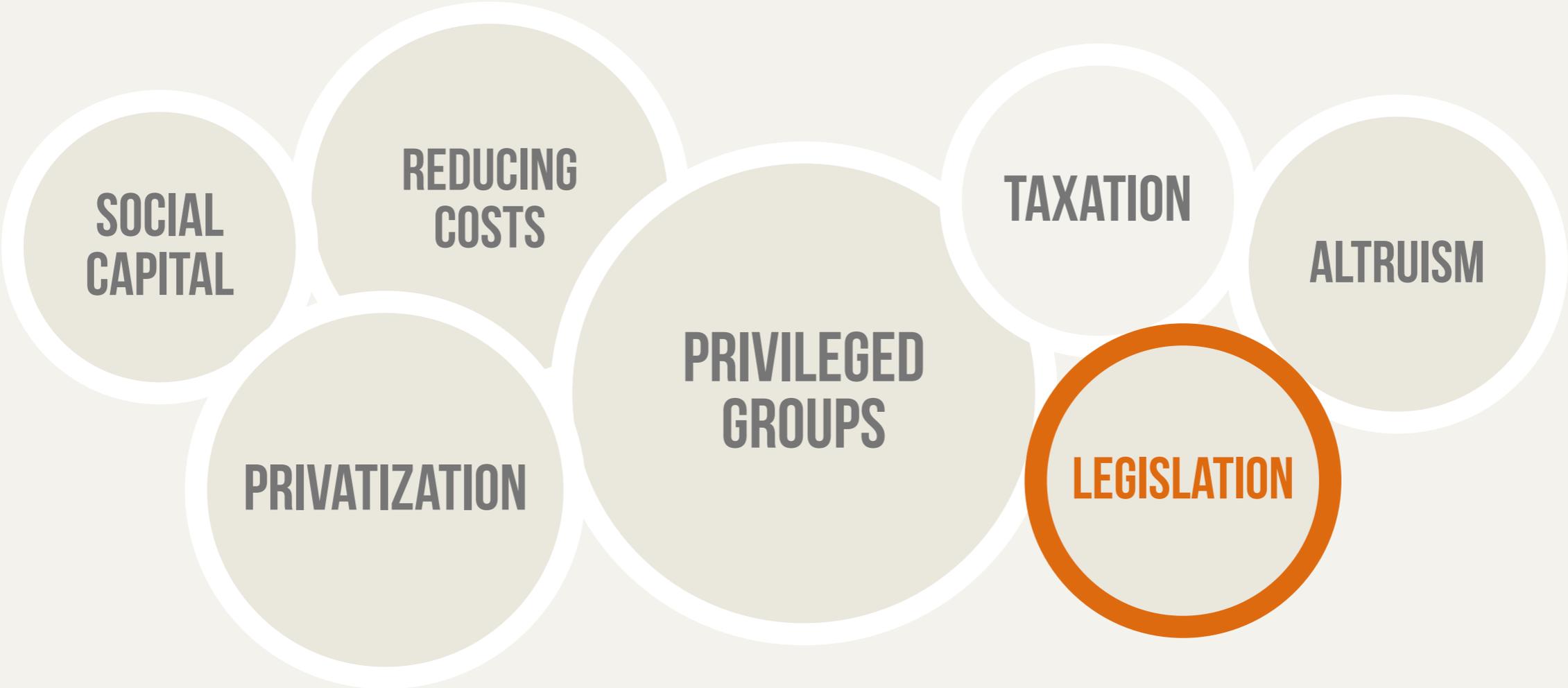
HOW DO YOU **ACHIEVE** THAT?

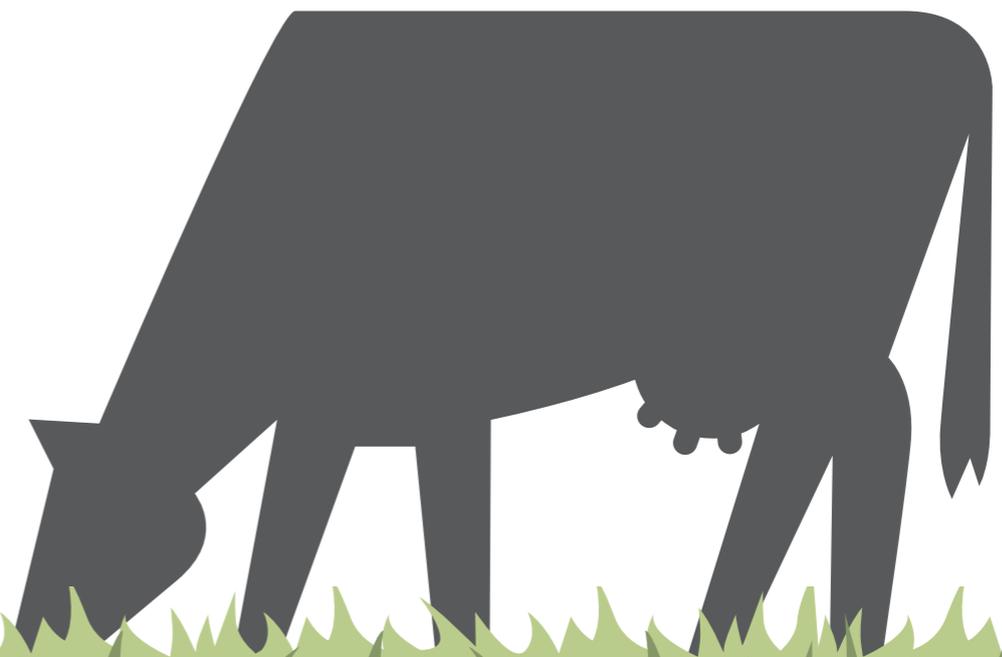
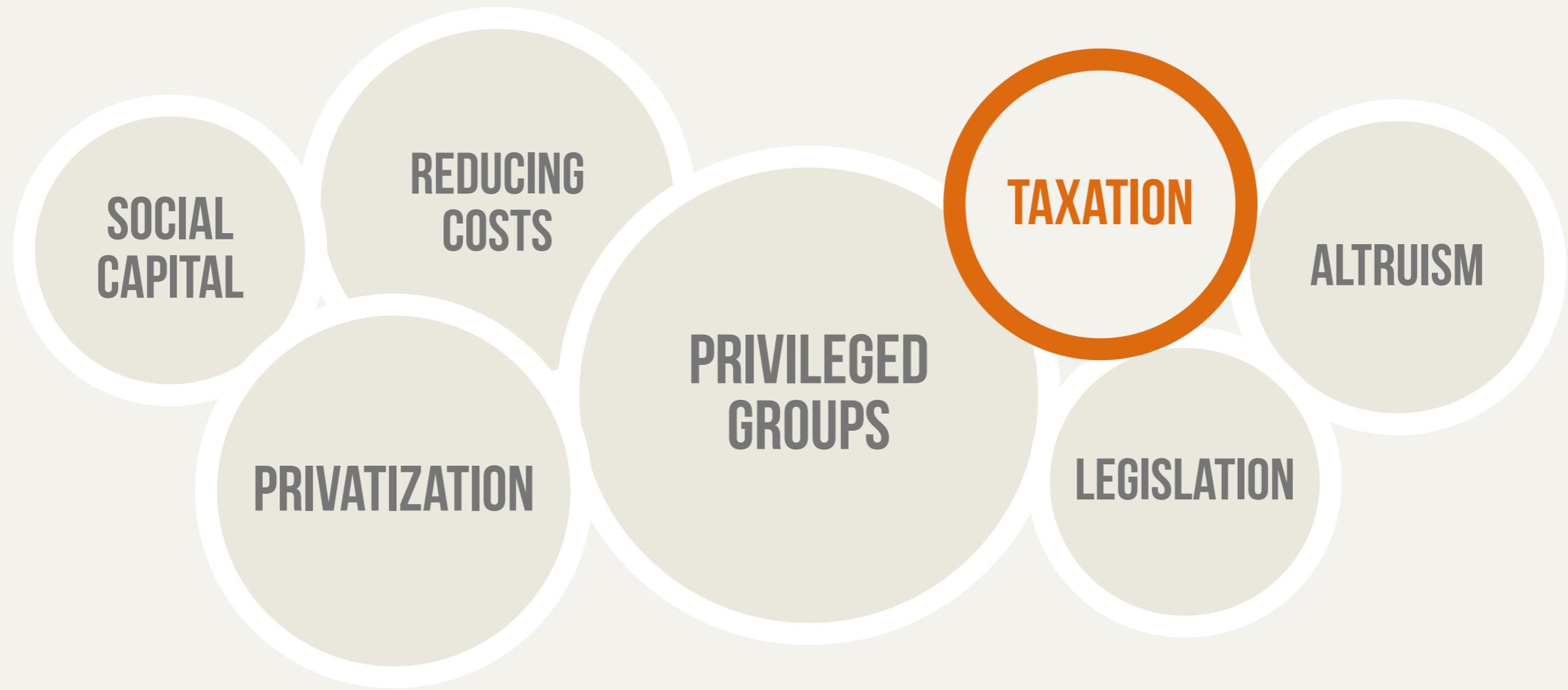
Why should I contribute?

