elevated
third

THE CASE FOR DRUPAL 8

*Discover whys and hows of moving from your old
Drupal site to Drupal 8.*

Customer experience. Data-driven marketing. Unified customer data. Digital transformation. You've heard the buzzwords and have a laundry list of things you're not doing—or struggling to do—with an older version of Drupal.

DIGITAL TRANSFORMATION IS TOUGH—AND ONLY GETTING TOUGHER.
Across the board, enterprise companies (and their digital marketing teams) struggle with technology platforms and integration in an effort to stay nimble.

Customer experience is at the top of every marketer's list, and demand for ROI is growing. And it's only going to continue.

SOUND FAMILIAR?
Technology should support digital transformation. But older versions of Drupal can be the biggest hindrance. Think back to your brainstorms and team meetings.

DO ANY OF THESE STATEMENTS SOUND FAMILIAR?

+ We spend too much time managing content and not enough time producing it.

+ We spend too much money on developers to make simple site updates.

+ We have so much inefficiency with our disconnected systems.

+ We can't seem to optimize or evolve out of our current situation.

+ We seem a long way off from personalization or targeting.
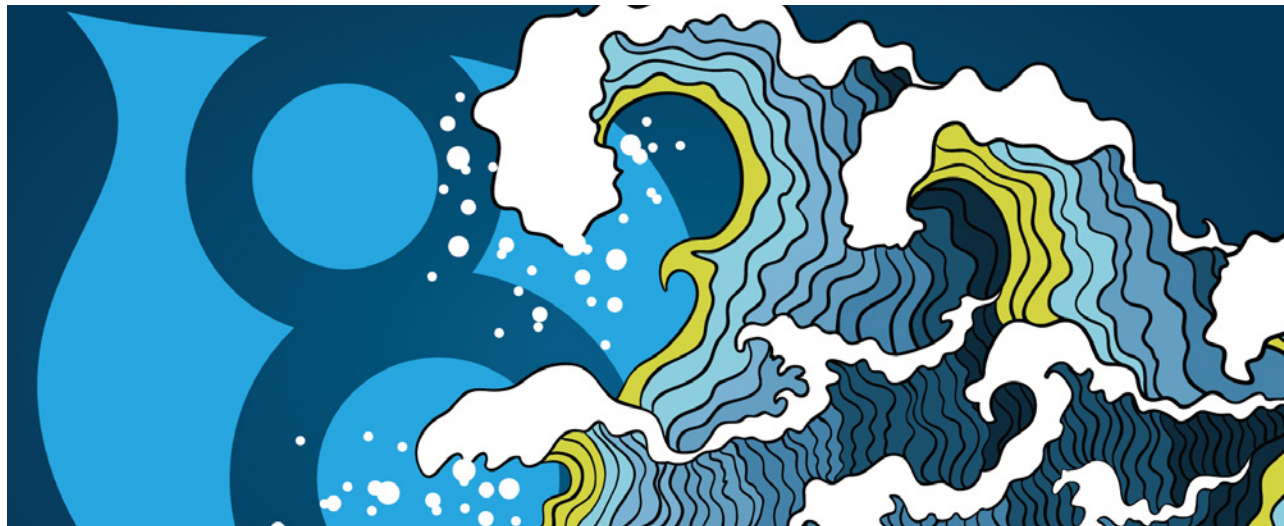
56%

of companies **ranked "non-integrated tech platforms as a top obstacle"** to fluid marketing and good customer experience.
– ECONSULTANCY, 2017

70%

More than 70% of companies **reported that technology was a moderate to extremely difficult barrier** to mastering customer experience.
-ADOBE

HELLO DARKNESS MY OLD FRIEND…

DRUPAL 7, A EULOGY: HOW WILL YOUR DRUPAL 6 OR 7 SITE ADAPT?

Like many companies, you invested a lot into your current Drupal site—and for good reason.

AS OPEN-SOURCE PLATFORMS, DRUPAL 6 AND 7 GOT US ALL THROUGH SOME TOUGH TIMES.
It allowed us to avoid costly proprietary systems and build complex sites and web applications. Some companies—maybe yours—have built their entire business upon it.

All the reasons you chose Drupal still apply:

+ It's still free.
+ It still has a huge community.
+ It's still enterprise-ready.
+ It's still a trusted platform by organizations like the French government, GE, Mint, and NCAA.
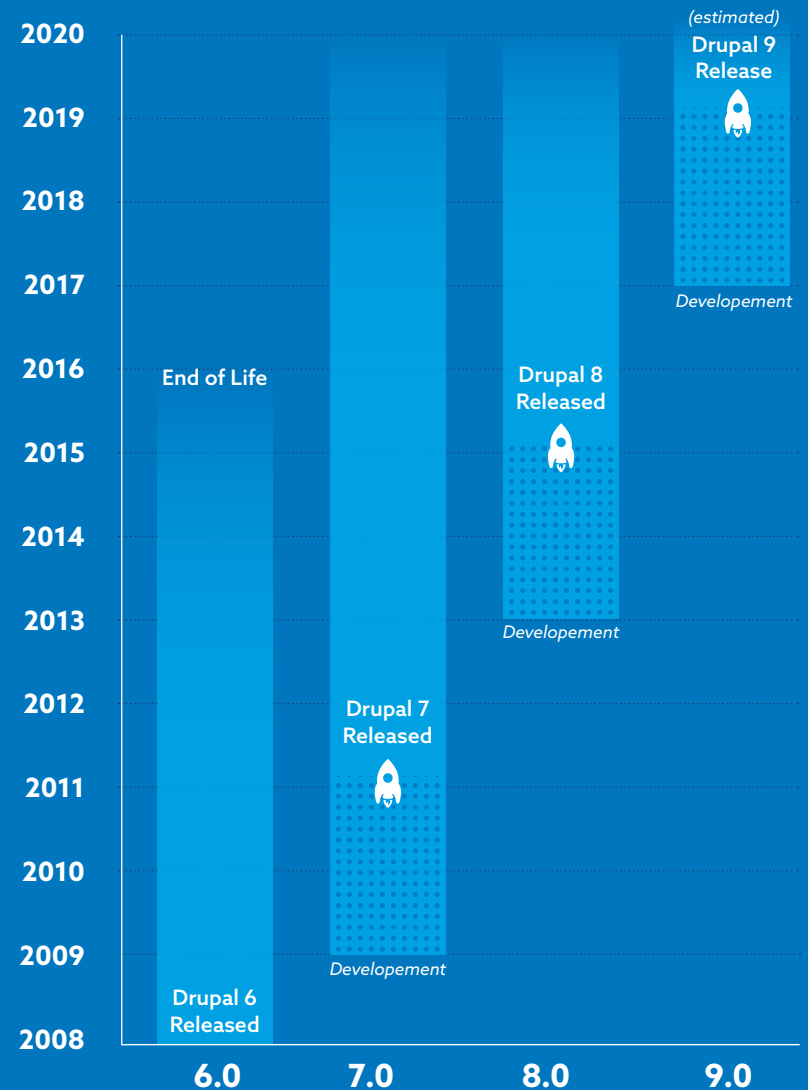
BUT NOW, MARKETERS NEED MORE.
Your Drupal CMS needs to be more than a CMS. It needs to be an integrated hub for your marketing ecosystem and customer experience. *And that's where we say goodbye to Drupal 6 and 7 and say hello to Drupal 8.*