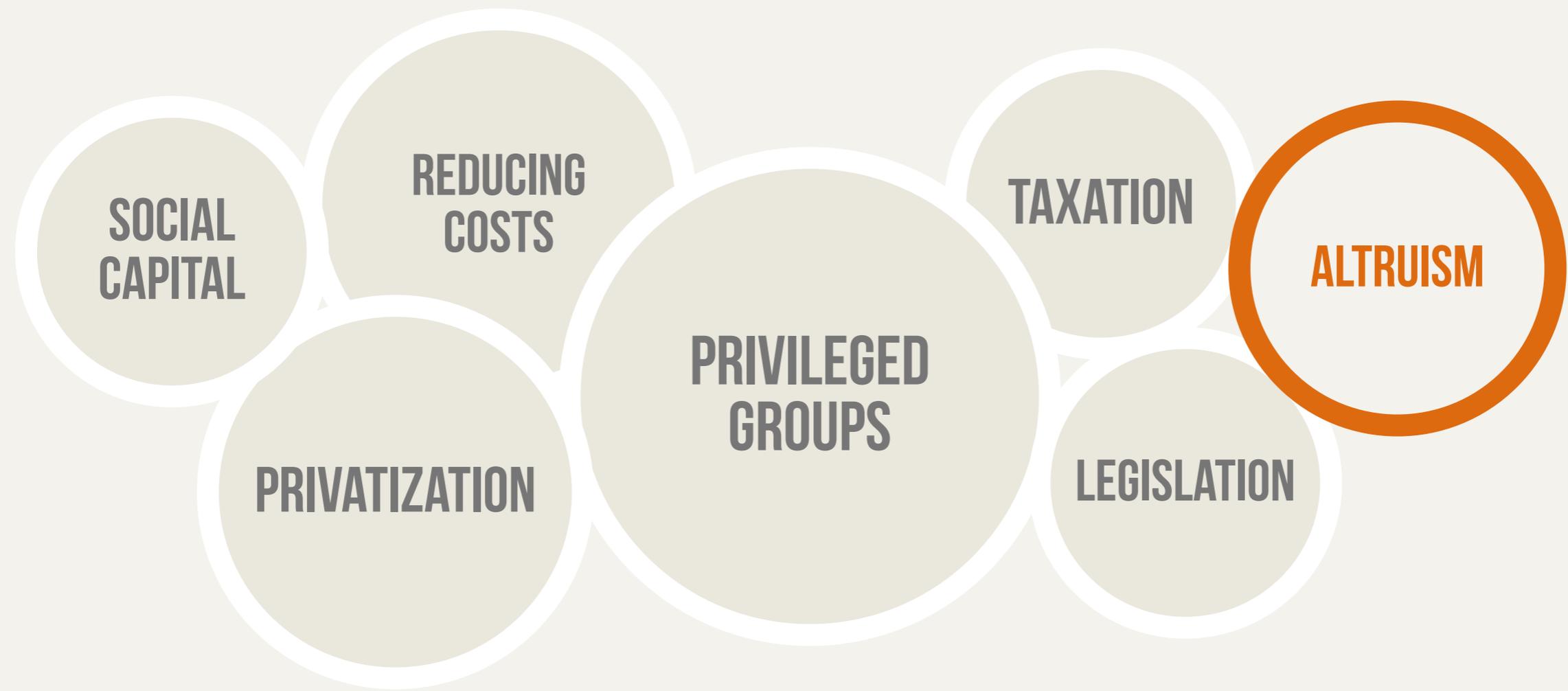




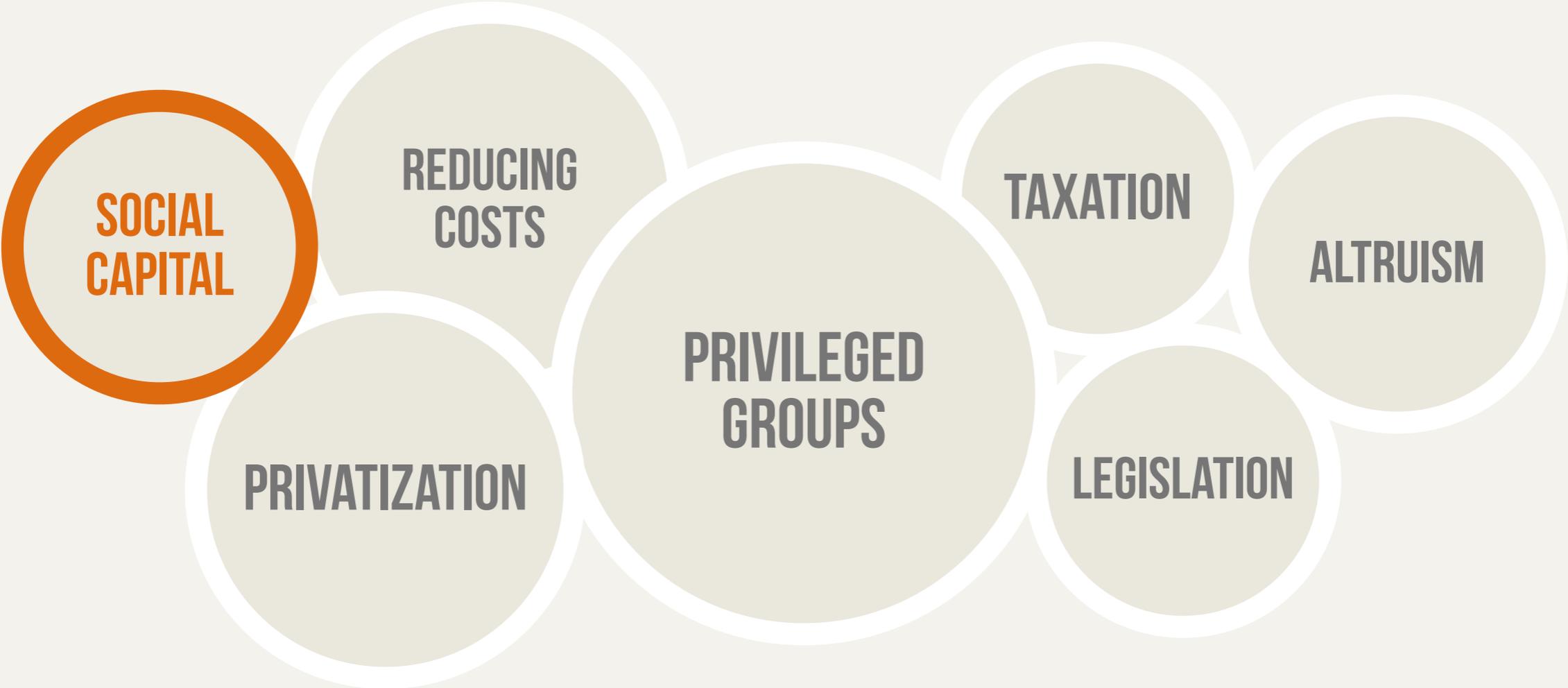


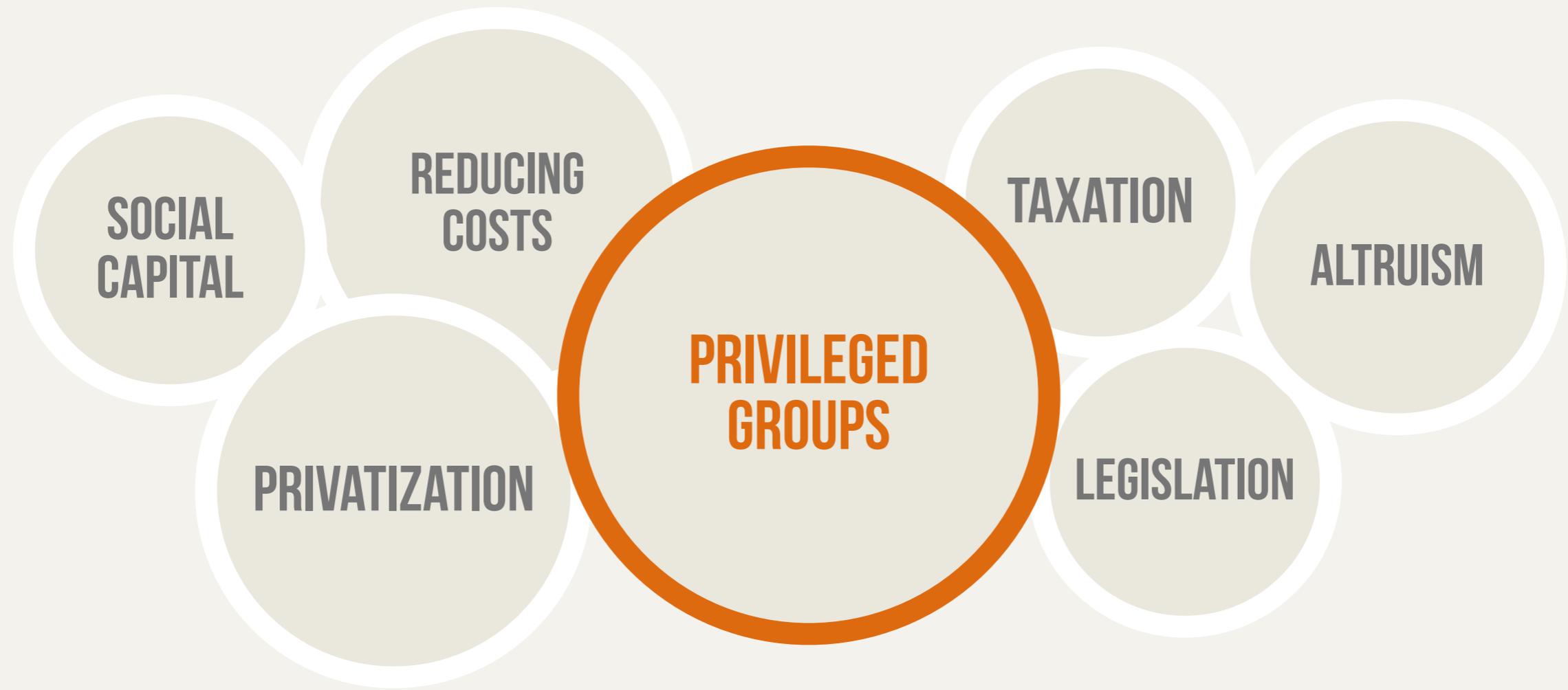






WIKIPEDIA
The Free Encyclopedia





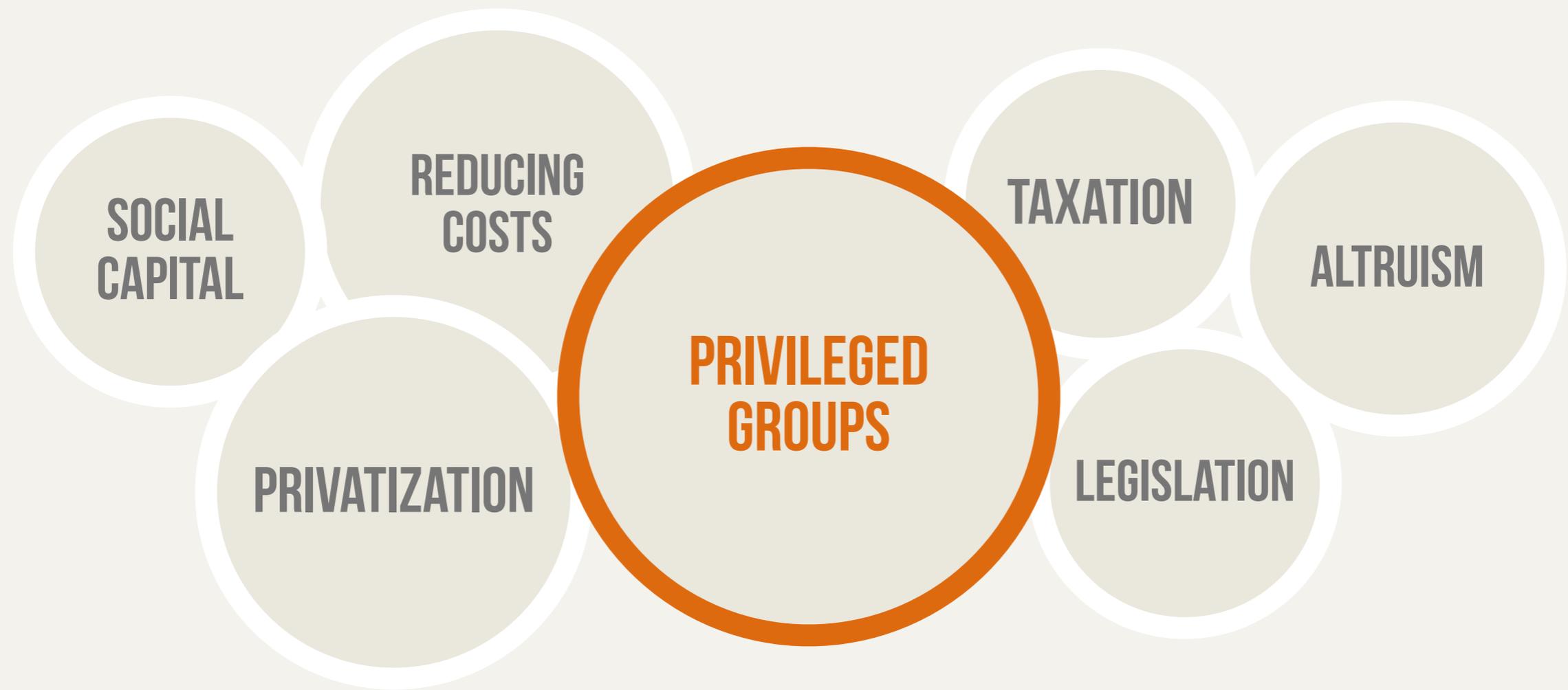
**PRIVILEGED
GROUPS**

**CARETAKERS WHO GET
SELECTIVE BENEFITS
FOR CONTRIBUTING**

PRIVILEGED
GROUPS

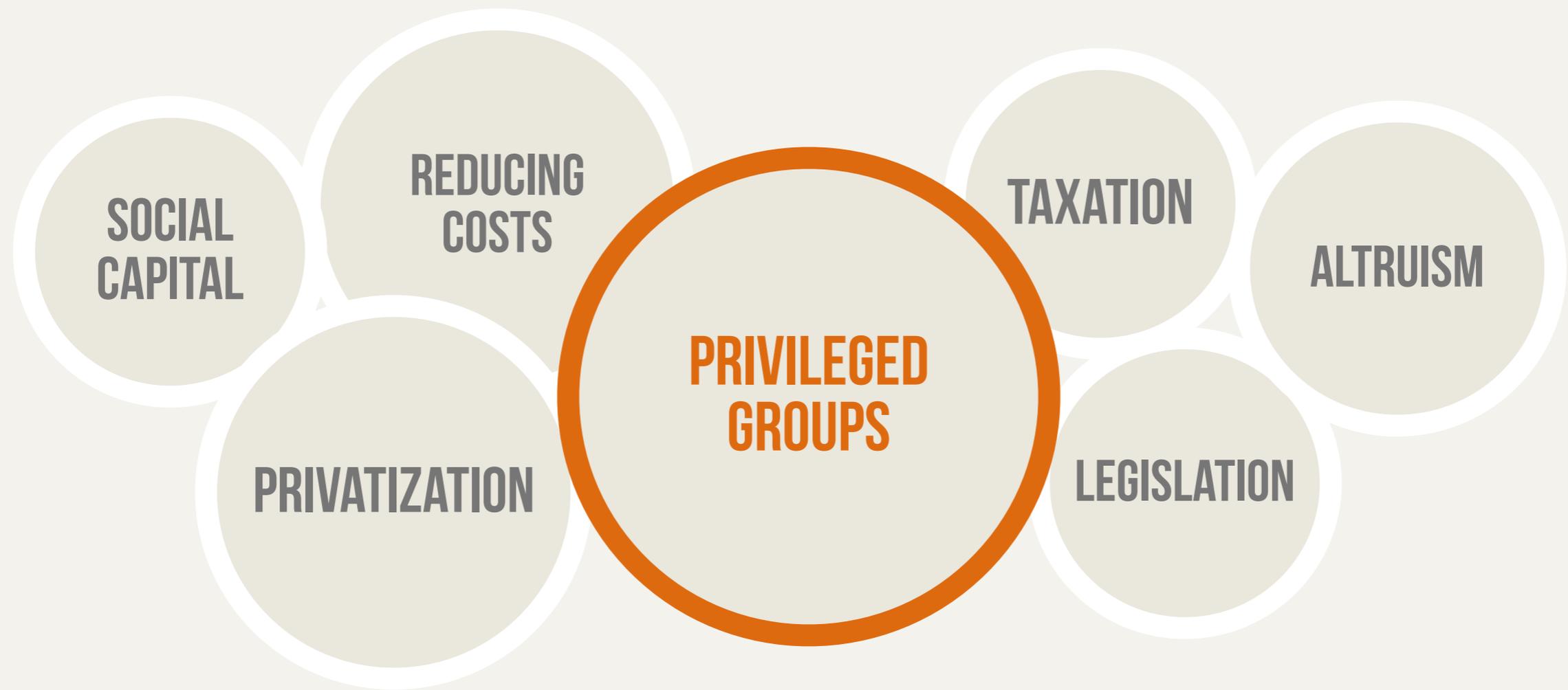
CARETAKERS WHO GET
SELECTIVE BENEFITS
FOR CONTRIBUTING





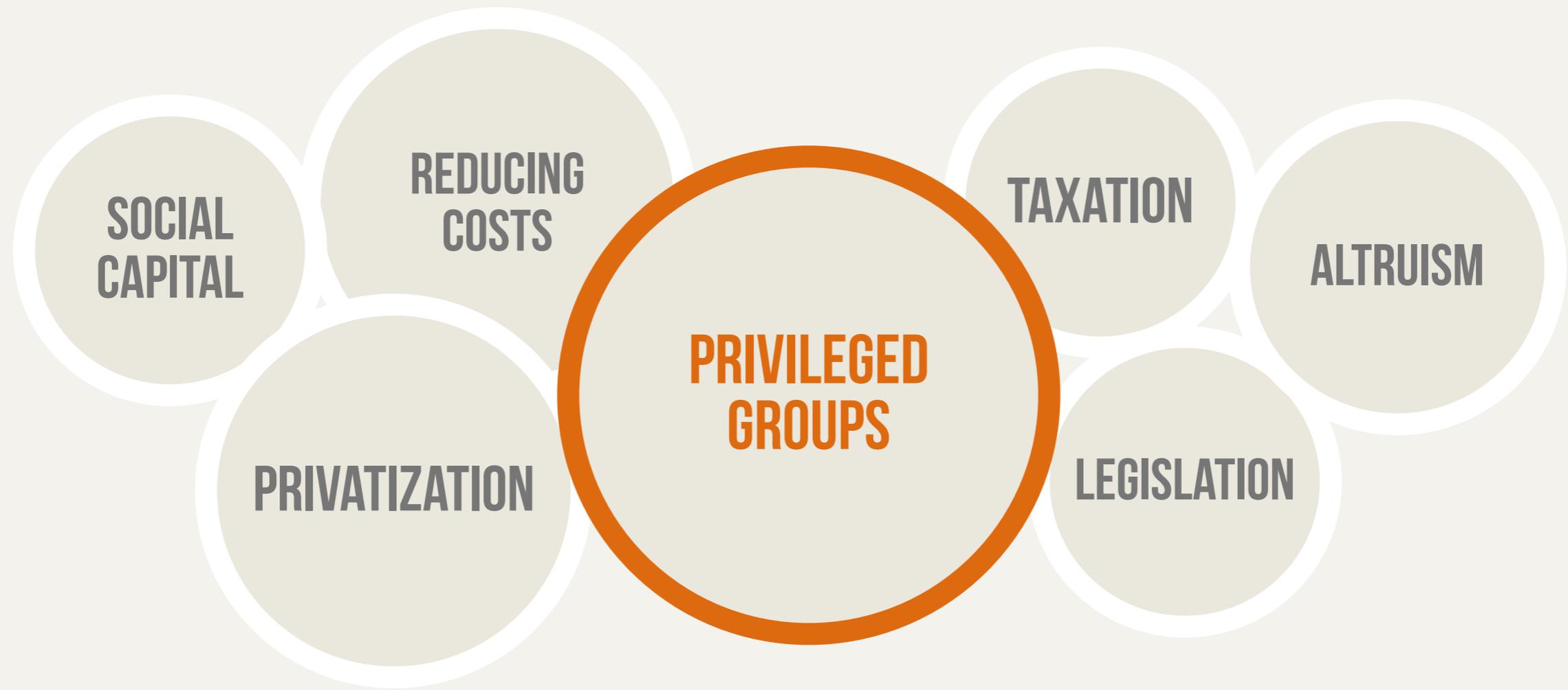
WORDPRESS

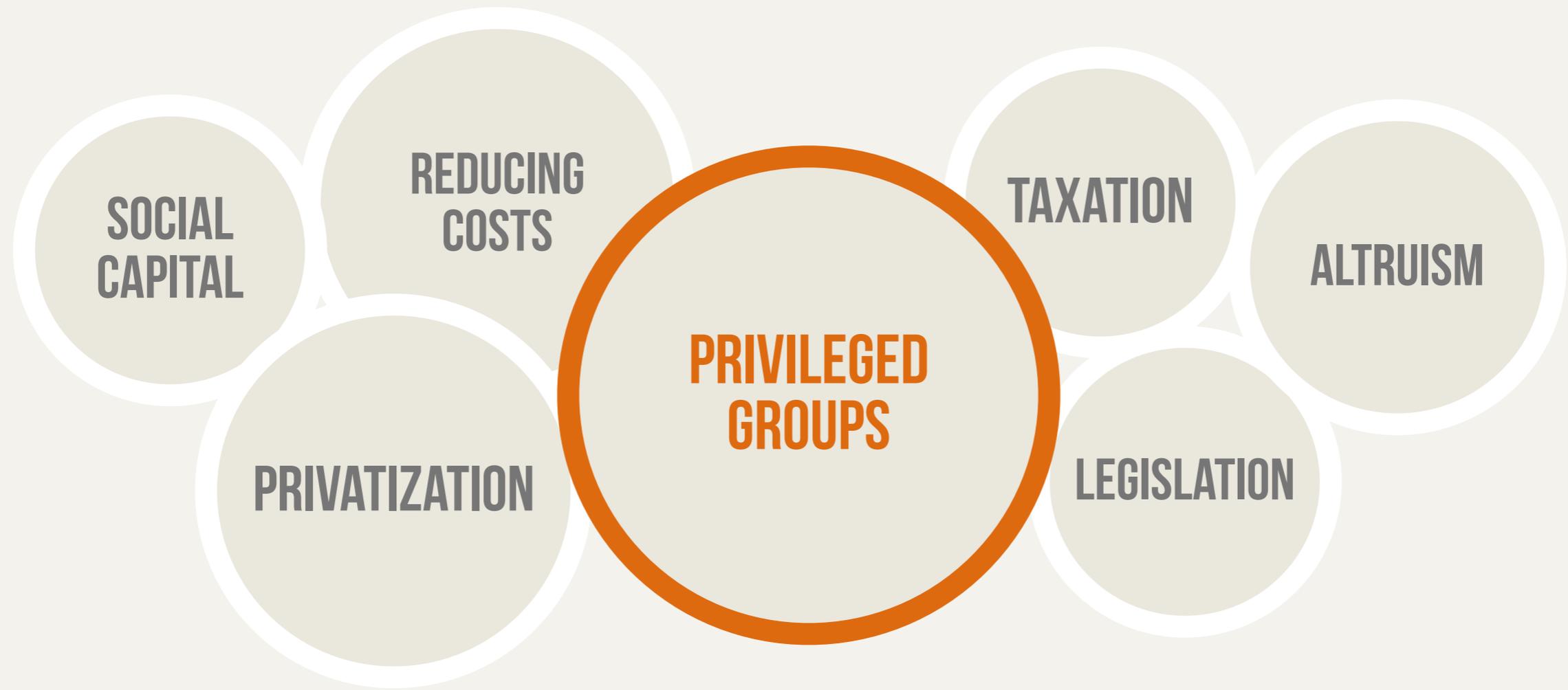
PRIVILEGED GROUP: AUTOMATTIC



WORDPRESS

PRIVILEGED GROUP: AUTOMATTIC



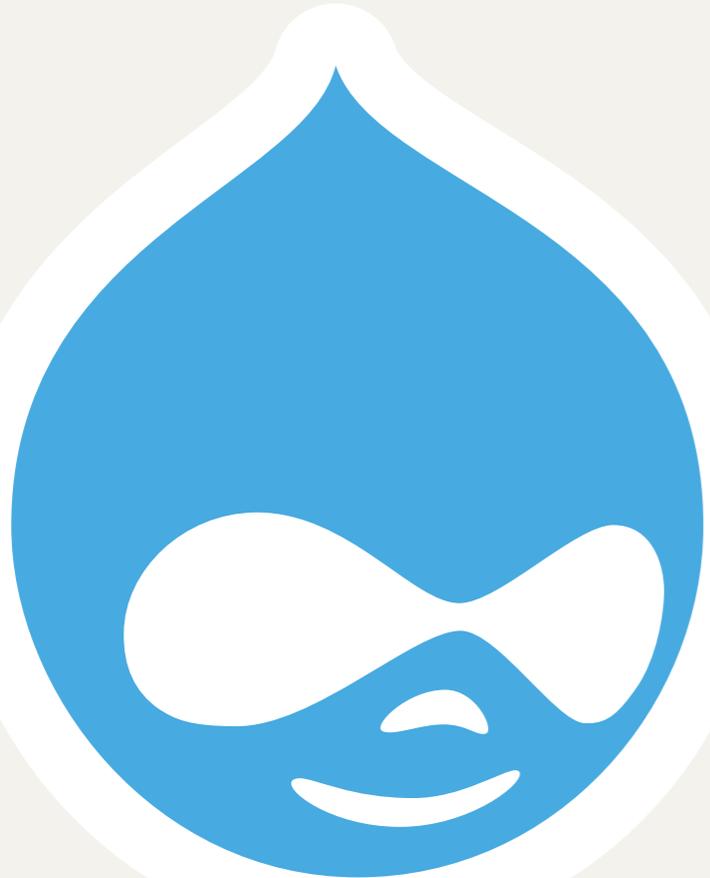


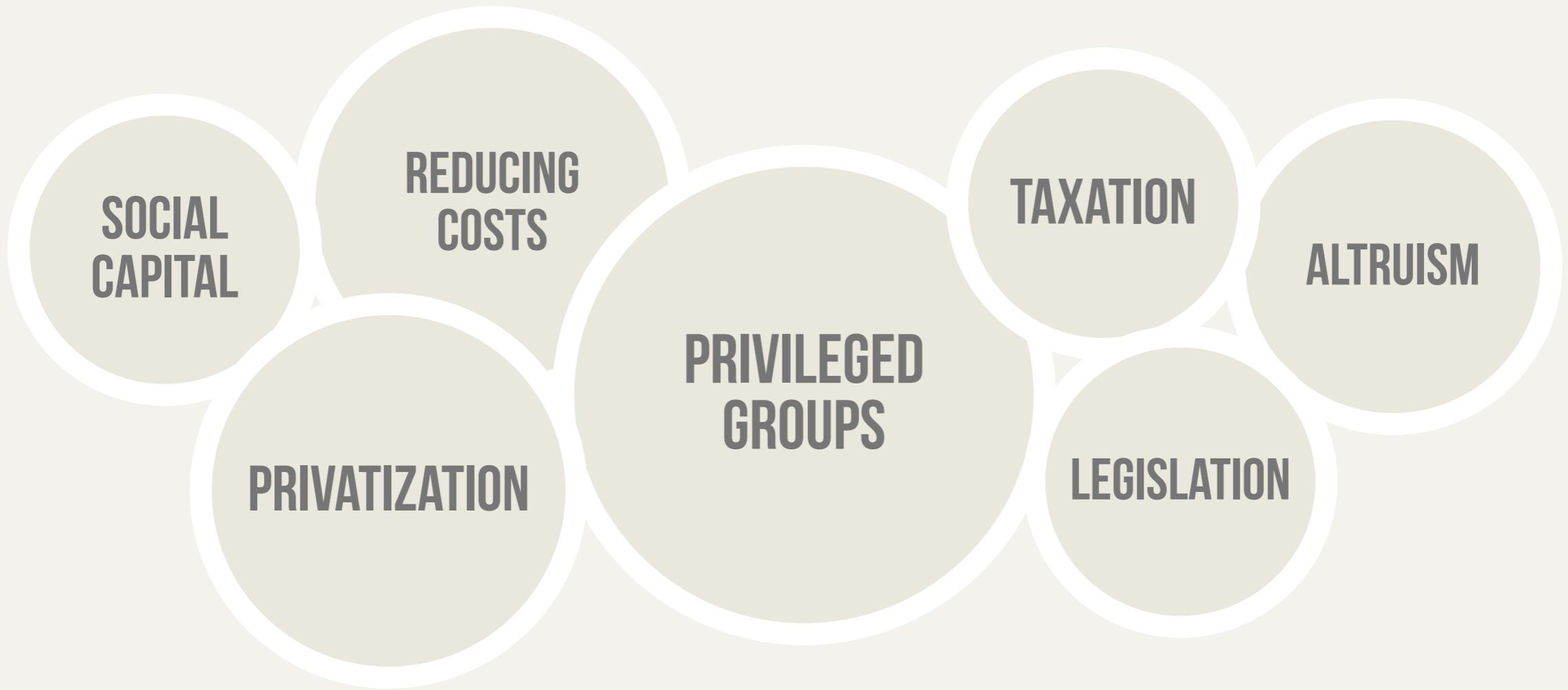
Firefox

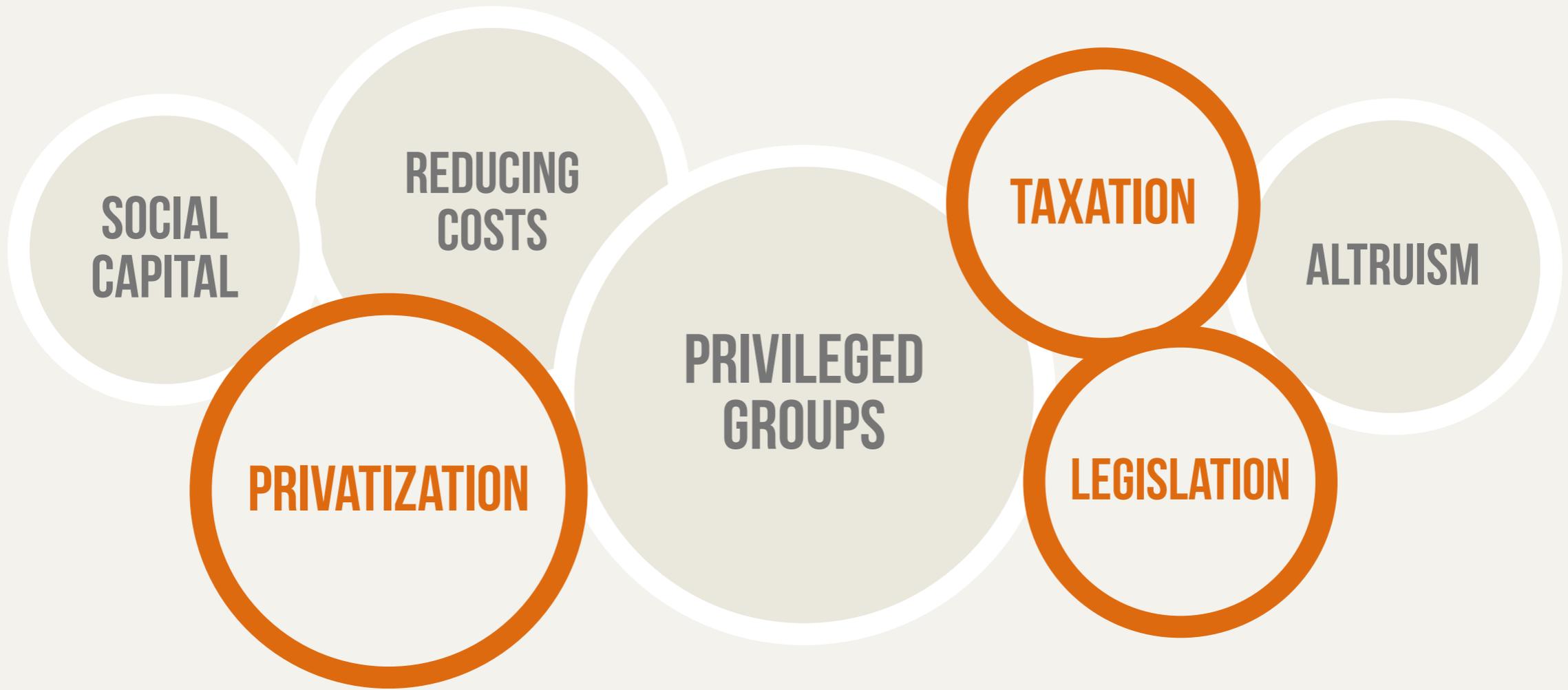
PRIVILEGED GROUP: **MOZILLA**

WHAT ABOUT

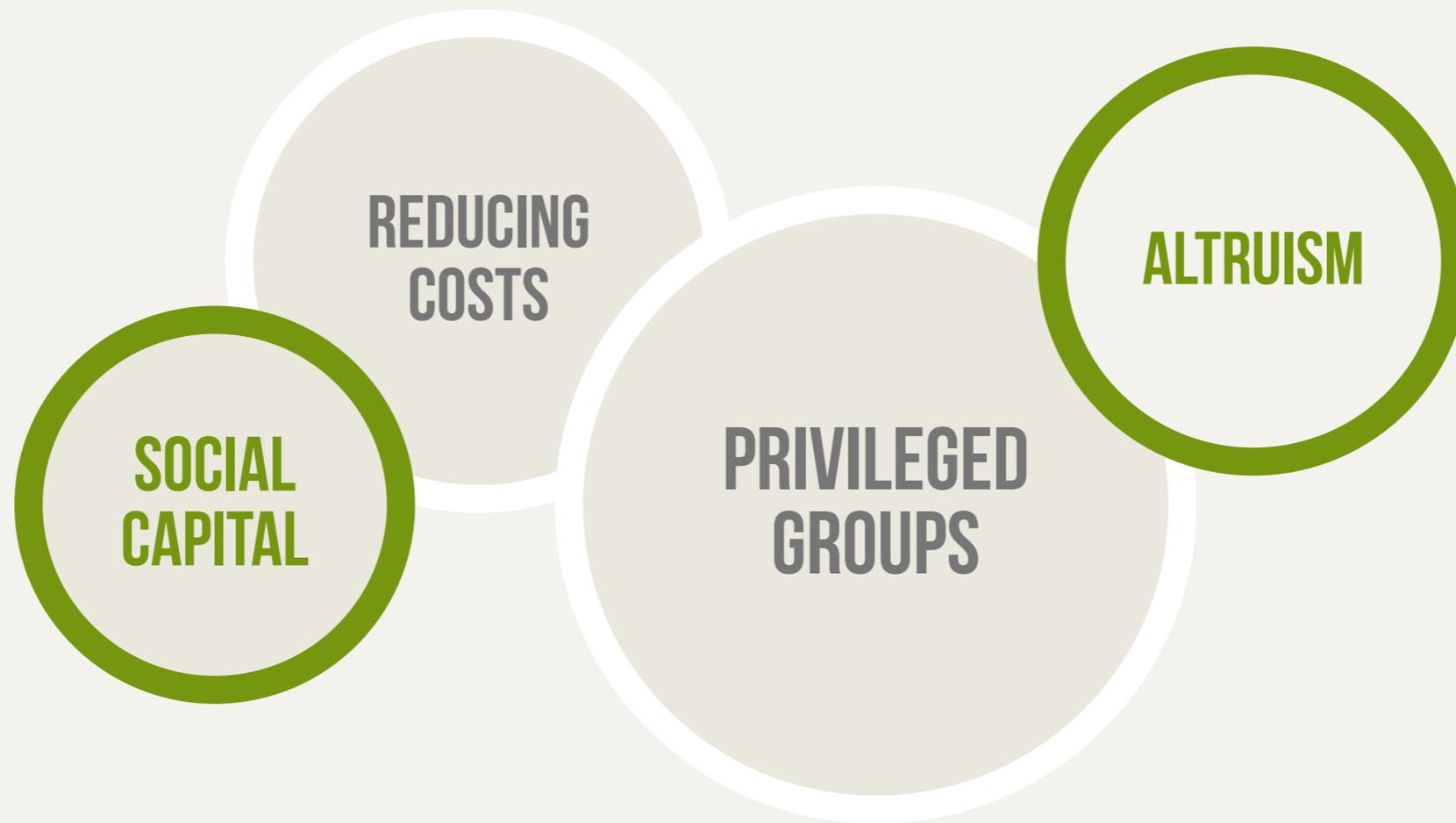
DRUPAL?



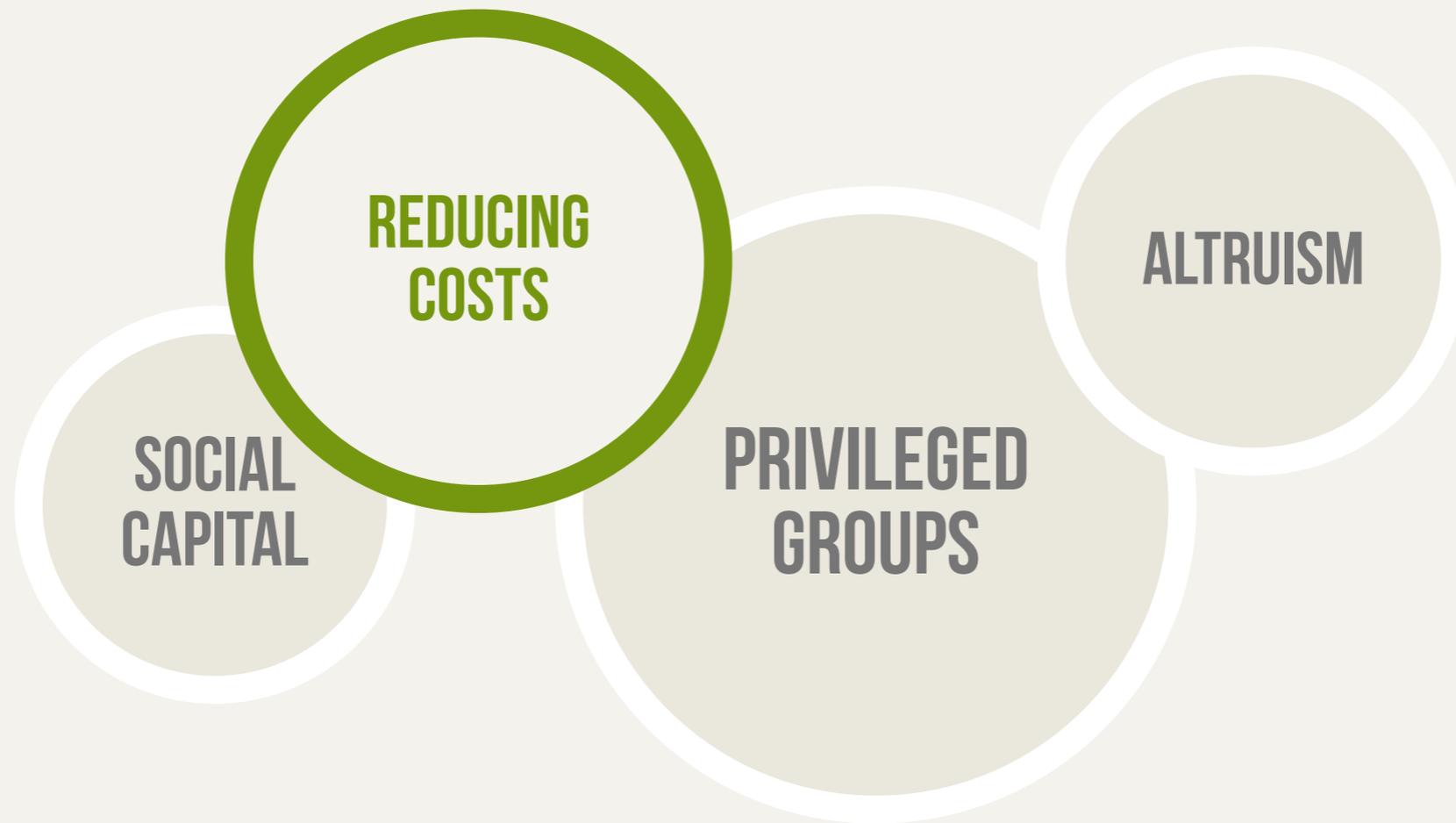




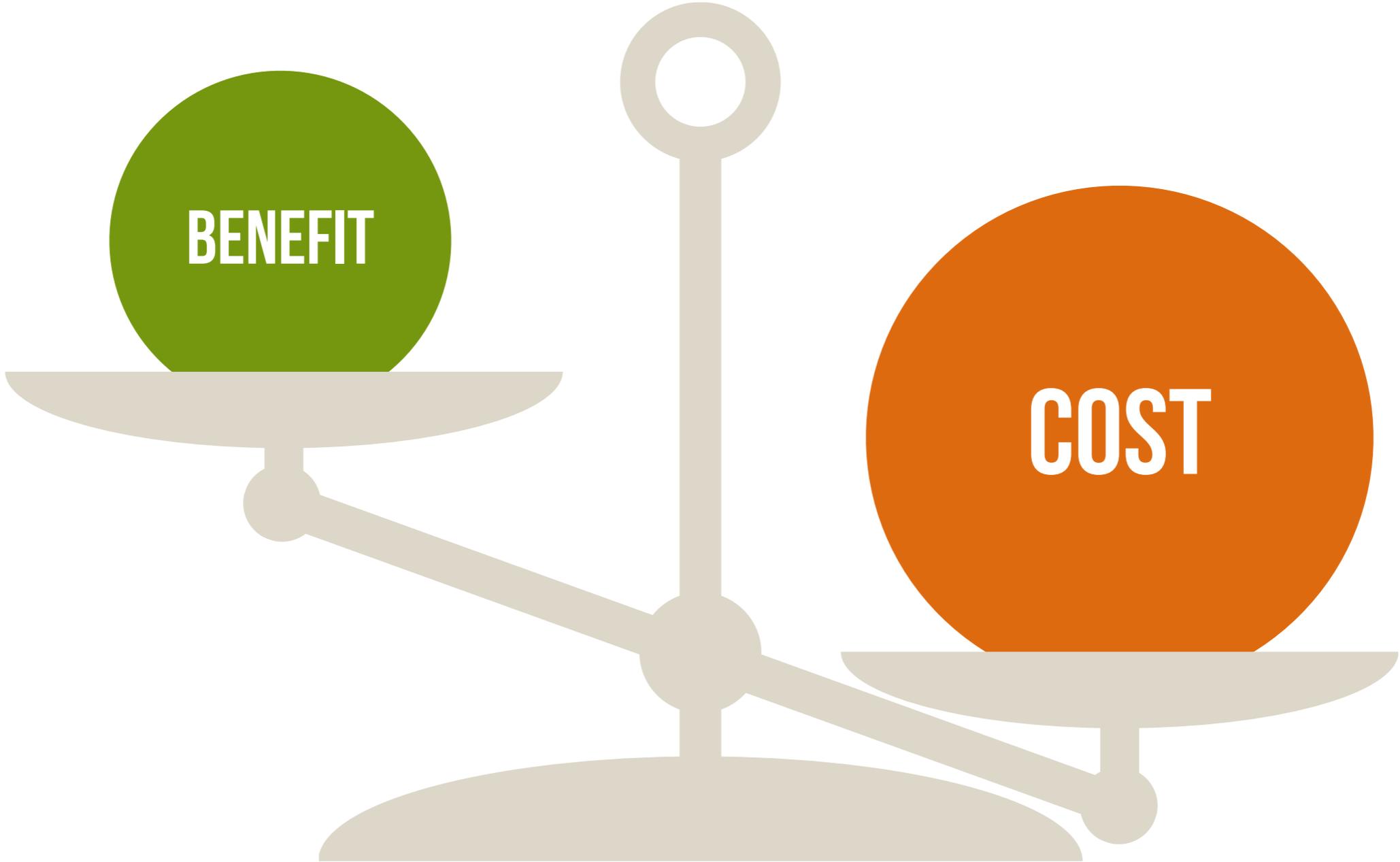
NOT THE **OPEN-SOURCE WAY**



WHAT WE DO MOST

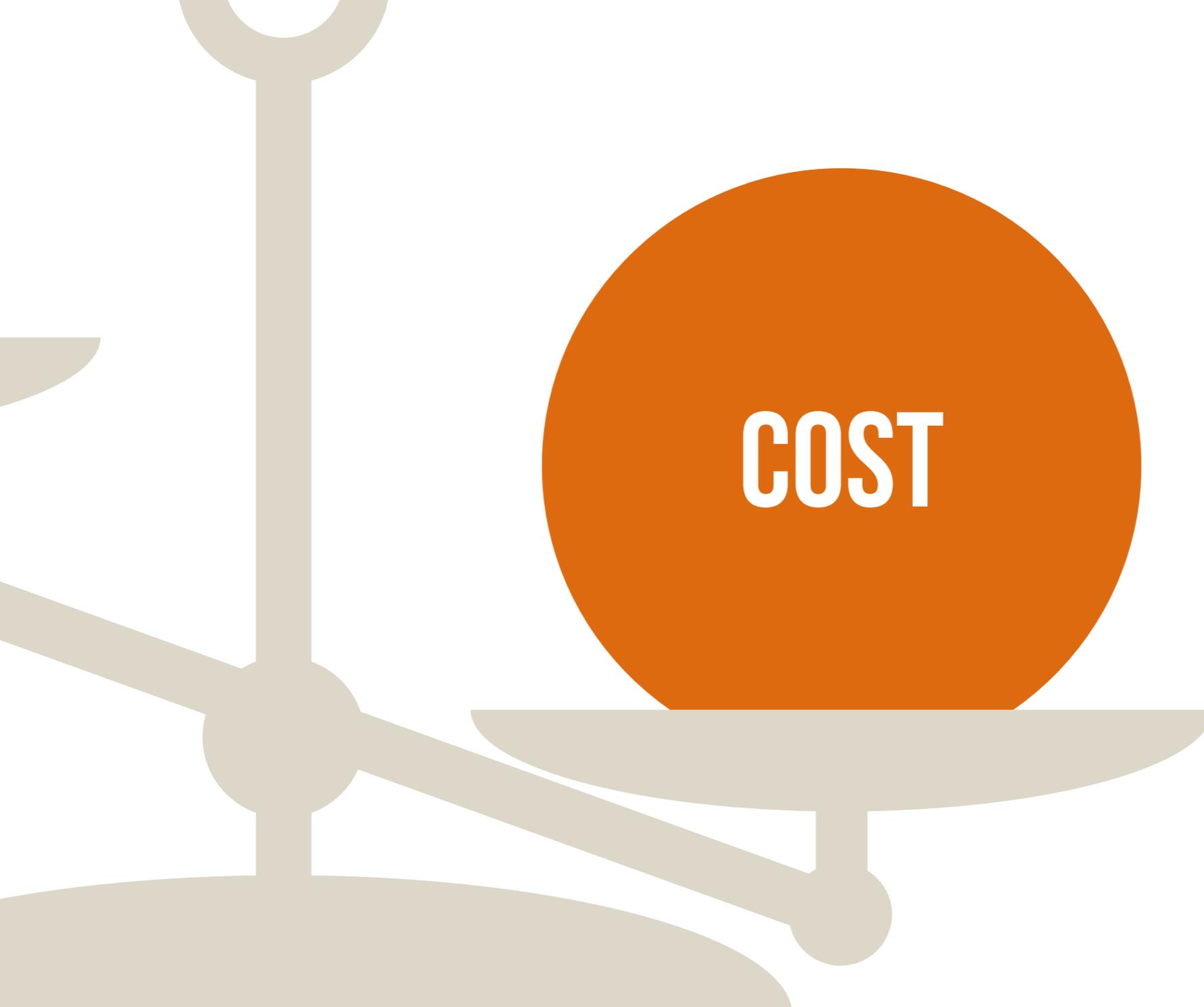


WE'RE DOING THIS TOO

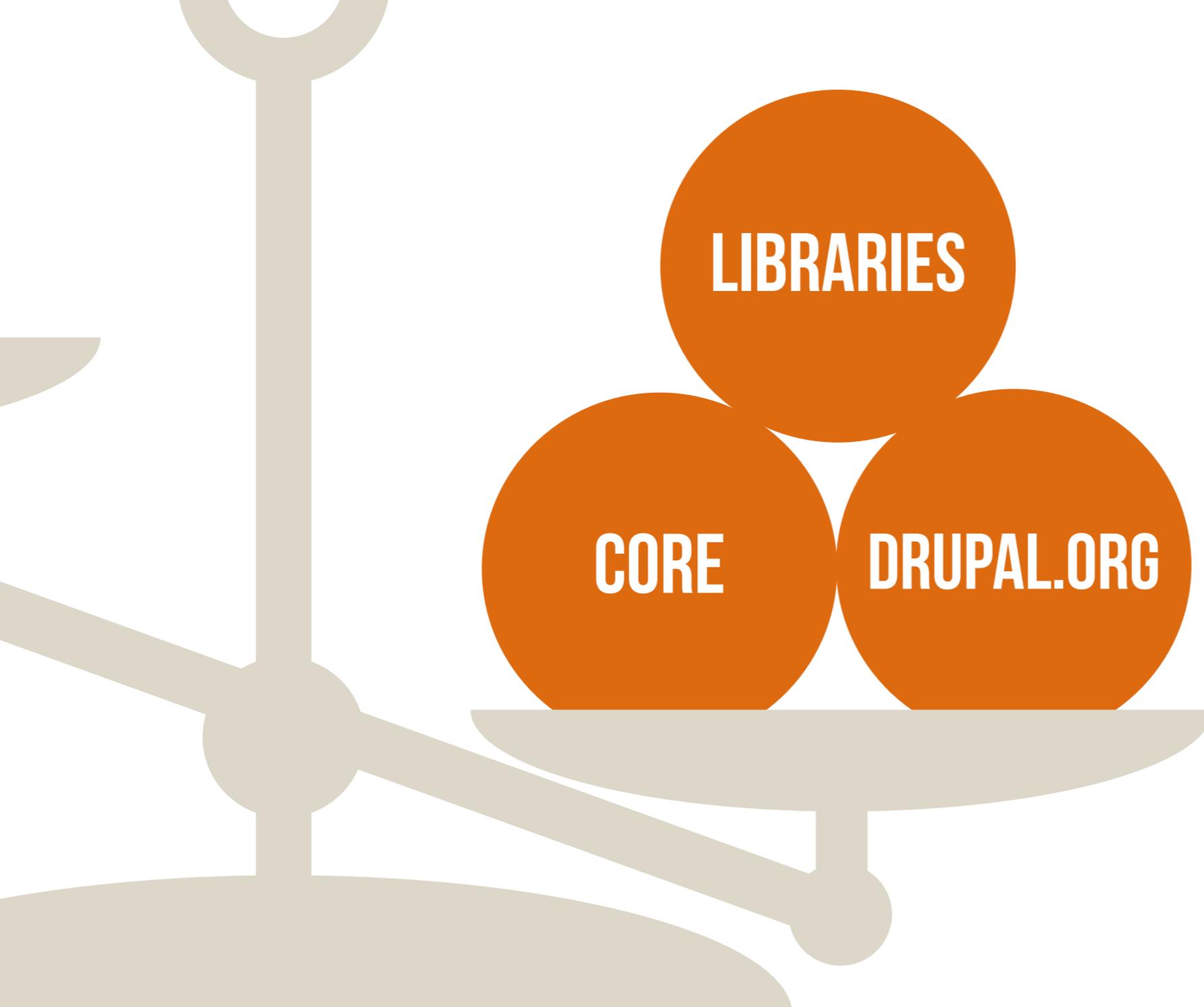


BENEFIT

COST



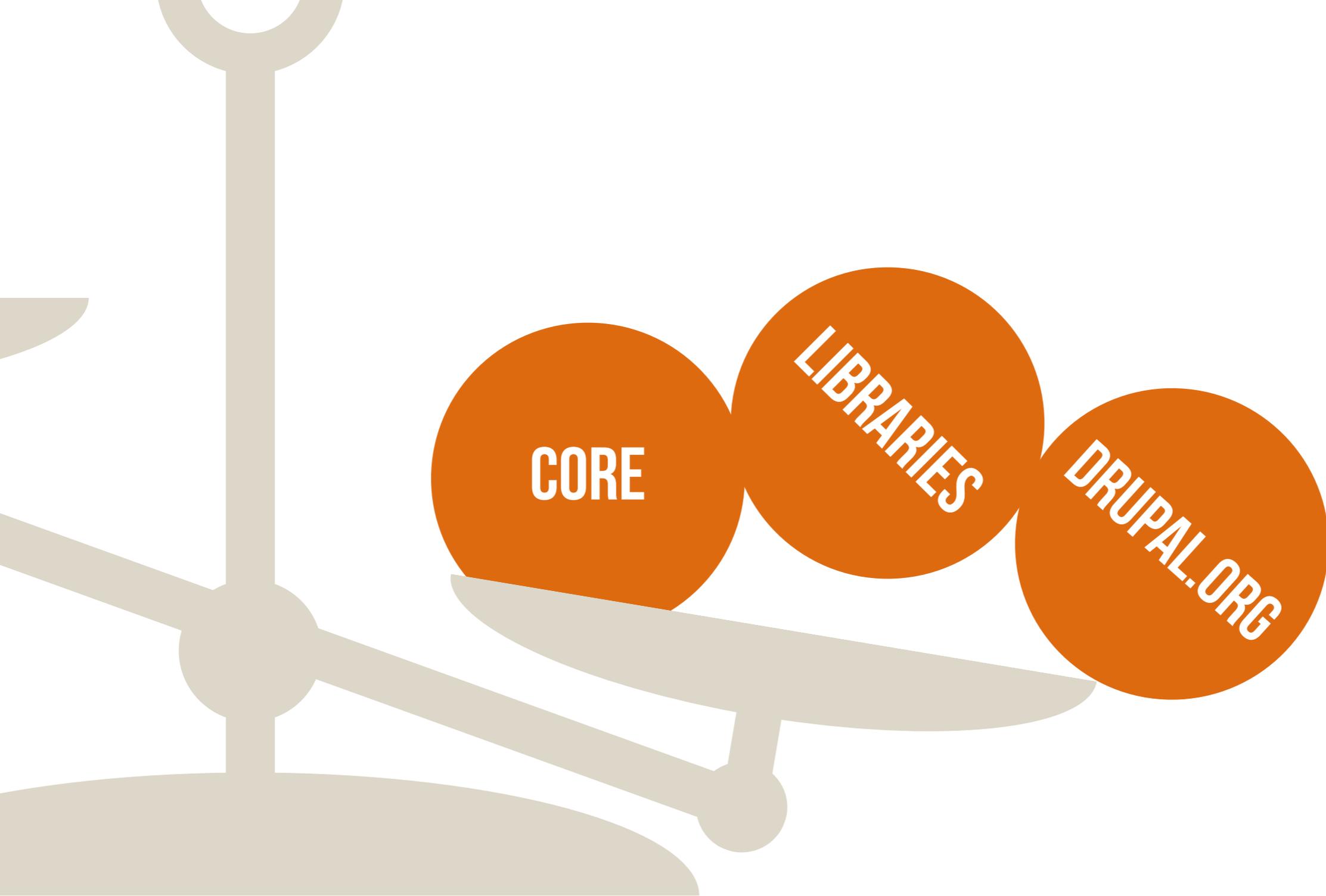
WHAT ARE THE COSTS?