30%

Did you know?

Gartner estimated two years ago that by 2018, 30% **of our technology interactions** will be through 'conversations' with smart machines.

2020
2019
2018
2017
2016
2015
2014
2013
2012
2011
2010
2009
2008

6.0   **7.0**   **8.0**   **9.0**

Drupal 6 Released

End of Life

Developement

Drupal 7 Released

Developement

Drupal 8 Released

Developement

(estimated) Drupal 9 Release

RELEASE NOTES:

DRUPAL 7
A new concept, entities, is introduced (nodes, user profiles, comments, taxonomies). Security enhancements and updates can be made directly on the admin interface.

DRUPAL 8
Mobile first approach. An improved admin allows for easier content editing. Supports a better ecosystem for integrations and a new release cycle allows 8.0 to evolve over time.
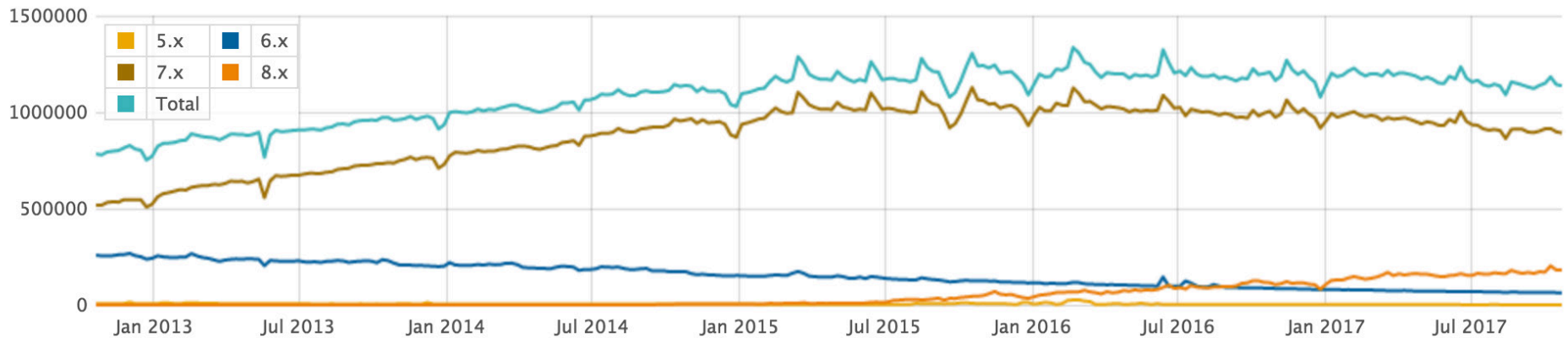
DRUPAL 9
Will not require a rip and replace of the Drupal 8 code base. Innovations and release updates from the Drupal community will provide a smooth transition.

THE NUMBER OF SITES BUILT ON DRUPAL HAS GROWN
There are over 1,000,000 websites built on Drupal and since the release of Drupal 8, the number has grown significantly. The robust, flexible CMS supports Fortune 500 companies and nonprofit organizations alike, trusted by Crocs, the Economist, the NBA, USDA. gov, Charles Schwab, Davita, and UNESCO to name a few.

A FEW BIG NAMES ON DRUPAL 8

HOW DOES DRUPAL 8 STACK UP?

DRUPAL 6/7

Think of Drupal 6/7 as a good house with tons of remodeling done over time. It works, but the layout and foundation weren't the best.

PROCEDURAL PROGRAMMING
Inefficient, time consuming processes. Customization led to complexity.

REQUIRED MODULES
Lots of modules needed for the most basic application. Lots of customization needed upfront.

FEATURE MODULE
Clunky method to deploy changes resulting in a lot of manual effort.

NO NATIVE SERVICES
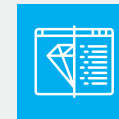Integrations were more custom via modules. Not often as easy as it seemed.

NODES AND PAGES
Designed for structured content only. Not great for long-form marketing pages.

DRUPAL 8

Drupal 8 is one of those cool houses where you can rearrange the walls and it has built in phone chargers. It just makes life easier.

OBJECT-ORIENTED PROGRAMMING
A real programming language that is powerful and scalable. Deploy, build and evolve more easily.
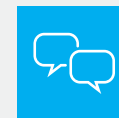
ROBUST CORE
More widely-used code built natively into core for fewer modules to maintain. Less maintenance is a good thing.

CONFIG MANAGEMENT
Site configuration can be versioned, stored in Git and deployed easily.

SERVICES BUILT IN
Designed to talk to other systems out of the box. Make APIs your jam.

COMPONENTS
Modular layouts for drag and drop editing. No more talking to developers to build cool pages.

"DRUPAL IS NO LONGER FOR SIMPLE SITES." —Dries Buytaert, *Drupal Founder*

DRUPAL 8 IS GREAT: AMBITIOUS DIGITAL EXPERIENCES

Drupal 8 is not like Adobe or Wordpress.

It offers more than just better content management. *It's about a better "whatever is next."*

COMMUNICATION & COLLABORATION
A move to D8 is a move forward towards true digital transformation. You and your team can stop talking about improving customer experience and start making it happen. So what's so different? How has Drupal reinvented itself with D8?
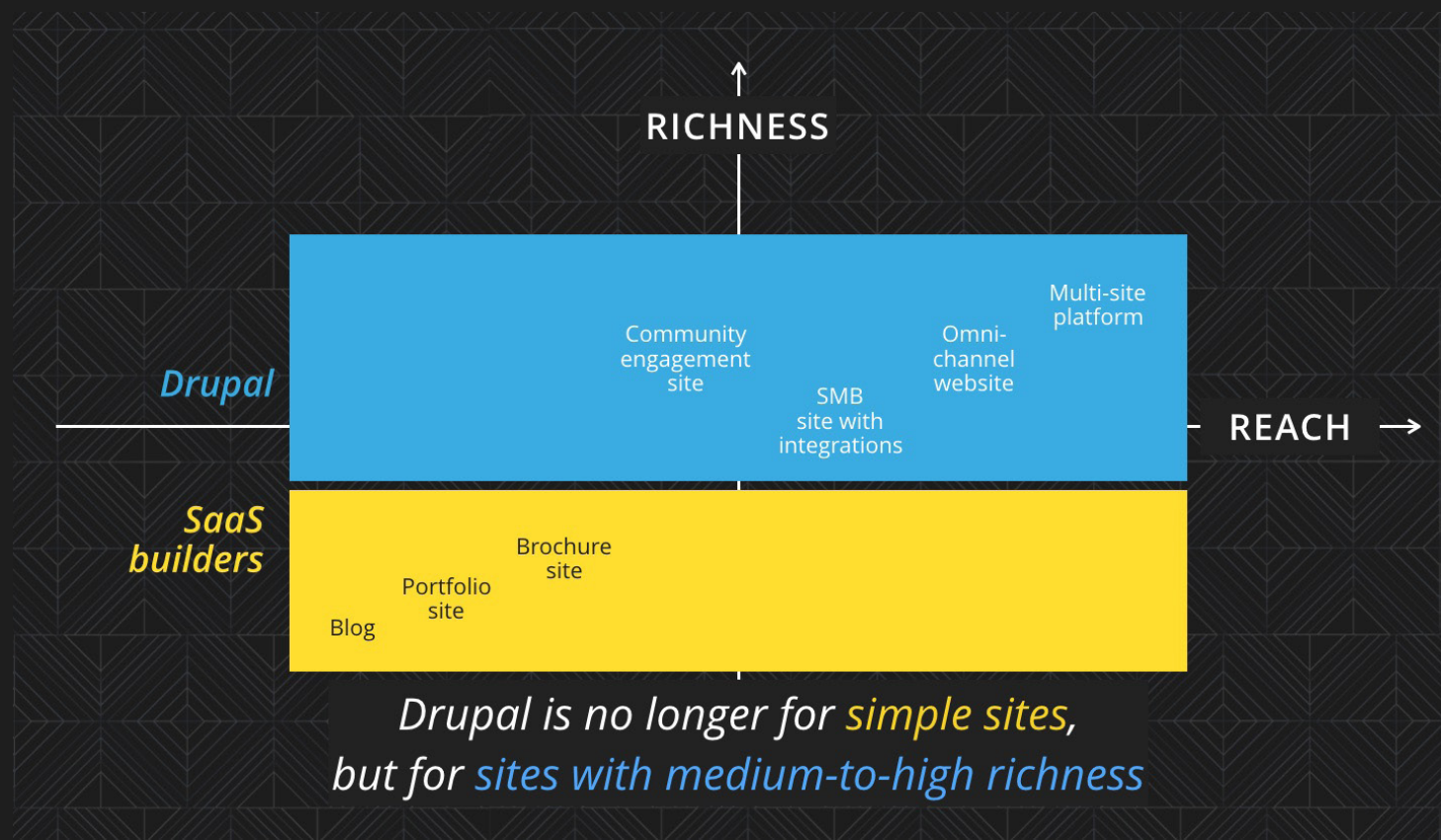

Did you know?

Tesla dashboards are powered by Drupal 8. Imagine what you could do with a marketing platform that can do that.

Drupal's sweetspot lies with digital experiences requiring a high level of customization or flexibility, referred to in this graphic as "richness".

And Drupal isn't just for large organizations. It's a robust solution for anyone from individuals, small startups, universities, museums and nonprofits who are ambitious in what they'd like to accomplish with their digital experiences.

Source: *Drupal.org*

RICHNESS

Drupal

Community engagement site

Multi-site platform

Omni-channel website

SMB site with integrations

REACH →

SaaS builders

Brochure site

Portfolio site

Blog

Drupal is no longer for simple sites, but for sites with medium-to-high richness

DRUPAL 8 CUSTOMER EXPERIENCE

You could start delivering a better customer experience today if you had the right tools. But if you feel behind, don't worry. Drupal 8 has what you need to drive your digital ecosystem into the future.
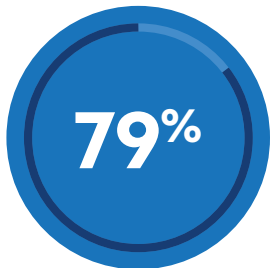
PERSONALIZATION

It's all the rage, but personalization often feels a long way off. According to CMO Magazine, technology is the biggest barrier stopping most companies from rolling out personalization.