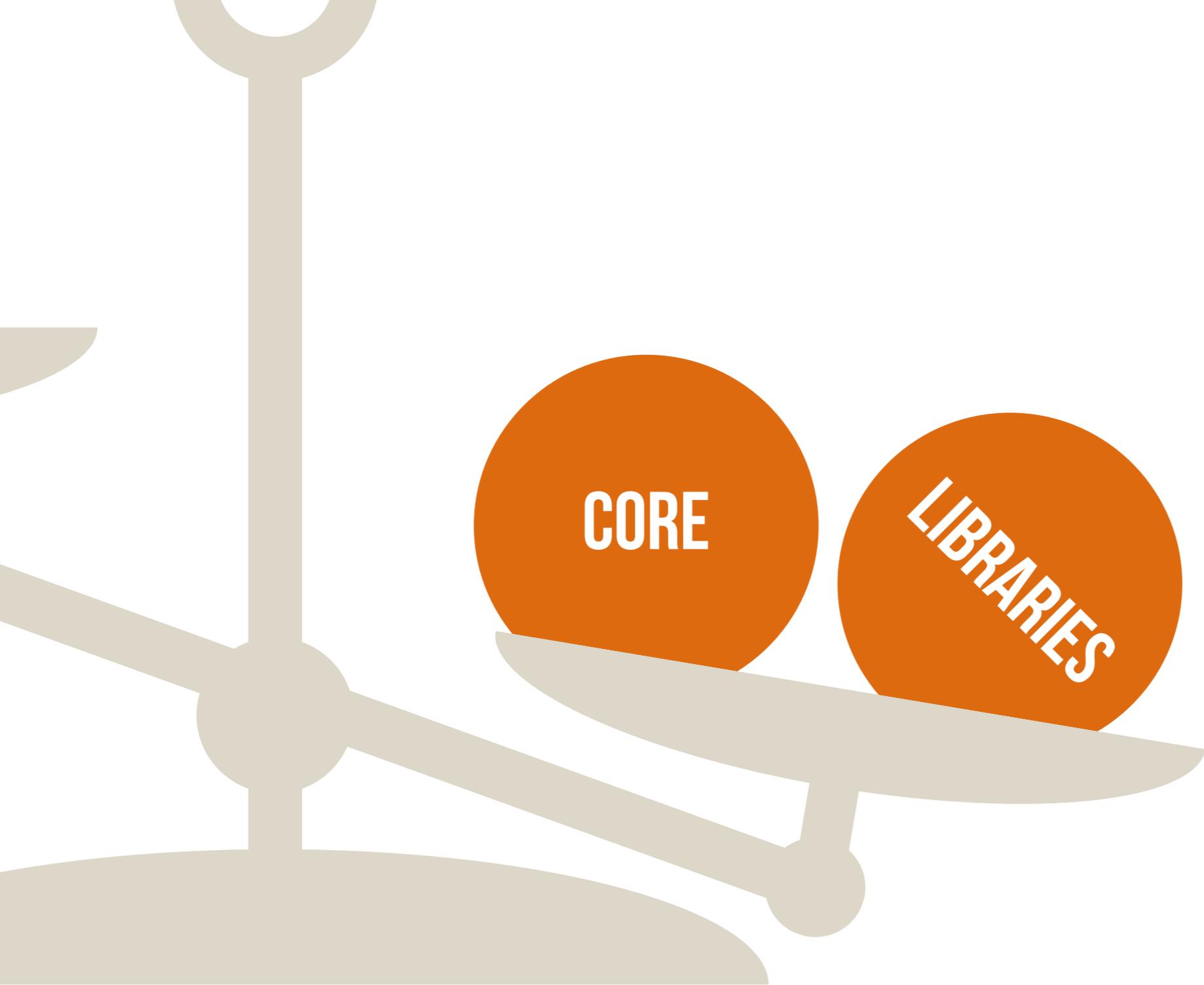
LIBRARIES

CORE

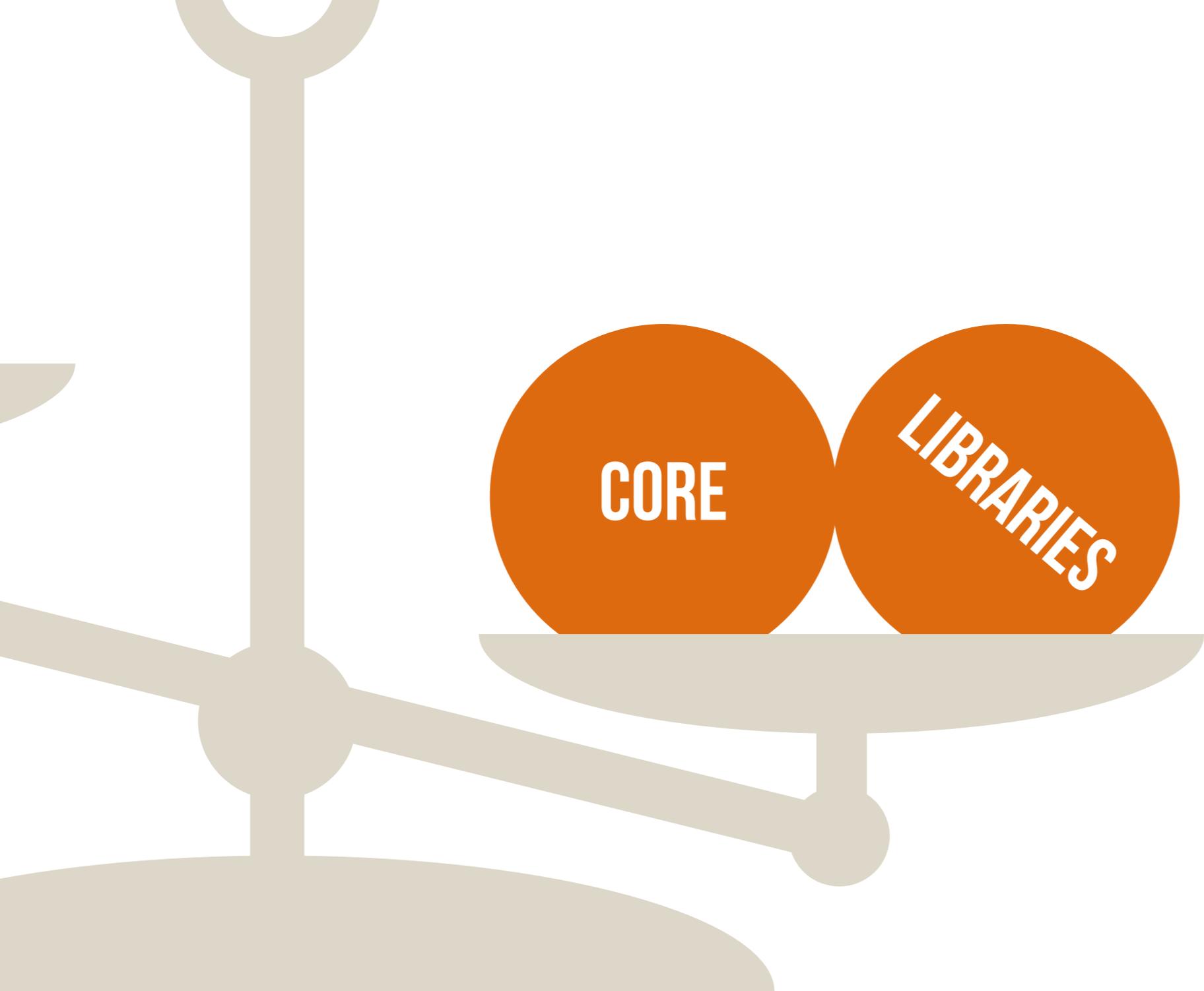
DRUPAL.ORG



WE DELEGATED INFRASTRUCTURE

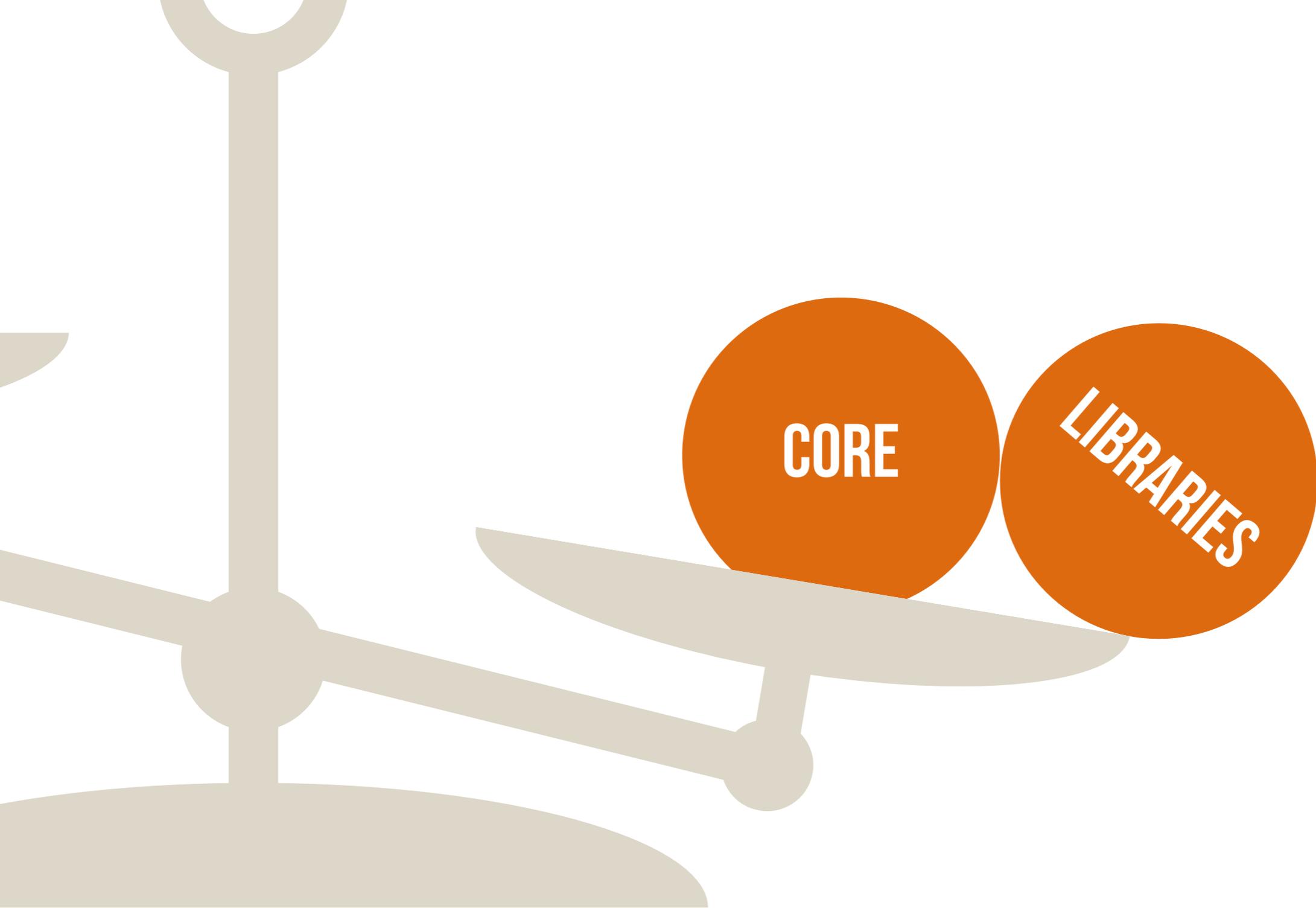


WE DELEGATED INFRASTRUCTURE

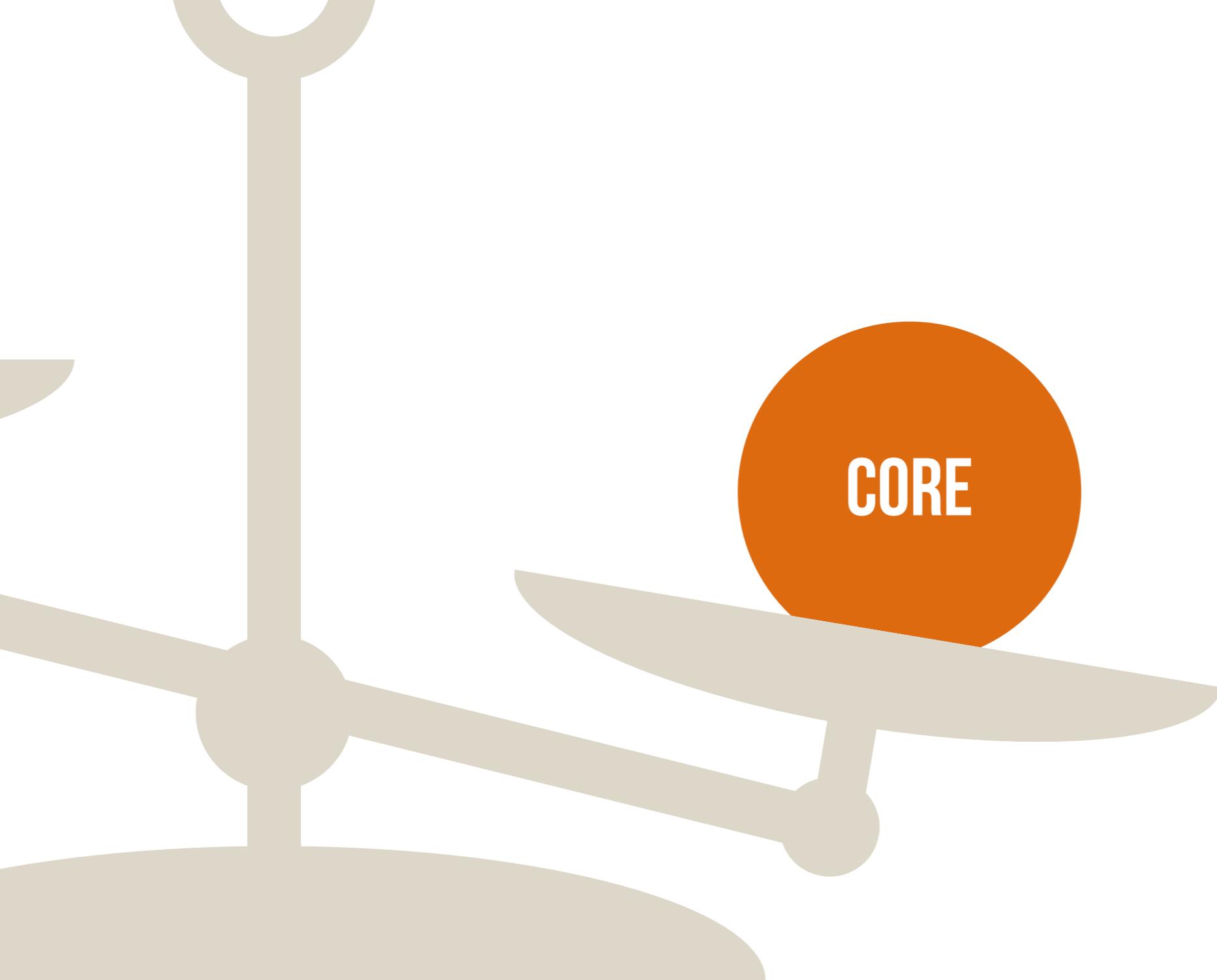


CORE

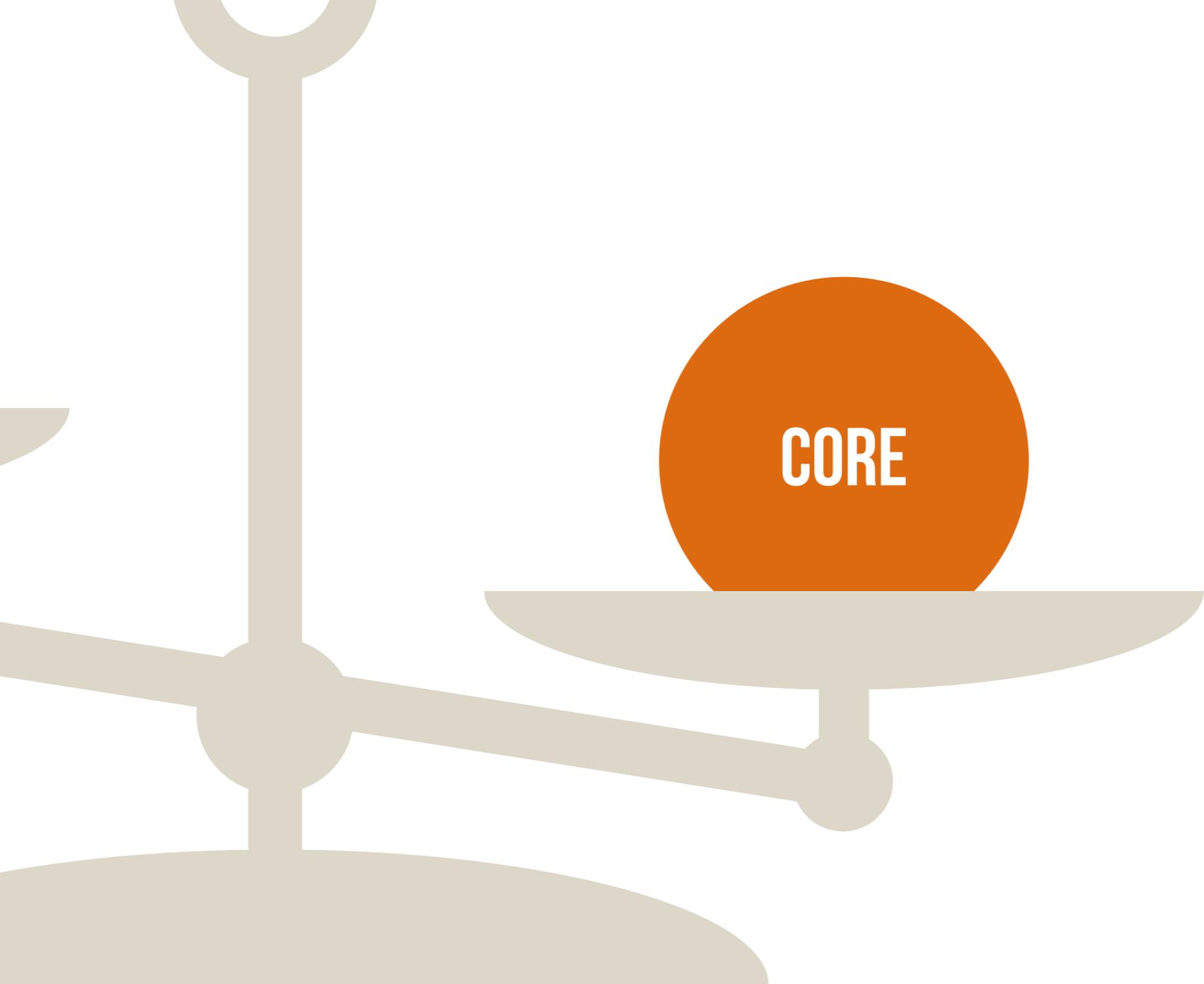
LIBRARIES



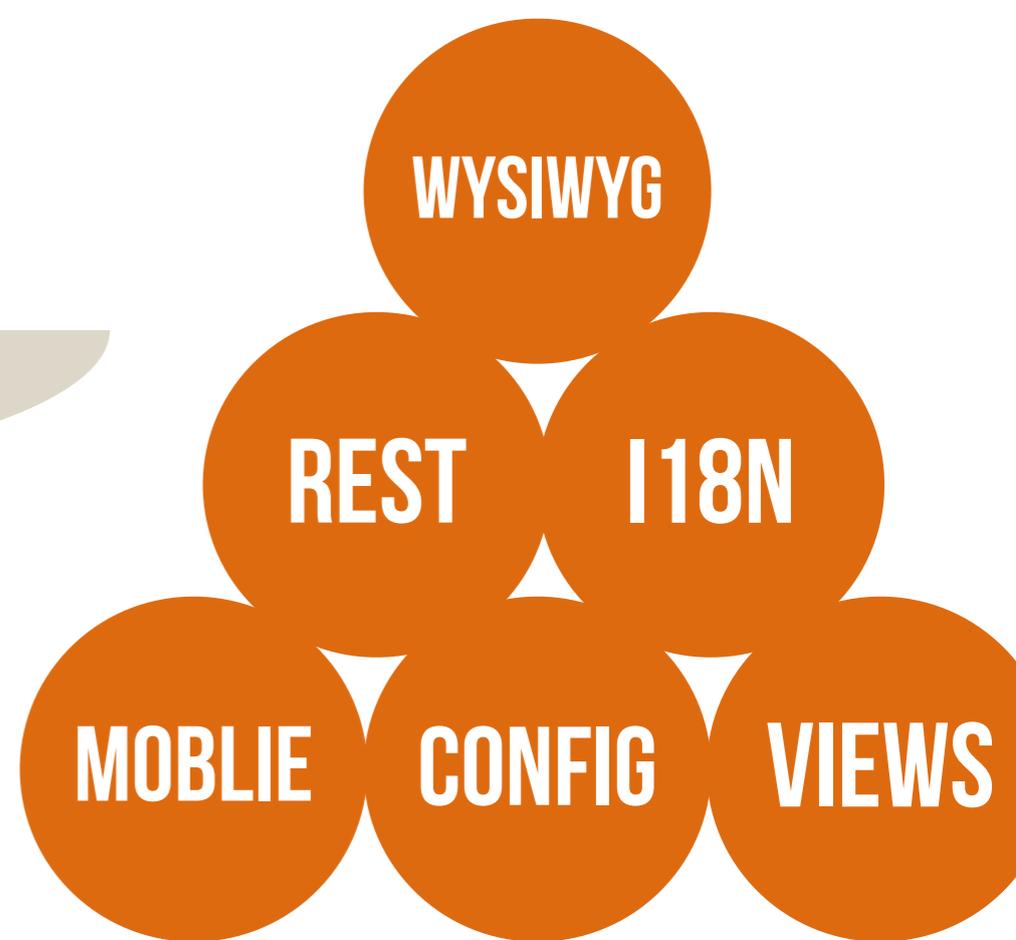
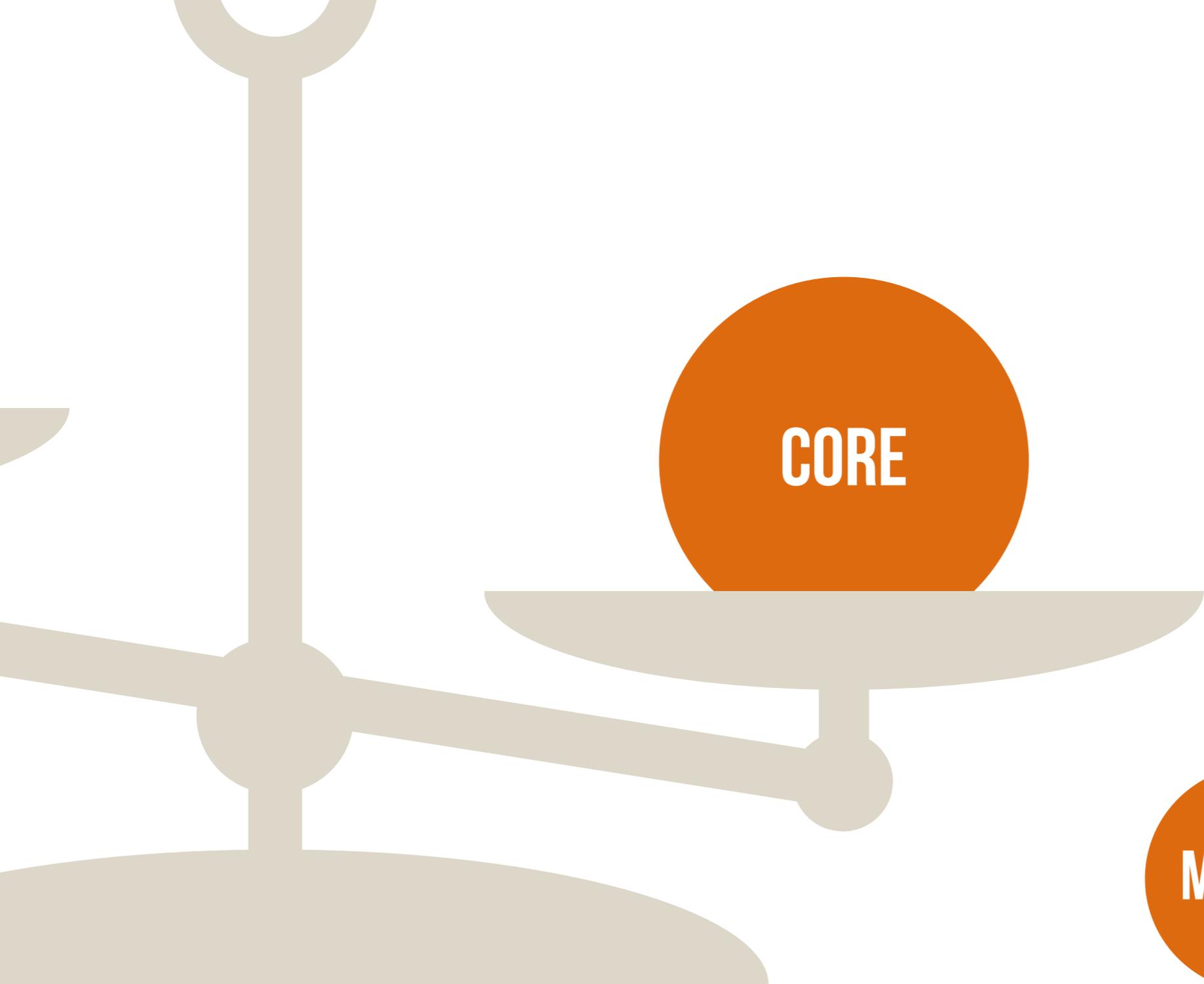
WE OFFLOADED MAINTENANCE



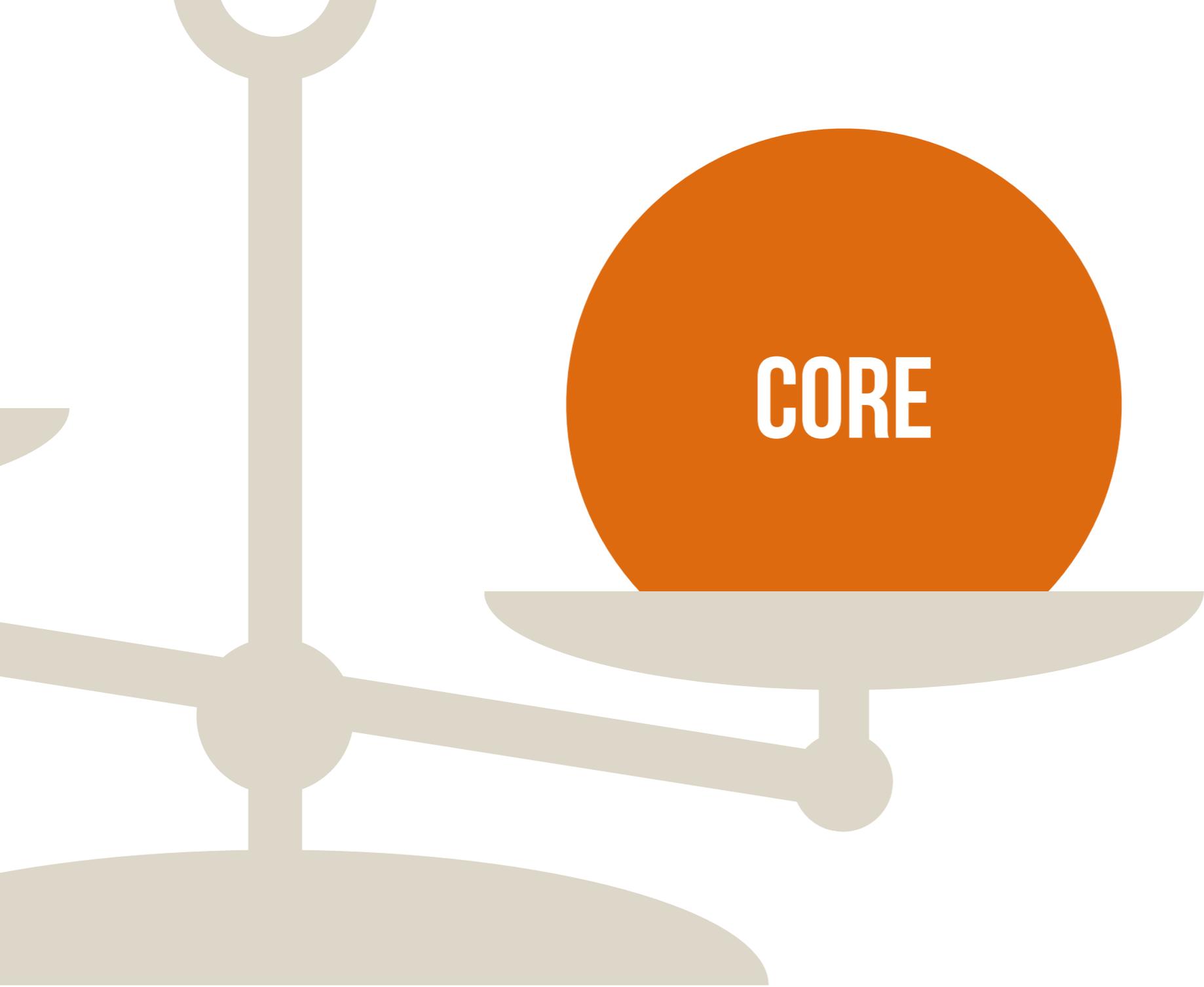
WE OFFLOADED MAINTENANCE



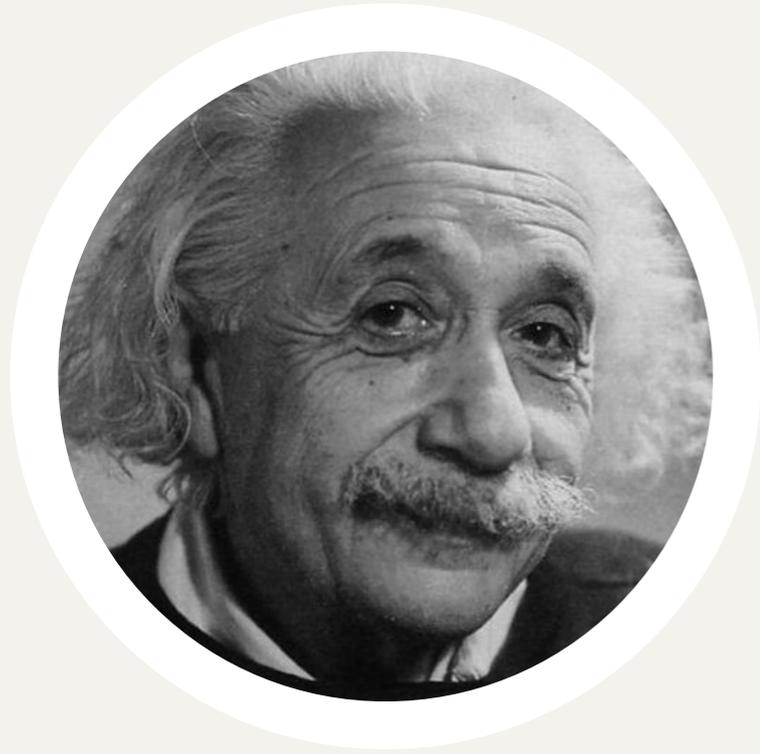
BUT CORE GOT BIGGER



BUT CORE GOT BIGGER

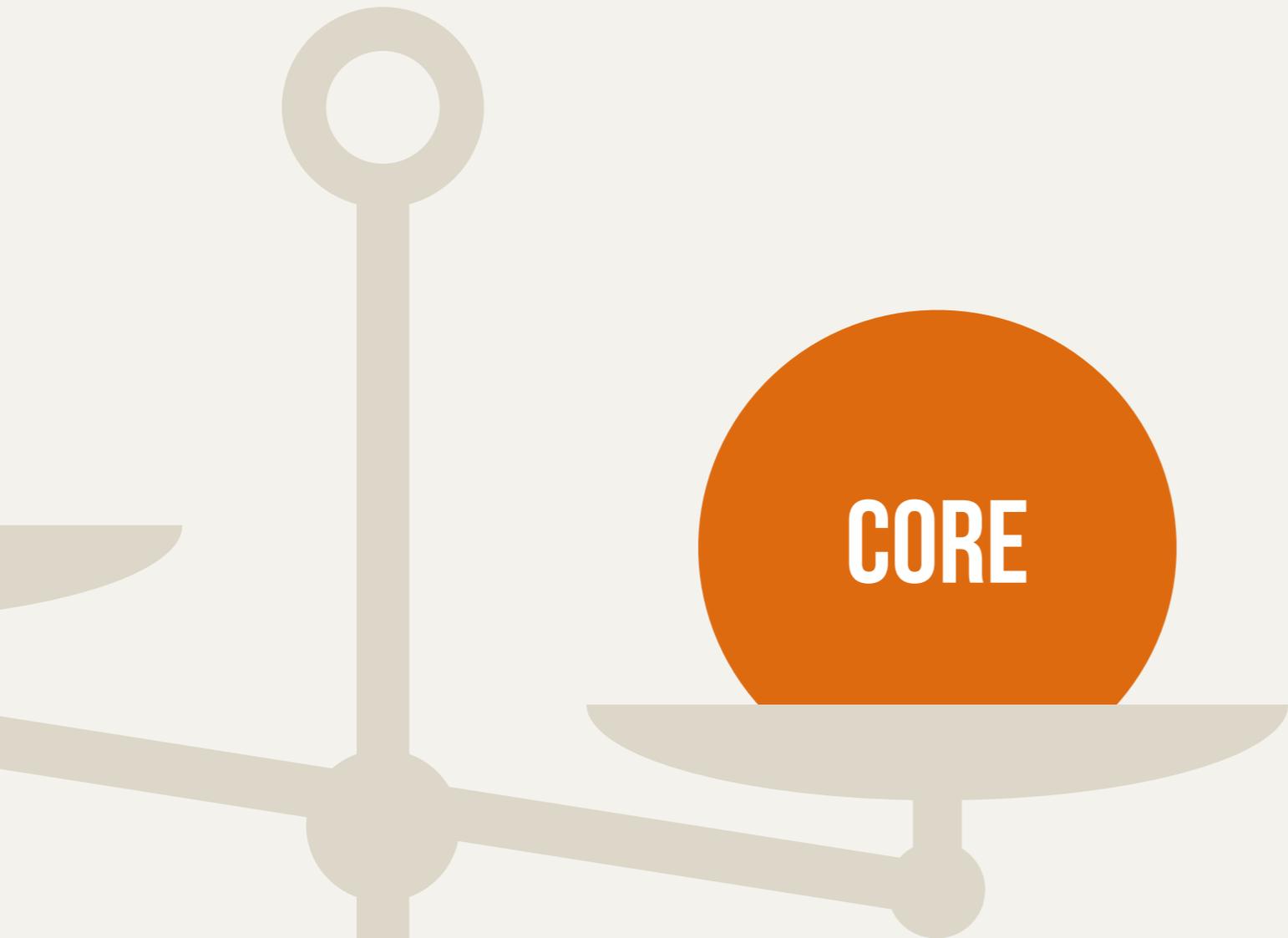


BUT CORE GOT BIGGER



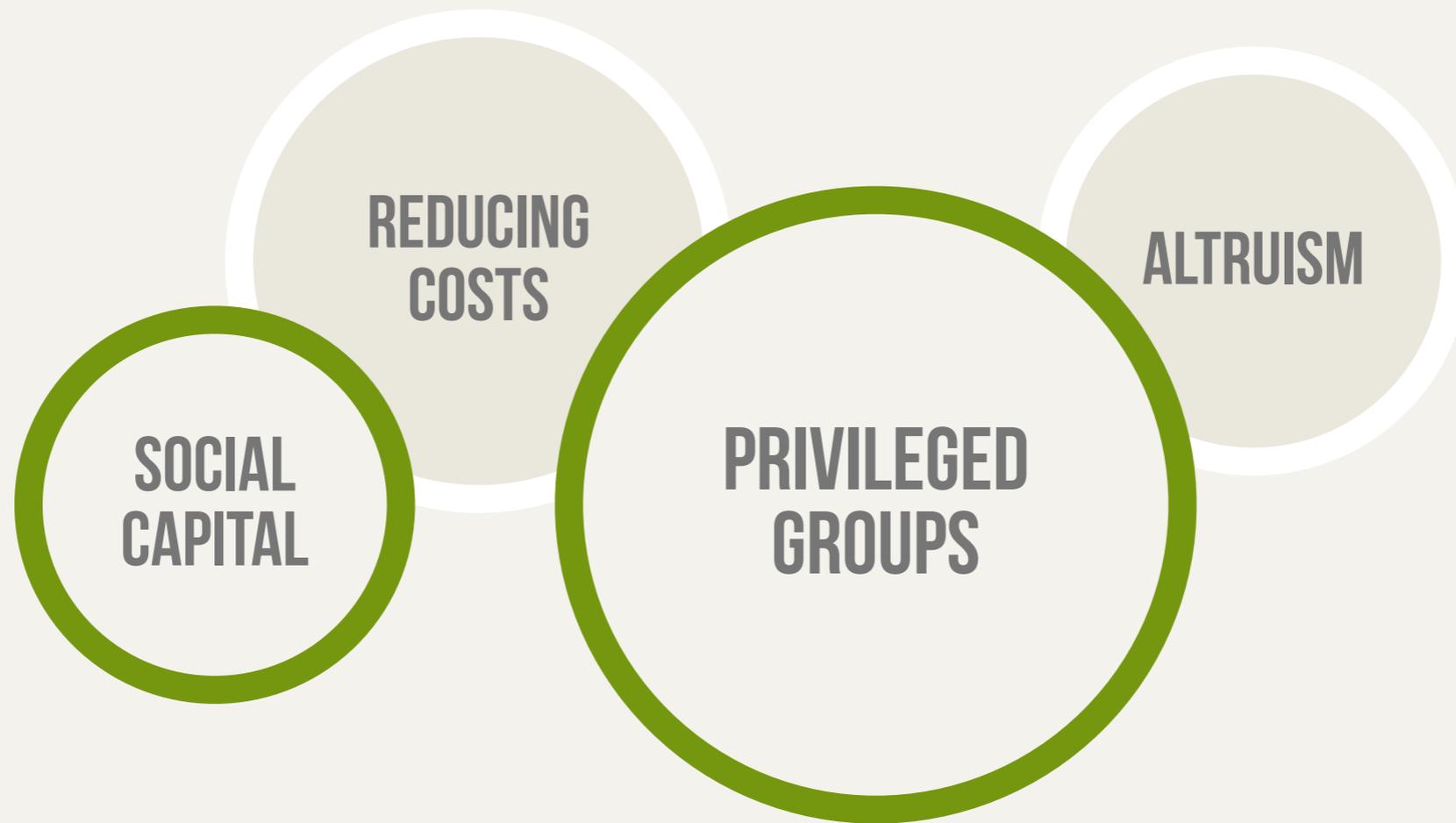
**⚡⚡ MAKE THINGS AS SIMPLE
AS POSSIBLE BUT NO SIMPLER**

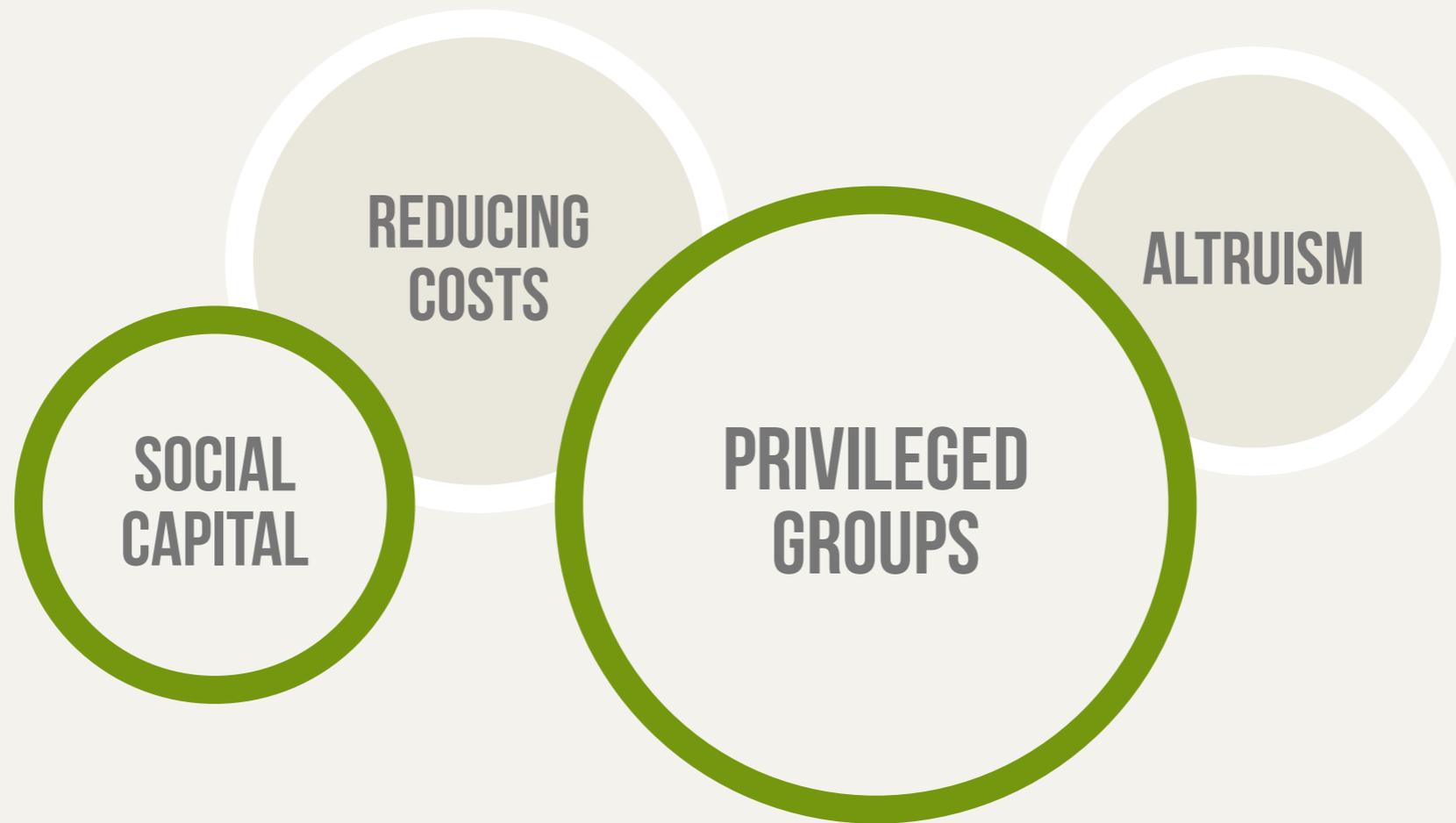
Albert Einstein





WHAT ABOUT THE **GAIN SIDE?**





individuals



agencies



end users

TRACK **ORGANIZATIONS** IN ADDITION TO INDIVIDUALS



individuals



agencies



end users

ORGANIZATIONAL COMMIT CREDIT



Current commit message:

Issue #42: fixed performance bug by
Sam, Megan, Tim, Josh

ORGANIZATIONAL COMMIT CREDIT



Current commit message:

Issue #42: fixed performance bug by
Sam, Megan, Tim, Josh

Suggested commit message:

Issue #42: fixed performance bug by
Sam@Acquia, Megan, Tim*Pfizer,
Josh@Tag1*Nestle

Suggested commit message:

Issue #42: fixed performance bug by
Sam@Acquia, Megan, Tim*Pfizer,
Josh@Tag1*Nestle

Format:

<Individual>@<Agency>*<End-user>

Suggested commit message:

Issue #42: fixed performance bug by
Sam@Acquia, Megan, Tim*Pfizer,
Josh@Tag1*Nestle

Format:

<Individual>@<Agency>*<End-user>

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Format:

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Suggested commit message:

Issue #42: fixed performance bug by
Sam@Acquia, Megan, Tim*Pfizer,
Josh@Tag1*Nestle

Format:

<Individual>@<Agency>*<End-user>

TRACK **ALL TYPES** OF CONTRIBUTIONS



Comments

type of contribution



tkoleary *commented 2 months ago*

#1

Issue summary:

[View changes](#)

[edit](#)

TRACK **ALL TYPES** OF CONTRIBUTIONS



Comments



tkoleary commented 2 months ago

Issue summary: [View change](#)

type of contribution



- Patch
- Documentation
- Design mockup
- Prototype
- Usability test
- Documentation



individuals



agencies



end users

WE CAN TRACK HOW OUR COMMUNITY
REALLY WORKS



individuals

agencies

end users

**WE CAN TRACK HOW OUR COMMUNITY
REALLY WORKS**



Drupal agencies

WANT



CUSTOMERS



EMPLOYEES



RECOGNITION

Marketplace / Capgemini



Capgemini is one of the world's foremost providers of consulting, technology, and outsourcing services with around 120,000 employees and presence in 40 countries.