But fear not, Drupal 8 allows you to:

+ Provide contextual content
+ Integrate with marketing intelligence platforms such as Marketo RTP or SalesForce Einstein
+ Connect to Drupal-native solutions like Acquia Lift.

79%

of organizations that **exceeded revenue goals** have a documented personalization strategy.
– MONETATE, 2017

ACCESSABILITY

Don't make marketing's job—your job—harder than it has to be with an inaccessible site. **Nearly one in five Americans has some form of disability**, which means designing for everyone isn't just the right thing to do, it's an expensive choice not to.

£50 BILLION

is lost a year in UK ecommerce **due to poor accessability.**
– ABILITYNET, 2017

Drupal 8 makes it easier with:

+ Responsive design built into core
+ Semantic, accessibility-friendly markup
+ Aural alerts and keyboard controls

CASE STUDY: QUESTEX IMPROVES USER ENGAGEMENT WITH DRUPAL 8 AND ACQUIA LIFT

Questex migrated their publication sites from Drupal 6 to Drupal 8.

Questex provided their users with the best digital experiences to-date:

+ Drupal 8's API-first architecture allows Questex's CMS to talk to other platforms, including Marketo.
+ Drupal 8 with Acquia Lift collects user data from all touchpoints to reveal user preferences.

35%
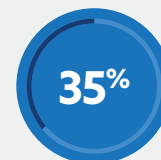
Delivering more relevant content to users has led to 35% **more time on site**.
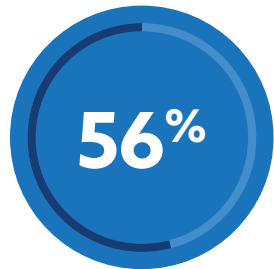
View the case study

INTERNATIONALIZATION

Websites are complicated enough in one language, let alone multiple. But with Drupal 8, translation is baked-in and ready-to-go.

Drupal 8 makes translation easy with:

+ Built-in multilingual admin UI
+ Better search integration for multiple languages
+ Transliteration for special characters

56%

[of customers] say that information in their own **language is more important than price**.
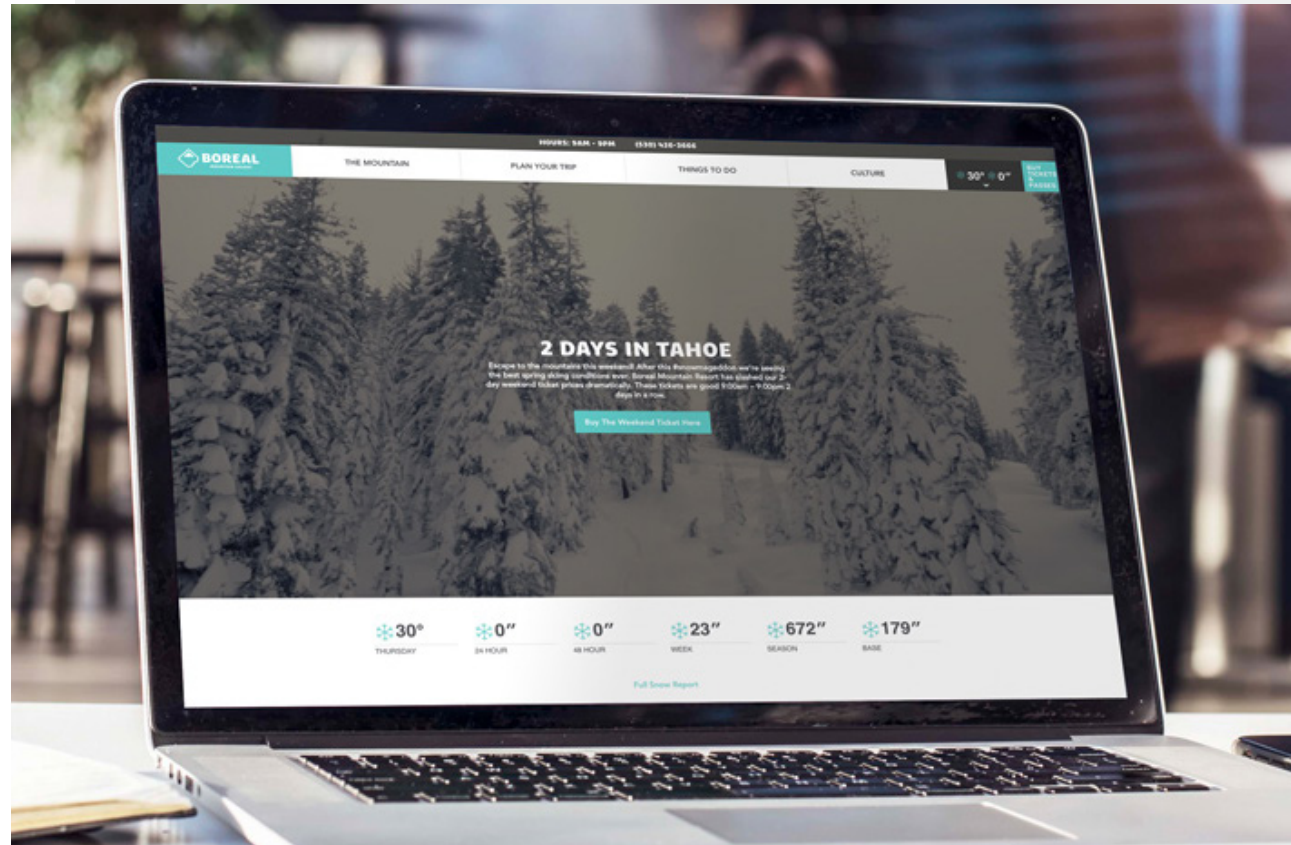
– LIONBRIDGE, 2017

SECURITY

The same bullet-proof security trusted by you (and some of the largest organizations in the world) remains in Drupal 8, with some important improvements:

+ New theme system keeps core code more secure
+ More frequent incremental releases
+ Less dependency on third party scripts

> Management of _Powdr Corporation's_ 17 disjointed ski resort websites was costly. Headless Drupal allowed us to centralize the resorts' content on one framework.

WHAT IS HEADLESS DRUPAL?

"Headless" refers to sites where Drupal runs the backend while the customer enjoys a unique front-end experience, typically built in a javascript framework.

A headless Drupal solution provides all of the structural advantages of Drupal with **ultimate creative freedom**, perfect for web-apps or highly interactive websites.
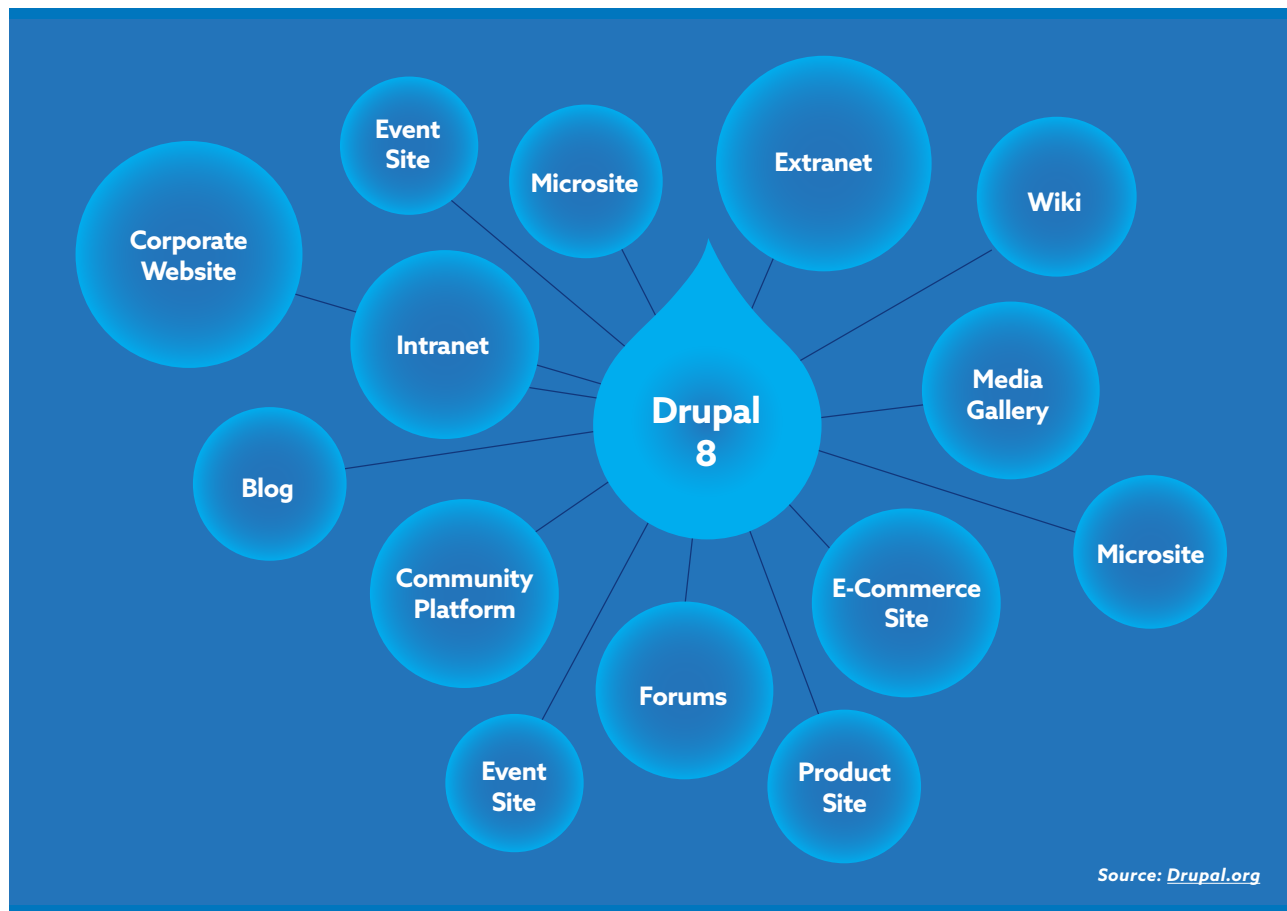
DRUPAL 8 INTEGRATION

Better integrate all the tools you have to drive your digital transformation, save money and work more efficiently.

MARKETING AUTOMATION / INTELLIGENCE
Your marketing efforts have gotten smarter, and you expect your website to step into the leading role. Drupal 8 enables customer data collection and targeting that ties together your marketing ecosystem.

+ Tighter integration with less effort
+ Powerful contextual content and progressive profiling
+ Campaign/landing page integration

12%
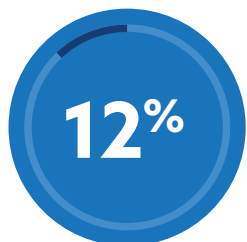
reduction in marketing overhead
when an automation tool is integrated.
– CMO.COM, 2017

Source: Drupal.org

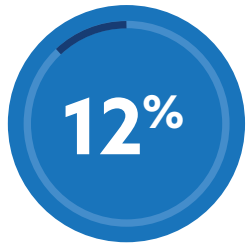**A FEW PLATFORMS THAT EASILY INTEGRATE WITH DRUPAL 8:**

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

You've got a CRM, but how clean is the data? Drupal 8 offers data integrity to better measure leads, contacts and campaigns.

+ Seamless integration—no loss of data between the website and the CRM

+ Easier field mapping

+ REST API for faster connection to CRM

12% loss of company revenue on average due to bad data.
– ENTREPRENUER, 2017

COMMON INTEGRATIONS:

salesforce platform

Microsoft Dynamics CRM

SUGARCRM

ANALYTICS

Move closer to your goal of a 360° view of your customers with Drupal 8 and its ability to connect with your other tools.