Join the [Drupal Association](#).

ABOUT CAPGEMINI

We've been working with Drupal since 2007 and believe that Drupal is often the best and most cost effective solution for our customers to build their online presence and business. That's also why we internally chose Drupal to power our knowledge management tool.

We thoughtfully combine onshore with offshore development to assure that the end result is both high quality and cost optimal. To deliver large and complex websites we can leverage our people's knowledge of Drupal as well as our extensive experience with solving problems in the enterprise world. All this makes Capgemini a capable and reliable partner to help enterprises successfully exploit the power of Drupal and its community.

EXPERTISE

- Accessibility
- Consulting
- Content strategy
- Data migration
- Deployment
- Design
- Development
- Front-end Development
- Planning
- Mobile app development
- Information architecture
- Performance

SECTORS



COMMUNITY BADGES

56 Drupal developers
110 Patches this month

- TOP 10 TESTING** Contributor
- TOP 10 DOCUMENTATION** Contributor
- TOP 100 TRANSLATION** Contributor

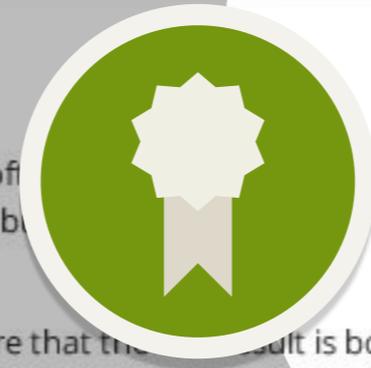
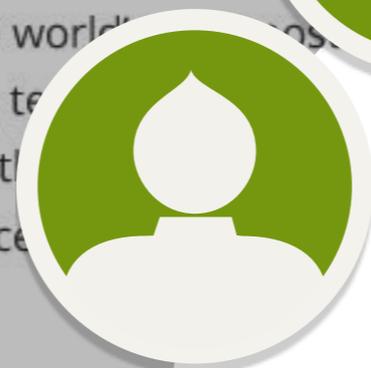
TOP DRUPAL CONTRIBUTIONS

- 55** Modules
- 32** Themes
- 29** Documentation pages

Marketplace / Capgemini



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ABOUT CAPGEMINI

We've been working with Drupal since 2007 and believe that Drupal is of the most effective solution for our customers to build their online presence and business internally chose Drupal to power our knowledge management tool.

We thoughtfully combine onshore with offshore development to assure that the result is both high quality and cost optimal. To deliver large and complex websites we can leverage our people's knowledge of Drupal as well as our extensive experience with solving problems in the enterprise world. All this makes Capgemini a capable and reliable partner to help enterprises successfully exploit the power of Drupal and its community.

EXPERTISE

- Accessibility
- Consulting
- Content strategy
- Data migration
- Deployment
- Design
- Development
- Front-end Development
- Planning
- Mobile app development
- Information architecture
- Performance

SECTORS



COMMUNITY BADGES

56 Drupal developers
110 Patches this month

- TOP 10 TESTING** Contributor
- TOP 10 DOCUMENTATION** Contributor
- TOP 100 TRANSLATION** Contributor

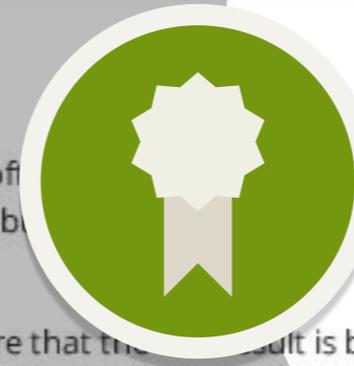
TOP DRUPAL CONTRIBUTIONS

- 55** Modules
- 32** Themes
- 29** Documentation pages

AGENCY PROFILE



Capgemini is one of the world's leading providers of consulting, technology and outsourcing services with 100,000 employees and presence in 45 countries.



Join the [Drupal Association](#).

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Marketplace / Capgemini



Company B is a Drupal development shop specializing in developing Drupal websites

Join the [Drupal Association](#).

ABOUT COMPANY B

We are really good at Drupal. We want you to believe this. Please call us because we need work. Our multidisciplinary team comes together and contributes to your job to expand your online presence and allow you to connect with your audience in new meaningful ways.

EXPERTISE

- Development
- Consulting

SECTORS



EMPLOYEES ON DRUPAL.ORG

CEOcompanyB, Joe Jones



TOP DRUPAL CONTRIBUTIONS

No contributions added

RECENT DRUPAL EVENTS ATTENDED

No events added

MENTORS

No mentors added

ON DRUPAL.ORG SINCE 4/2009

Acct. #123456

Why choose Drupal?

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

Drupal 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. Build your own online communities, media portal, online store, and more!

Learn about distributions

Made with Drupal



Drupal is used by some of the biggest sites on the Web, like The Economist, Examiner.com and The White House. Read more Drupal case studies.

Develop with Drupal

 **Drupal 8 is coming soon.** Get regular updates about the process or volunteer as a developer, designer or tester.

Member showcase



People matter. results count.



Why choose Drupal?

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HOME PAGE AD

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Member showcase



Fresh Drupal websites

Development | Consulting | Hosting

   [CONTACT US](#)

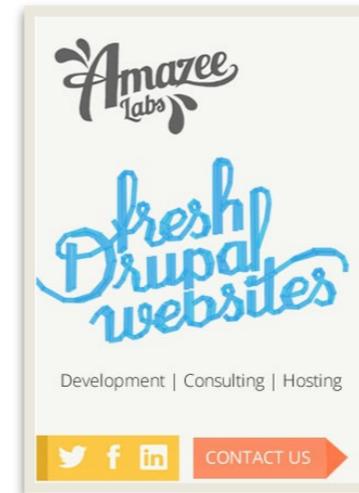
1 NORMAL BUG =



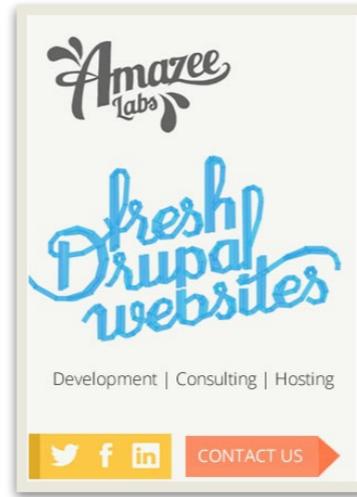
1 NORMAL BUG =



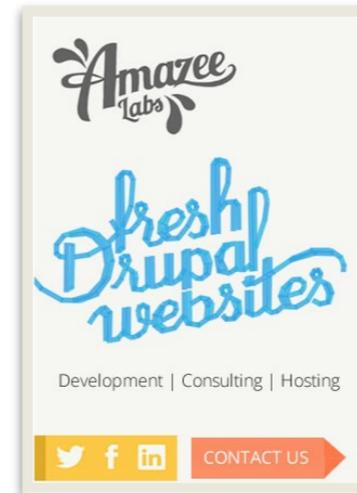
1 MAJOR BUG =



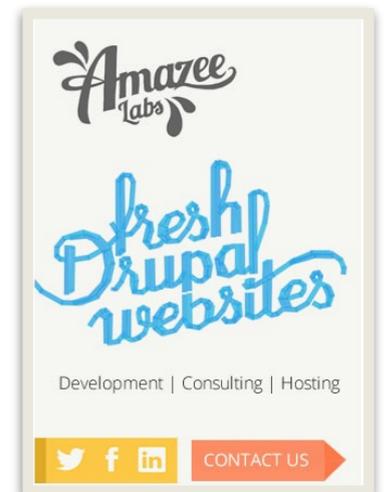
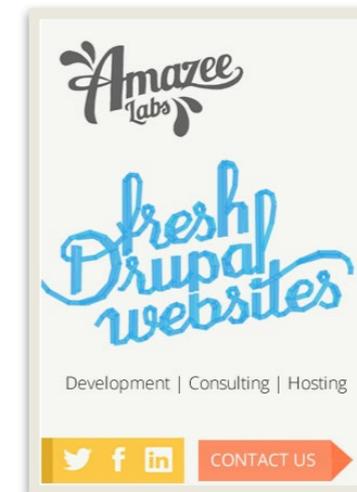
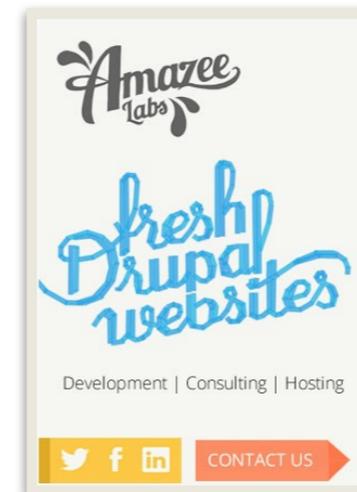
1 NORMAL BUG =



1 MAJOR BUG =



1 CRITICAL BUG =



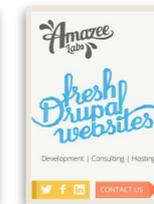
PLANNING



BUG FIX

FEATURE

UX IMPROVEMENT





Marketplace

Featured providers

 <p>Chapter three is committed to helping organizations achieve their goals etc. etc..</p> <p>Amazee labs</p>	 <p>Deeson online is committed to helping organizations achieve their goals etc. etc..</p> <p>Deeson</p>	 <p>blink reaction</p> <p>Blink reaction is committed to helping organizations achieve their goals etc. etc..</p> <p>Blink reaction</p>	 <p>Phase2</p> <p>Phase2 is committed to helping organizations achieve their goals etc. etc..</p> <p>Phase2</p>
--	---	--	--

All providers

Sort Sort Sort

2bits.com, Inc.

Posted by [kbahey](#) on August 21, 2012 at 6:14pm



2bits.com, Inc. is a Drupal consulting company based in Waterloo, Ontario, Canada providing Drupal services to clients mainly in the USA, Europe and Canada

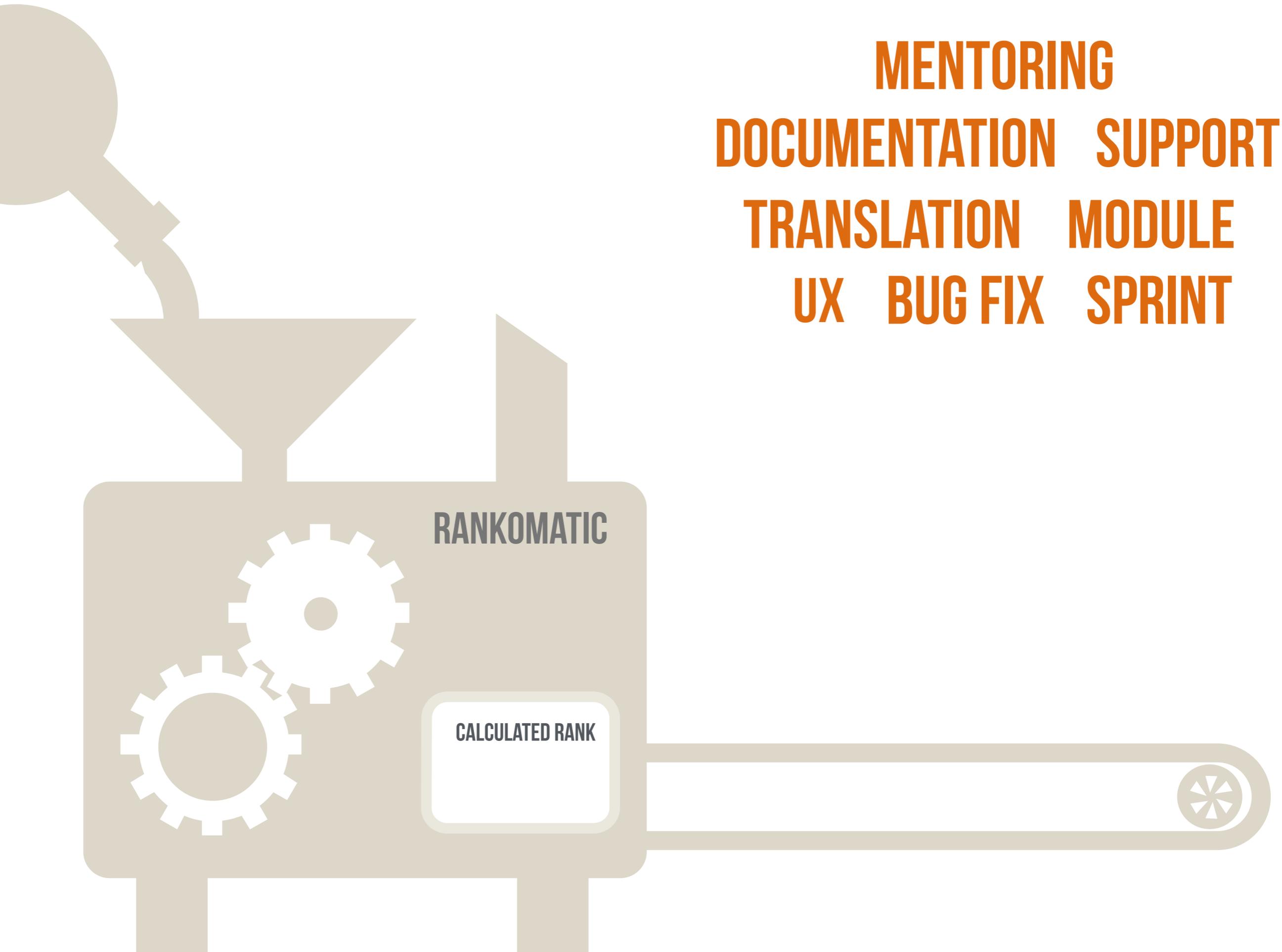
Website: <http://2bits.com>

Filter results by:

Services

- [Development \(100\)](#)
- [Site Building \(81\)](#)
- [Theming \(81\)](#)
- [Data migration \(78\)](#)
- [Front-end Development \(74\)](#)
- [Multilingual websites \(72\)](#)
- [Show more](#)

MENTORING
DOCUMENTATION SUPPORT
TRANSLATION MODULE
UX BUG FIX SPRINT



RANKOMATIC

CALCULATED RANK
678



**AN IMPERFECT
SOLUTION BEATS**

**AN IMPERFECT
SOLUTION BEATS
NO SOLUTION**



Drupal end-users

WANT



EMPLOYEES



SERVICES



RECOGNITION

HIRING DRUPAL TALENT IS HARD

HIRING MANAGERS



92%

Report Drupal
talent pool is
too small



82%

Will hire Drupal
talent within
next 6mo

Source: Drupal Association 2014 job market survey

HIRING DRUPAL TALENT IS HARD

HIRING MANAGERS



92%

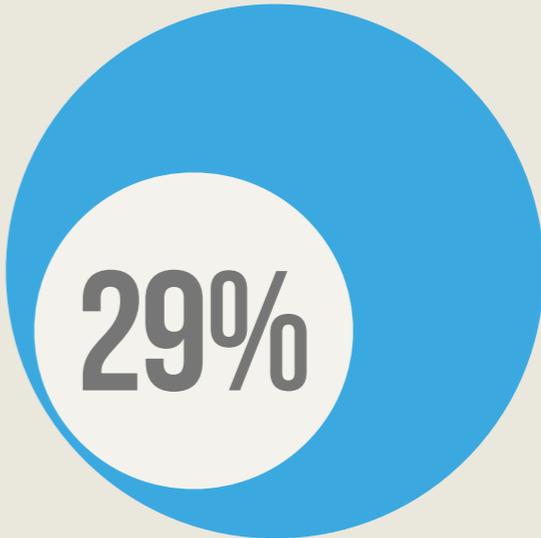
Report Drupal talent pool is too small



82%

Will hire Drupal talent within next 6mo

CONTRIBUTORS



29%

Prefer employers who let them work on Drupal

Source: Drupal Association 2014 job market survey

Job Search

Company Search

Keyword (e.g. front end developer)

Location

Search 

Filter Results

Your search has yielded **125 results**



SR WEB DEVELOPER - DRUPAL ARCHITECT
#1653610

NVIDIA  SANTA CLARA/CA/US

25 days ago

 **GOLD**
Contributor

FEATURED



Software Engineer-Front End Drupal (New York or Pennsylvania)

Pfizer, US

2 days ago

 **SILVER**
Contributor

Junior/Trainee Drupal Developer

Company B, US

2 days ago

- Filter by Location

- United States
 - Massachusetts
 - Cambridge (1)

- Filter by Position

Job Search

Company Search

Keyword (e.g. front end developer)

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Filter Results

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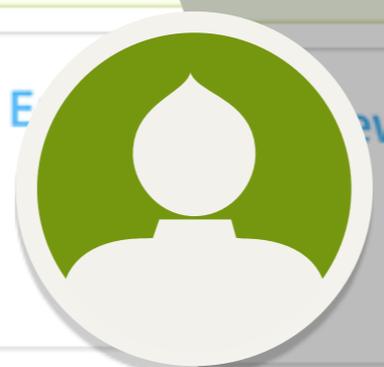


Software Engineer-Front End (New York or Pennsylvania)

Pfizer, US

2 days ago

 **SILVER**
Contributor



Junior/Trainee Drupal Developer

Company B, US

2 days ago

Frontend Drupal Developer

- Filter by Location

- United States
 - Massachusetts
 - Cambridge (1)

- Filter by Position

End-users / Pfizer



Pfizer and Drupal

Finding solutions to the most pressing health care challenges of our world cannot wait. Pfizer has been using Drupal to achieve our goals for 5 years.



Join the [Drupal Association](#).

ABOUT PFIZER

Good health is vital to all of us, and finding sustainable solutions to the most pressing health care challenges of our world cannot wait. That's why we at Pfizer are committed to applying science and our global resources to improve health and well-being at every stage of life. We strive to provide access to safe, effective and affordable medicines and related health care services to the people who need them.

EMPLOYEES ON DRUPAL.ORG

- [someone](#), Senior Drupal Architect
- [another person](#), Senior Architect
- [this guy](#), Senior Developer
- [buddybud](#), Senior Developer
- [myellen](#), Business Director
- [jimbob](#), Senior Drupal Architect
- [someone](#), Senior Drupal Architect
- [another person](#), Senior Architect
- [this guy](#), Senior Developer
- [buddybud](#), Senior Developer
- [myellen](#), Business Director



COMMUNITY BADGES

22 Drupal developers

91 Patches this month



TOP 10 BUG FIXES Contributor



TOP 10 DOCUMENTATION Contributor



TOP 100 THEME Contributor

TOP DRUPAL CONTRIBUTIONS

55 Modules

32 Themes

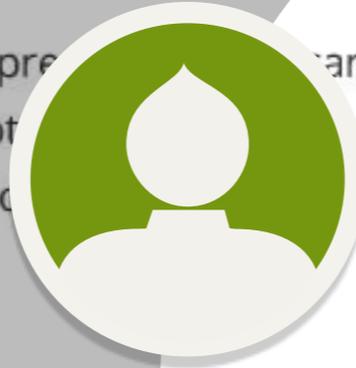
Home Dashboard

End-users / Pfizer



Pfizer and Drupal

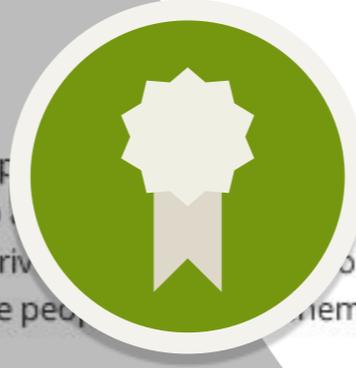
Finding solutions to the most pressing challenges of our world cannot wait. We have been using Drupal to achieve our goals.