+ Keep data in Drupal and integrate with a data warehouse

+ Leverage 360° customer data for personalized web experiences

+ Manage reporting in Drupal or leverage third party reporting platforms
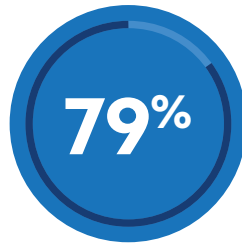
79% of organizations that exceeded revenue goals have a documented personalization strategy.
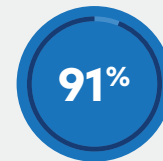– MONETATE, 2017

COMMON INTEGRATIONS:

woopra

+ableau

DOMO

LEGACY SYSTEMS

Everyone's got one, but that's okay. Drupal 8 is more flexible to work alongside older systems you rely on.

+ Use services to leverage proprietary databases

+ Power decoupled web-apps with third-party data

+ Integrate, not replace mission-critical systems

91% of executives have identified some legacy components that could be used to support digital objectives.
– ACCENTURE, 2017

DRUPAL 8 MANAGEMENT

Do more with less! Spend less time maintaining your Drupal site and more time doing what you do best—marketing.

COMPONENT-BASED LAYOUTS

Say goodbye to "templates". Assemble your pages from a library of content elements without help from a developers.

+ Build once, use often. Components can be used on any page.

+ Eliminate "wall of text" syndrome with engaging and digestible content components.

+ Leverage dynamic content. Use static content or pull in content of any type.

WORKFLOWS & PERMISSIONS

Drupal 8 core offers some long-awaited tools for helping you automate who does what, when—without an extra module.

+ Published, draft, archived states
+ Simple or complex custom "workflow states" to accommodate steps like legal review
+ Workflows for specific content types
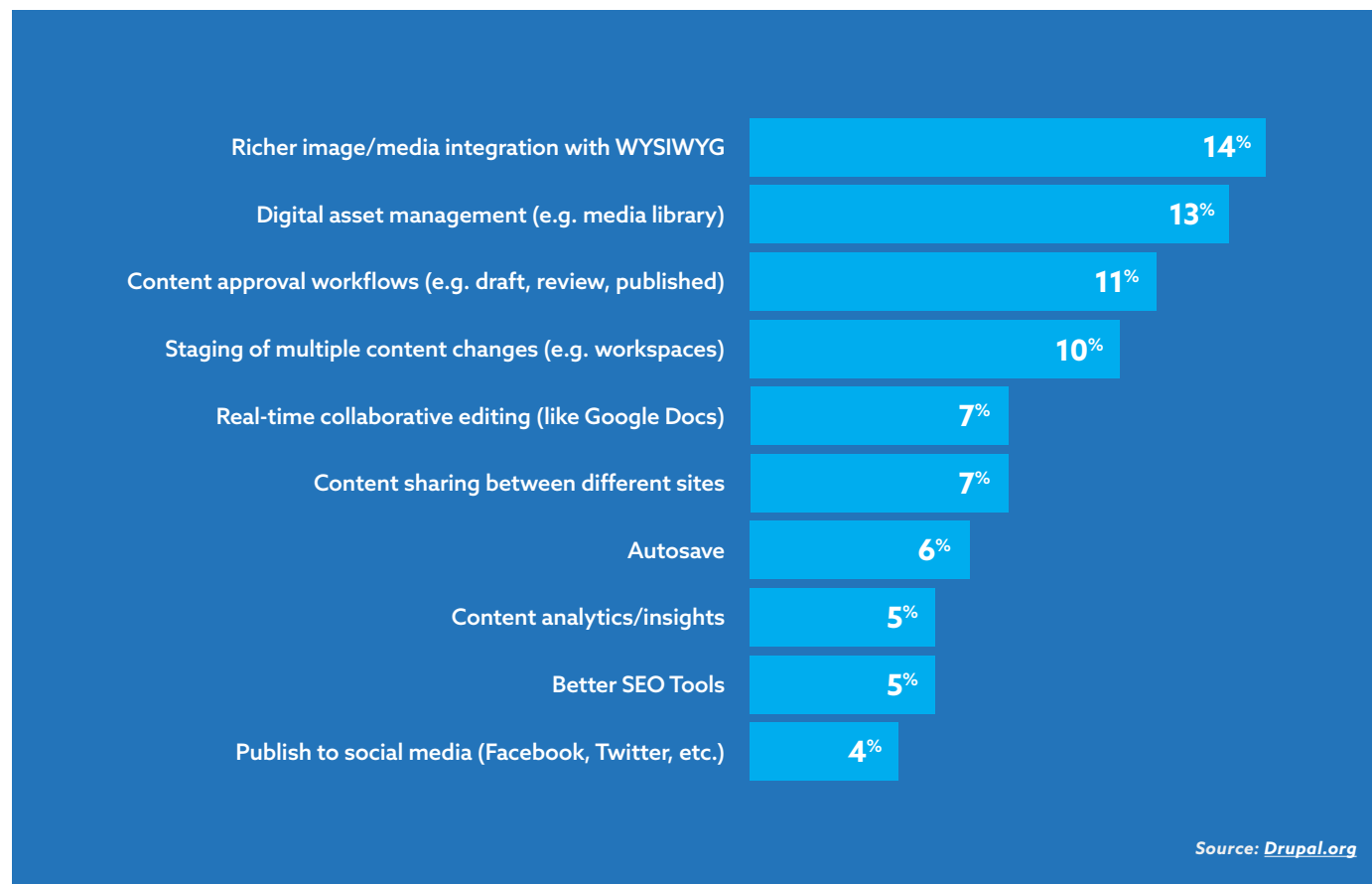+ Publish a package of individual content elements at once with "workspaces"

FEATURE DEPLOYMENT

Stress less about pushing changes live with improved workflow between development, staging and production environments.