Join the [Drupal Association](#).

ABOUT PFIZER

Good health is vital to all of us, and finding sustainable solutions to the most pressing challenges of our world cannot wait. That's why we at Pfizer are committed to our global resources to improve health and well-being at every stage of life. We strive to provide safe, effective and affordable medicines and related health care services to the people who need them.



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- jimbob, Senior Drupal Architect
- someone, Senior Drupal Architect
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- this guy, Senior Developer
- buddybud, Senior Developer
- mryellen, Business Director



TOP DRUPAL CONTRIBUTIONS

55 Modules

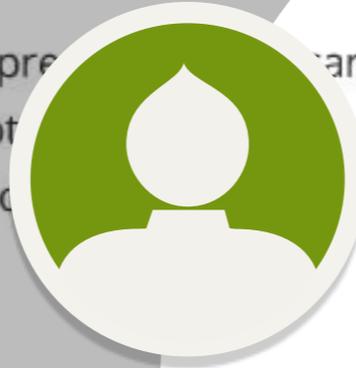
32 Themes

End-users / Pfizer

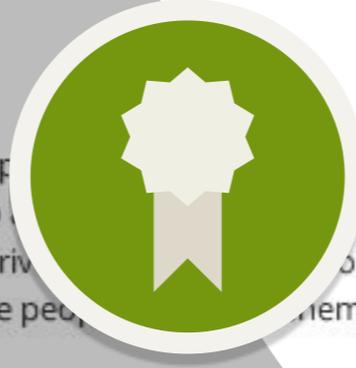


Pfizer and Drupal

Finding solutions to the most pressing healthcare challenges of our world cannot wait. We have been using Drupal to achieve our goals.



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TOP 100 THEME Contributor

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- this guy, Senior Developer
- buddybud, Senior Developer
- mryellen, Business Director



TOP DRUPAL CONTRIBUTIONS

55 Modules

32 Themes



Drupal contributors

WANT



RECOGNITION



EMPLOYMENT



EDUCATION



Dani Nordin danigr1

UX Designer with specialties in information architecture, design for content management systems, and an ever-growing number of homesteading activities.

INDIVIDUAL PROFILE

- UX Lead of the Drupal.org Community Tools Team
- Co-organizer, Design4Drupal Boston
- UX Designer and Consultant The zen kitchen

UX design and strategy Site building
User research Usability testing Themes

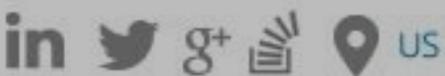
PROFESSIONAL INFORMATION

Industries

Higher Education, Consulting, Consumer Products, Financial Services, Healthcare, Software and Technology

Companies

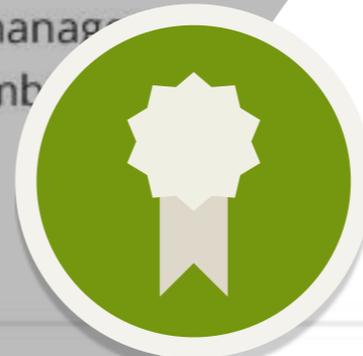
Bentley User Experience Center, Intuit, Staples, Berklee College of Music, Babson College, CVS/Pharmacy



irc Danigr1

tzk-design.com

Gender female



Find out about membership in the [Drupal Association](#).

COMMUNITY BADGES



#1 USABILITY TESTS
Contributor



TOP 10 DOCUMENTATION
Contributor



TOP 100 THEMES
Contributor

TOP DRUPAL CONTRIBUTIONS

55 Modules

32 Themes



BENEFITS

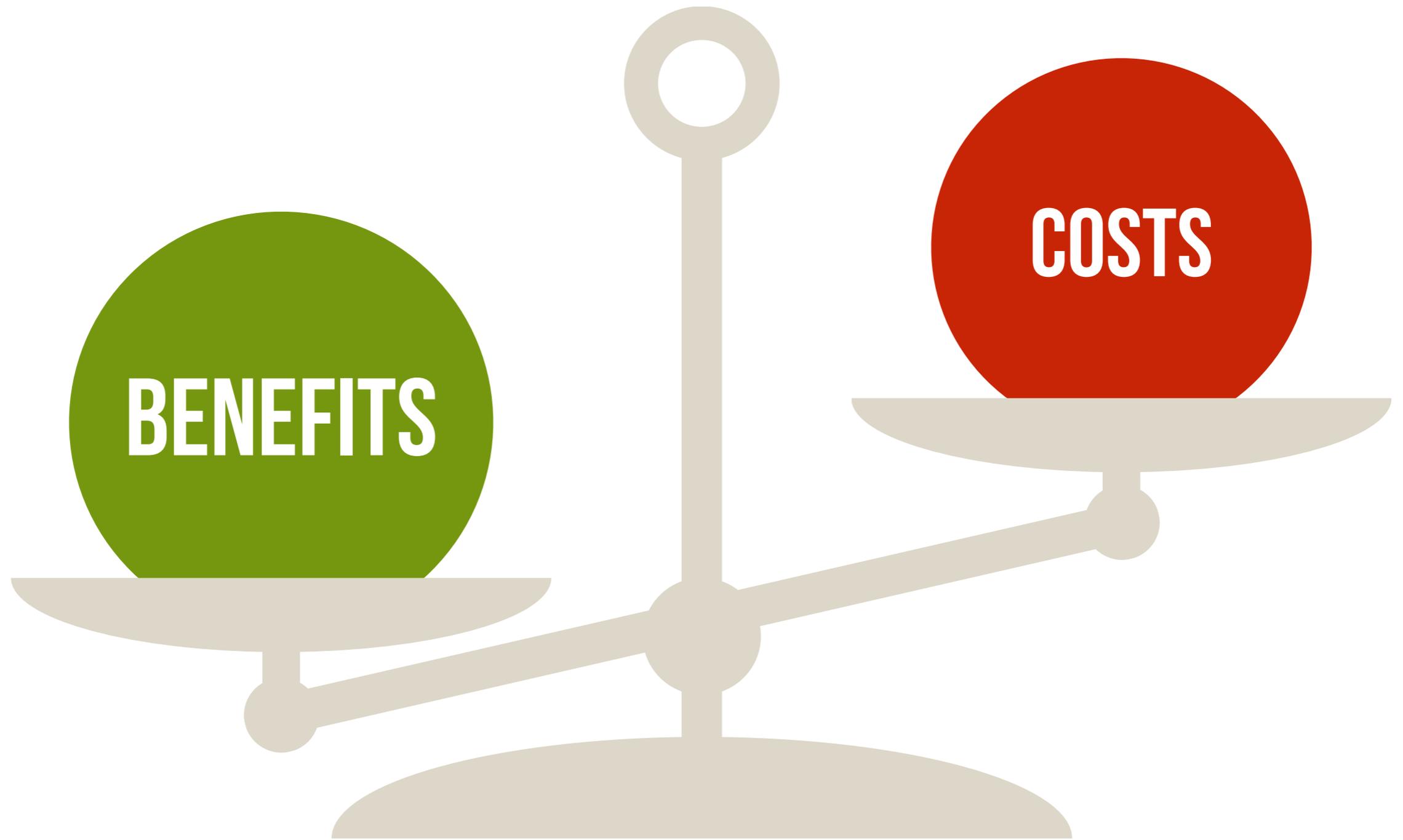


IF WE ADD THESE BENEFITS



BENEFITS

IF WE ADD THESE BENEFITS



WE CAN TIP THE BALANCE



business



provision



cost/benefit



public good



incentives



business



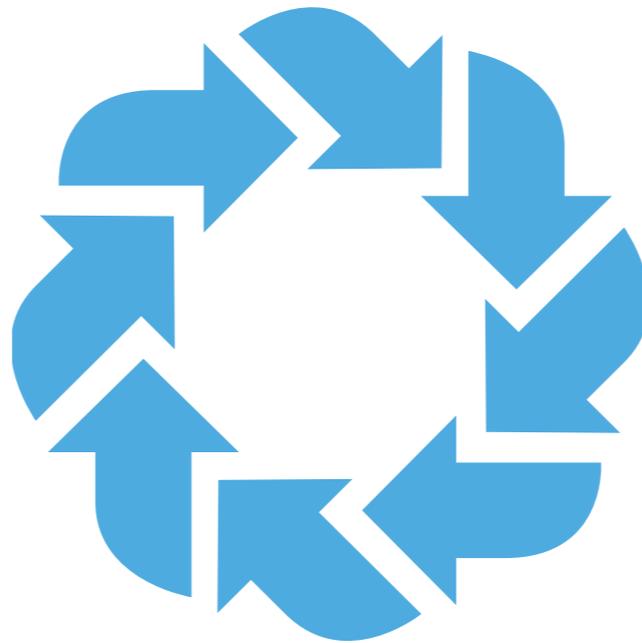
provision



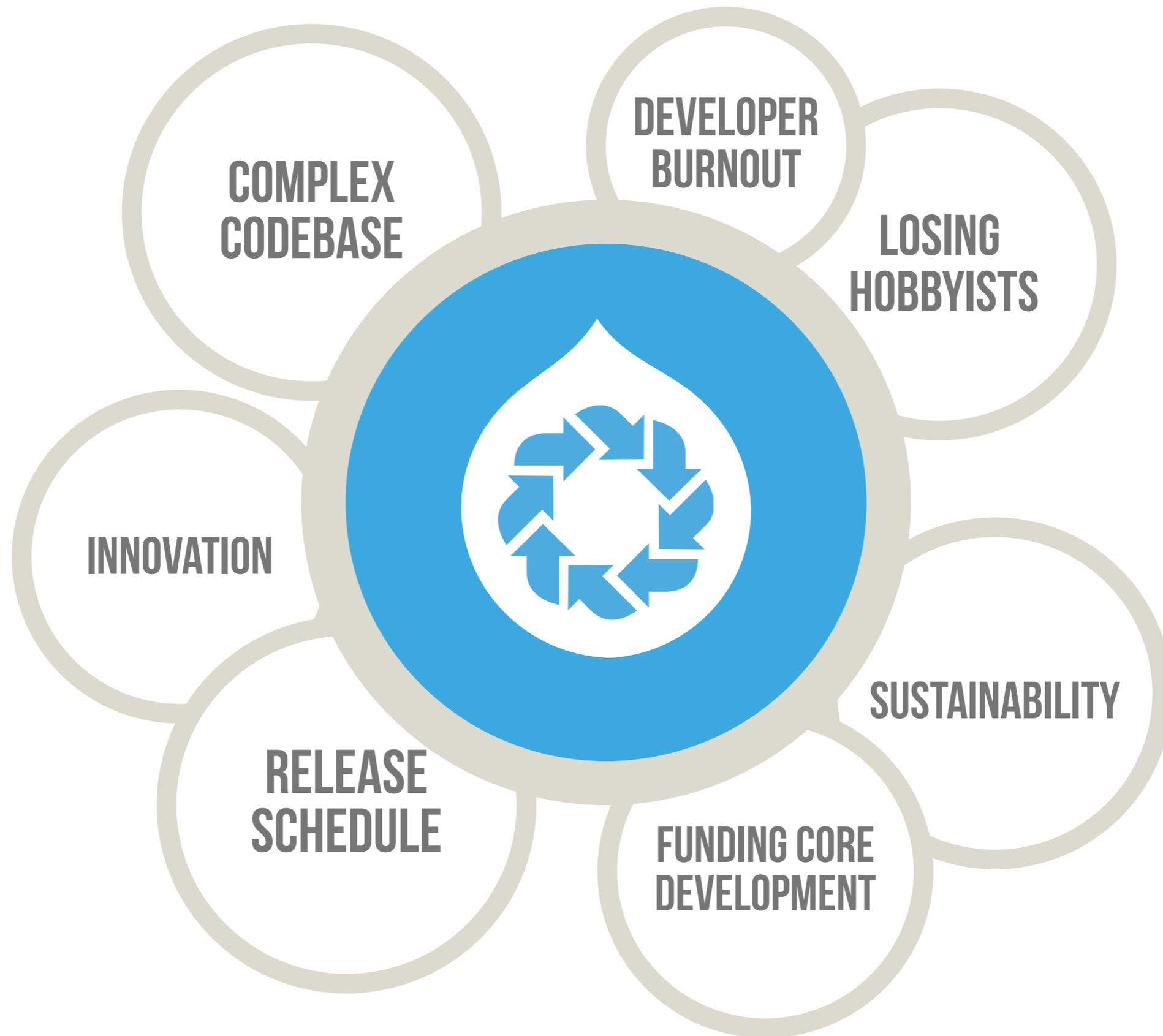
cost/benefit



public good



incentives



**COMPLEX
CODEBASE**

**DEVELOPER
BURNOUT**

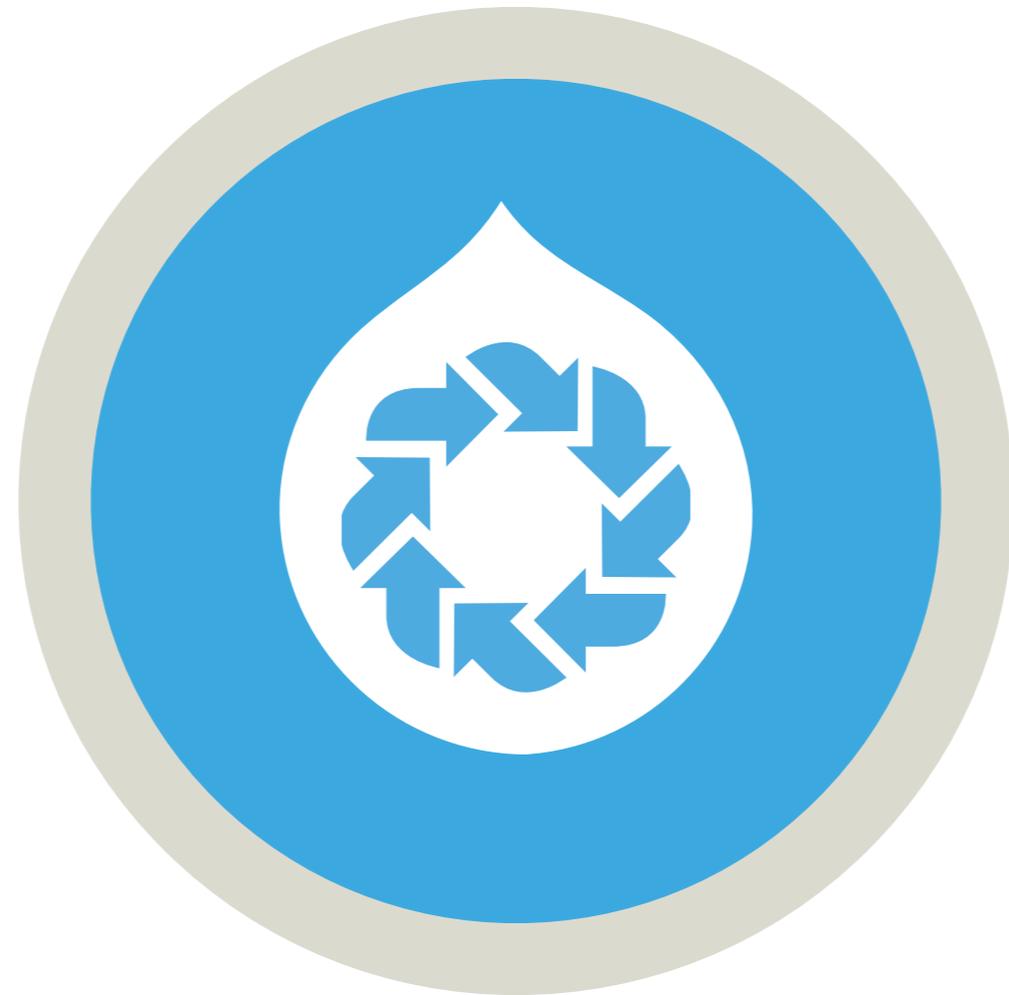
**LOSING
HOBBYISTS**

INNOVATION

SUSTAINABILITY

**RELEASE
SCHEDULE**

**FUNDING CORE
DEVELOPMENT**





**WE WILL BE
READY**

one more thing





2,300⁺ CONTRIBUTORS

11,000⁺ COMMITTED PATCHES

200 BETA BLOCKERS FIXED

15 ALPHA RELEASES



WE WERE AT **ZERO** BLOCKERS



YOU CAME HERE TO **TEST**



WE FOUND **1 MORE!**



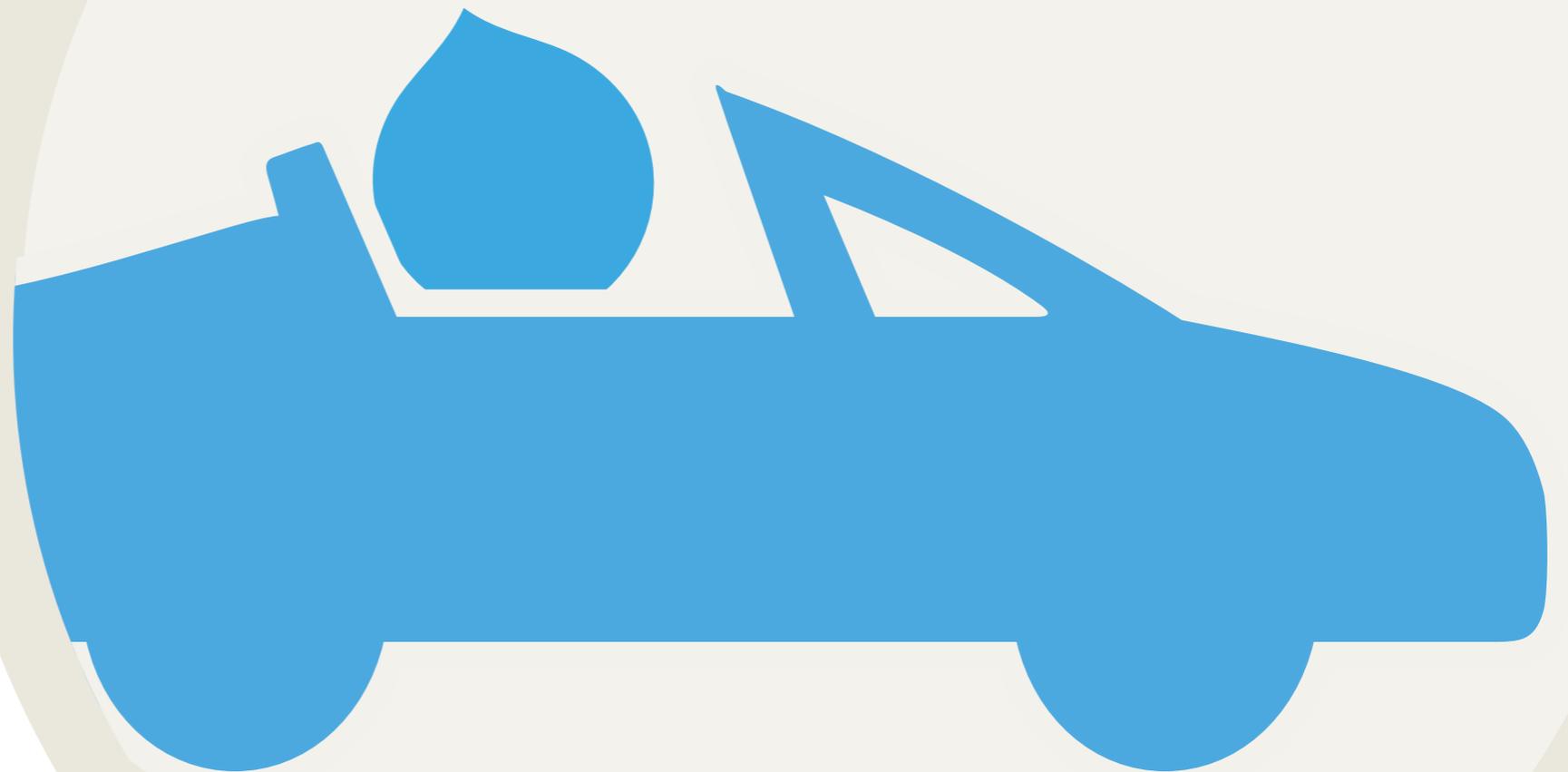
BETA 1 LAUNCHES

**THIS
WEEK**

WANT TO SEE FOR YOURSELF?

TAKE IT FOR A SPIN

<https://www.drupal.org/project/drupal>





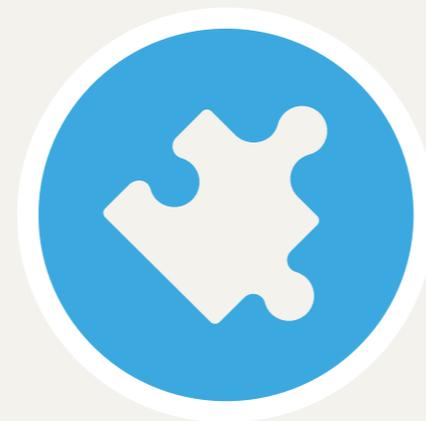
BETA TESTERS

Test, test, test



BETA TESTERS

Test, test, test



MODULE DEVELOPERS

Start porting now, but...



BETA TESTERS

Test, test, test



MODULE DEVELOPERS

Start porting now, but...



THEMERS & WRITERS

Hold off for a while



BETA TESTERS

Test, test, test



MODULE DEVELOPERS

Start porting now, but...



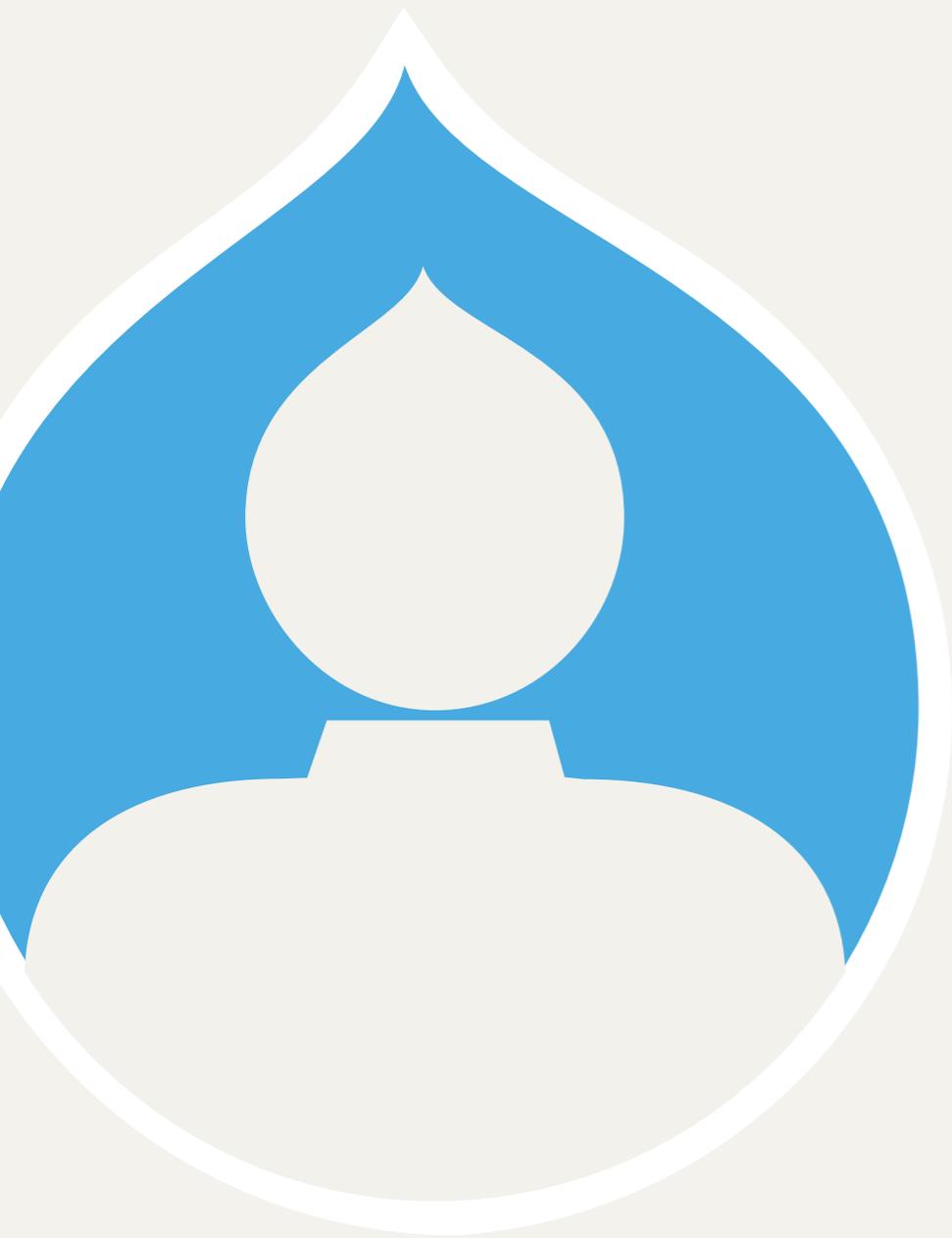
THEMERS & WRITERS

Hold off for a while



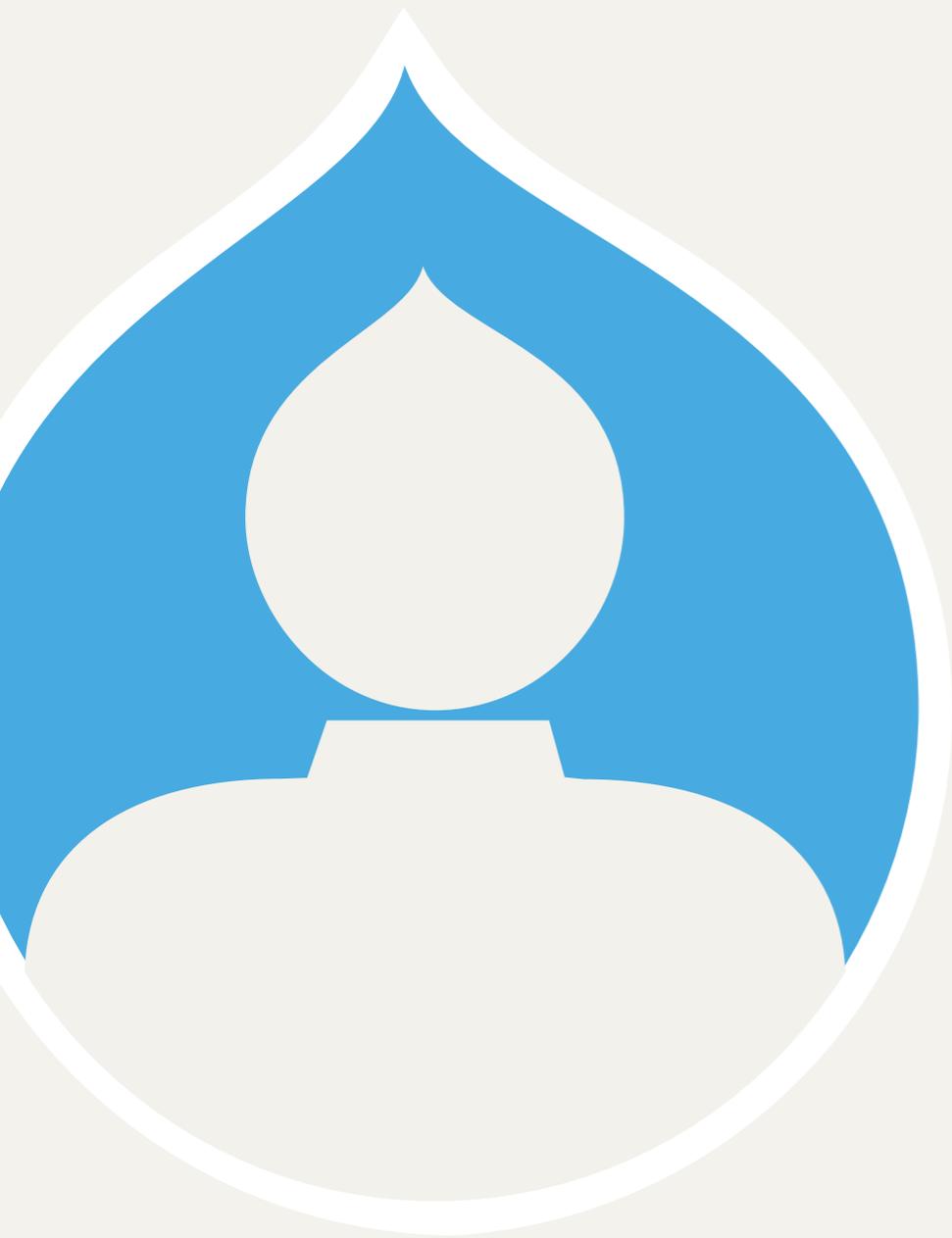
CORE CONTRIBUTORS

Be more strict



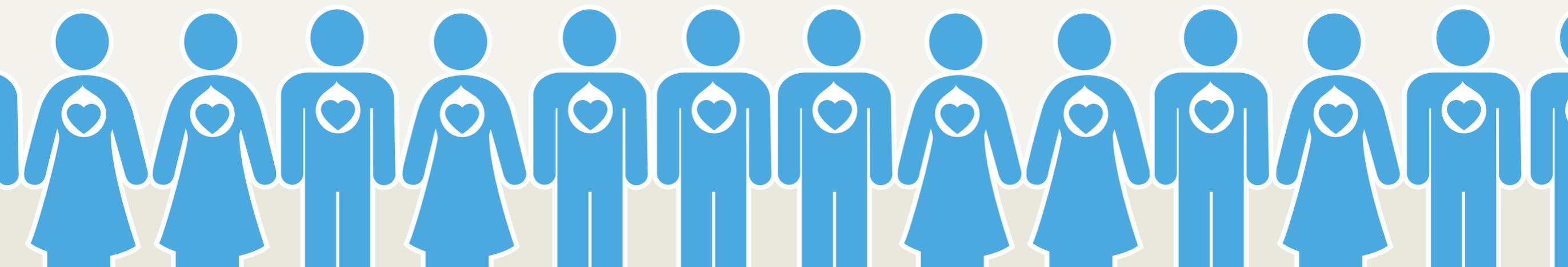
Individual contributors

STAND UP!



Individual contributors

STAND UP!

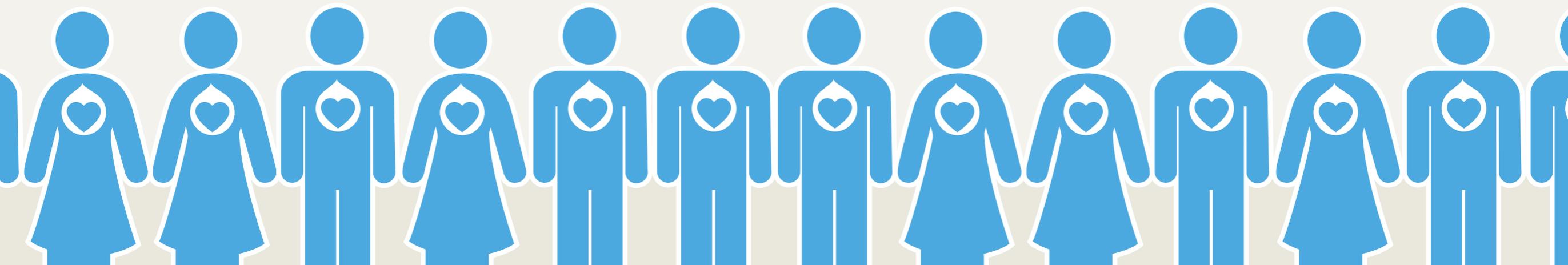


Drupal end users
STAND UP!



Drupal end users

STAND UP!





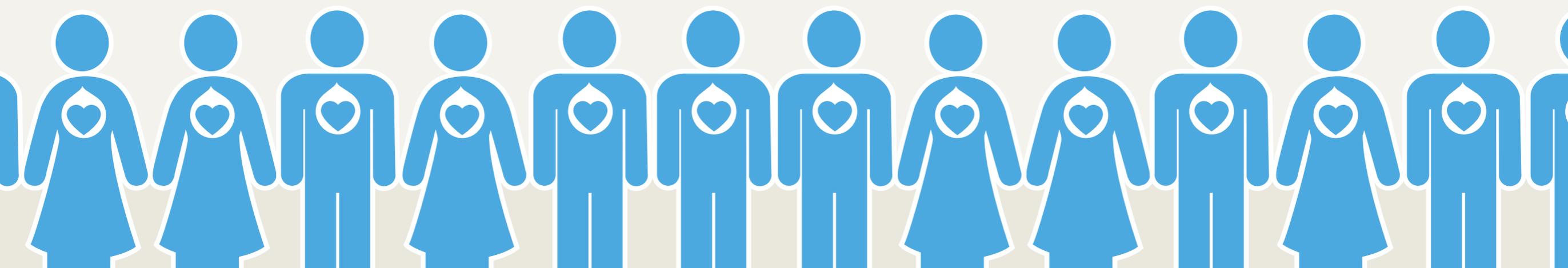
Drupal agencies

STAND UP!

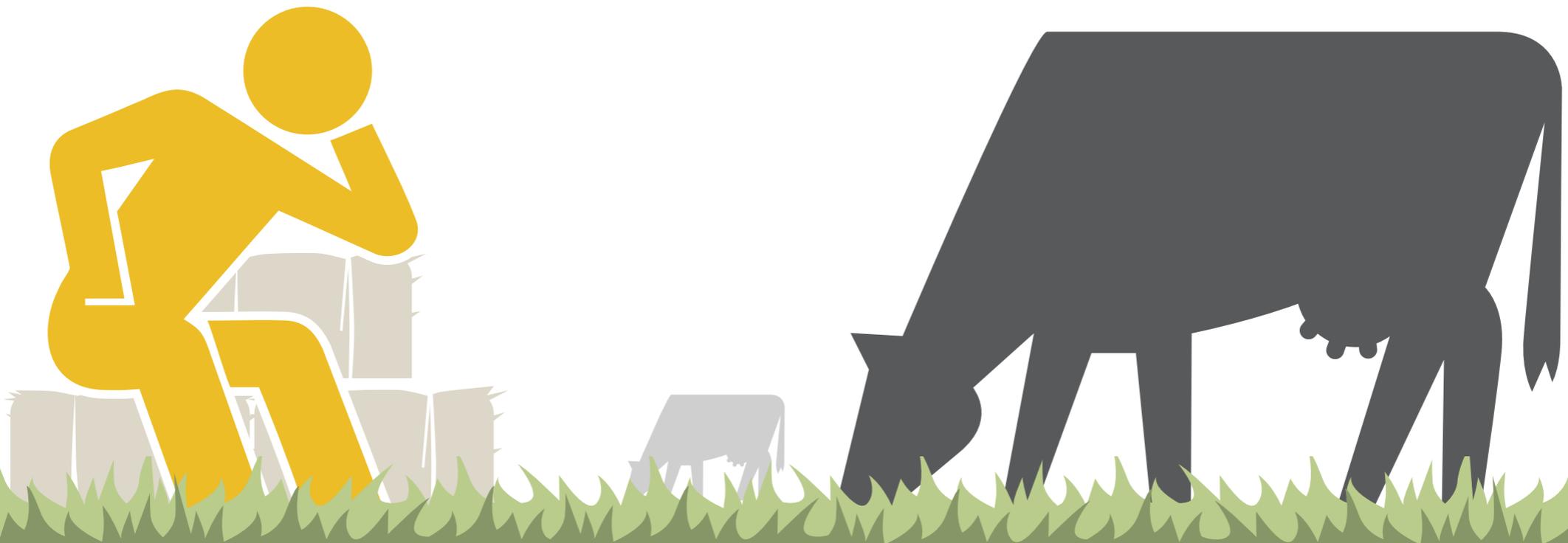


Drupal agencies

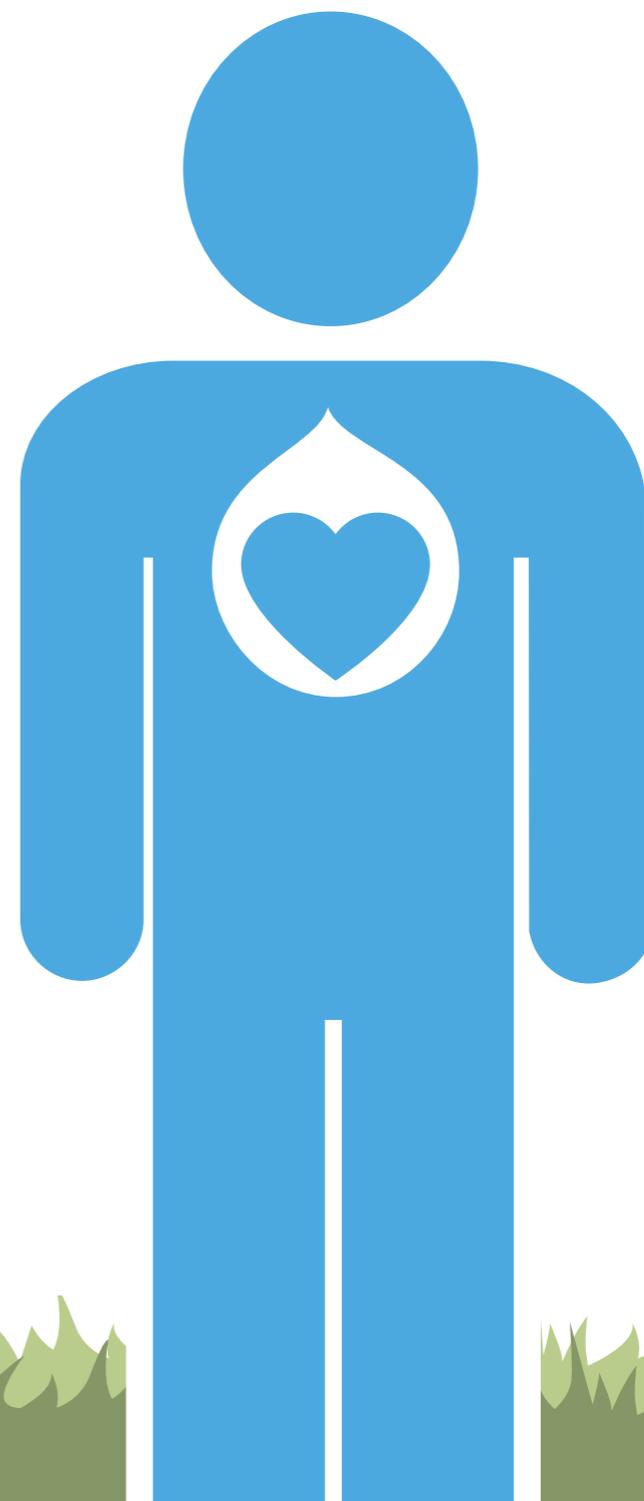
STAND UP!



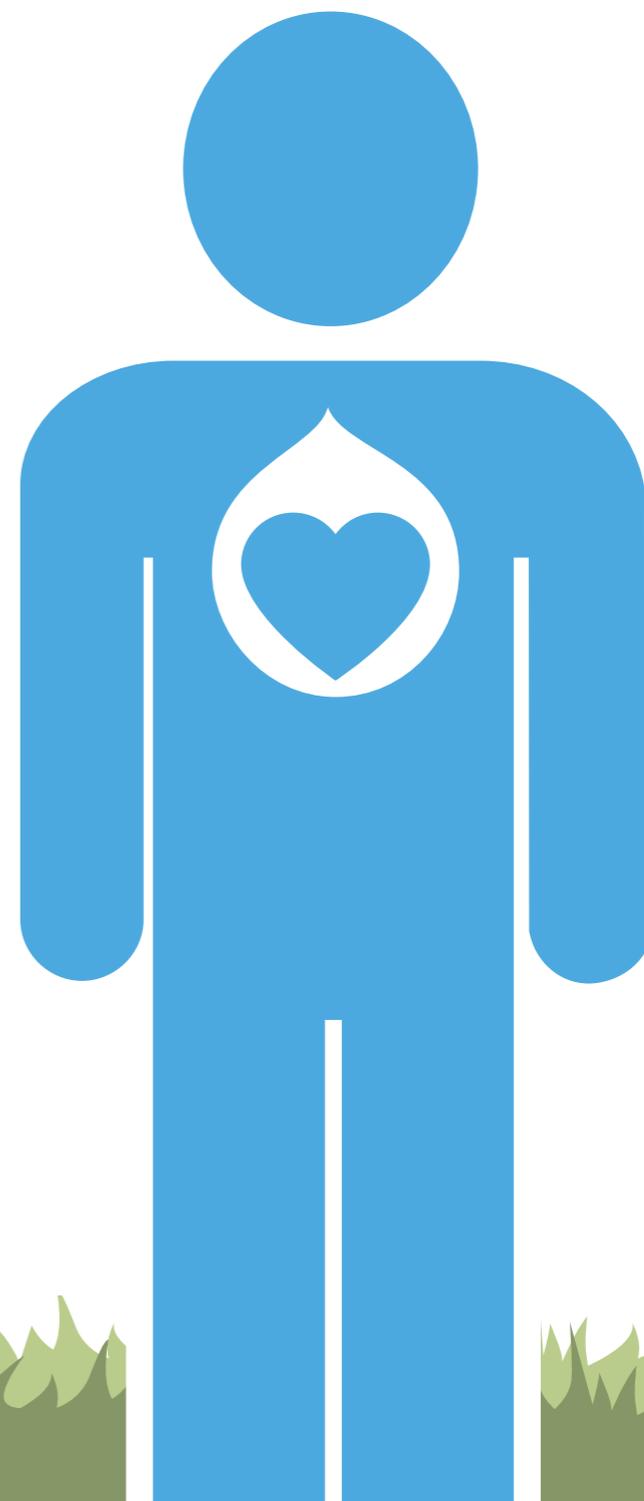
George will do it



**YOU ARE
GEORGE**



THANK YOU



Q&A



[DRIES@BUYTAERT.NET](mailto:dries@buytaert.net) // [@DRIES](https://twitter.com/dries) #DRIESNOTE