+ Manage settings between environments with Configuration Manager
+ Easily move production-ready data
+ Maintain data-integrity between deployments

MOST IMPORTANT AREAS TO IMPROVE FOR CONTENT AUTHORS

Area	%
Richer image/media integration with WYSIWYG	14%
Digital asset management (e.g. media library)	13%
Content approval workflows (e.g. draft, review, published)	11%
Staging of multiple content changes (e.g. workspaces)	10%
Real-time collaborative editing (like Google Docs)	7%
Content sharing between different sites	7%
Autosave	6%
Content analytics/insights	5%
Better SEO Tools	5%
Publish to social media (Facebook, Twitter, etc.)	4%

Source: Drupal.org

5/10 most requested **features** for content authors are **related to workflows.**
– DRUPAL.ORG

110K of Drupal's users are **actively contributing** and **improving Drupal.**
– DRUPAL.ORG

MARKETER-FRIENDLY ADMIN UI

The Drupal 8 admin experience has come a long way—which has made it better, faster and easier for marketers like you.

Improvements Include:

+ An intuitive, customizable toolbar that has all of your admin tools in one place

+ Drag and drop content management

+ Effective, in-page editing for quick updates to content

+ Expanded SEO, meta and social fields to help you create SEO-friendly content

+ Simple image optimization and cropping
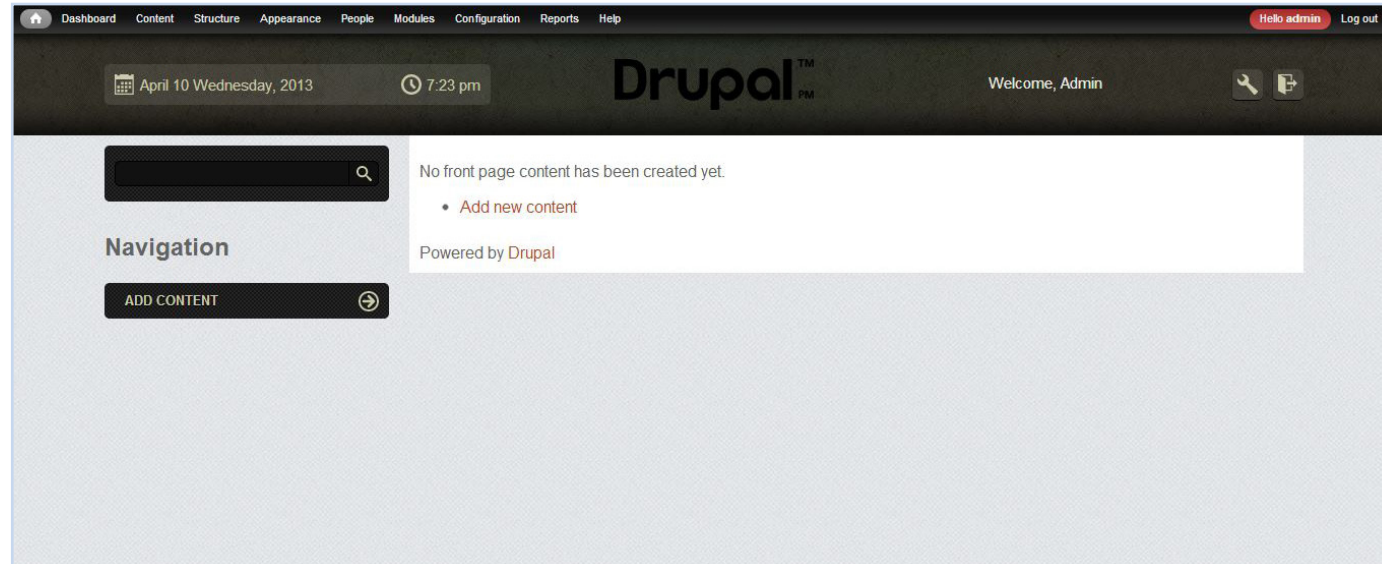
Drupal 7 Admin UI
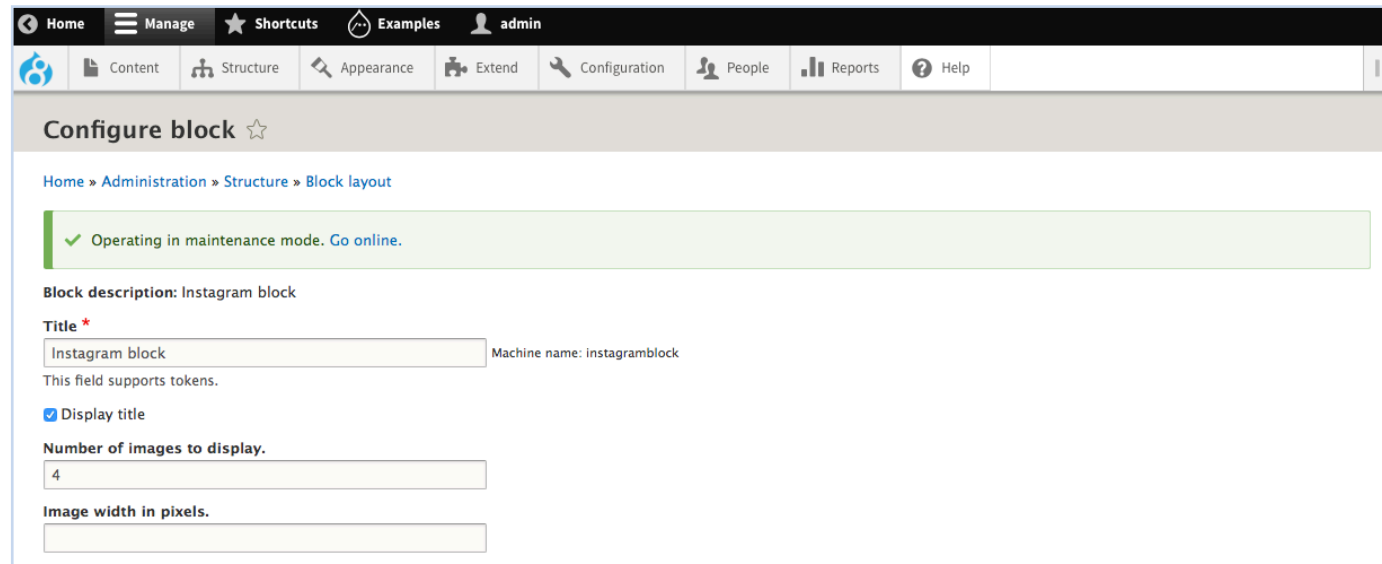
Drupal 8 Admin UI

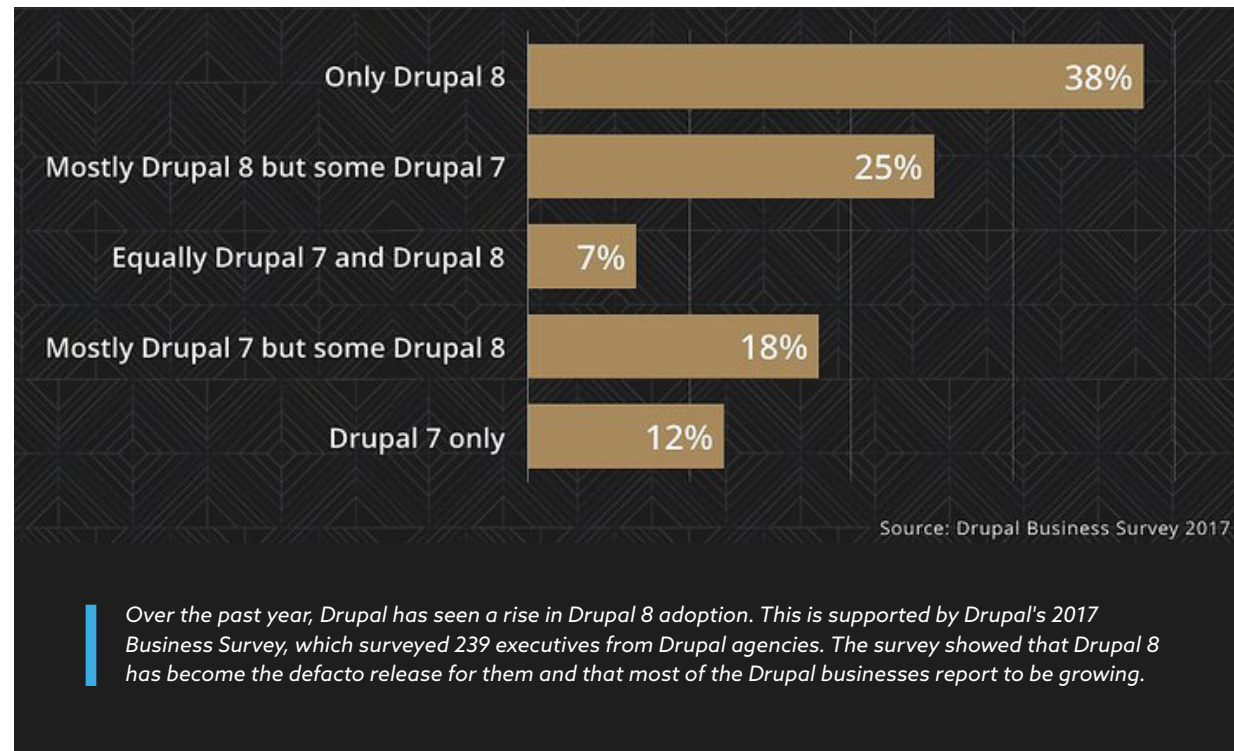# *UPGRADING TO DRUPAL 8* AND THE DOWNSIDES OF HANGING ON TO YOUR OLD SITE

Hopefully the advantages of Drupal 8 are clear. And while there is certainly a cost to upgrade, there are plenty downsides to hanging on to your old Drupal site.
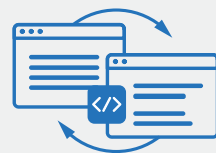
COMMUNICATION & COLLABORATION
Many companies still running on older versions of Drupal will experience a worsening situation in 2018 and beyond.

+ Diminishing module support for Drupal 7
+ Inability to leverage new, Drupal 8 modules
+ Higher maintenance costs and deployment headache
+ Security risks with now unsupported versions of Drupal 6
+ No seamless upgrade path to Drupal 9 and beyond

Only Drupal 8 — 38%
Mostly Drupal 8 but some Drupal 7 — 25%
Equally Drupal 7 and Drupal 8 — 7%
Mostly Drupal 7 but some Drupal 8 — 18%
Drupal 7 only — 12%

Source: Drupal Business Survey 2017

Over the past year, Drupal has seen a rise in Drupal 8 adoption. This is supported by Drupal's 2017 Business Survey, which surveyed 239 executives from Drupal agencies. The survey showed that Drupal 8 has become the defacto release for them and that most of the Drupal businesses report to be growing.

MIGRATION

There are two types of content migration: programmatic and manual.

PROGRAMMATIC MIGRATION
Scripts are written to pull content out of existing database fields and map them to new database fields. This process is excellent for large amounts of content that has a common structure, such as articles, events, ecommerce products or support documents.

MANUAL MIGRATION
Manual migration relies on a person to break up long pages into bite-size chunks as they add content to the site using "components." Often done by a designer or copywriter (or a team), this approach is best for marketing landing pages and long form "story" pages whose content structure varies widely.

THE IMPORTANCE OF A GOOD PARTNER
WHEN UPGRADING TO DRUPAL 8

The key to any successful
Drupal 8 migration is an
experienced partner capable
of strategy, design and
development that can help
you through the process.

Did you know?

100%

All of the new websites we
build **are on Drupal 8**.
Elevated Third is a **Drupal-
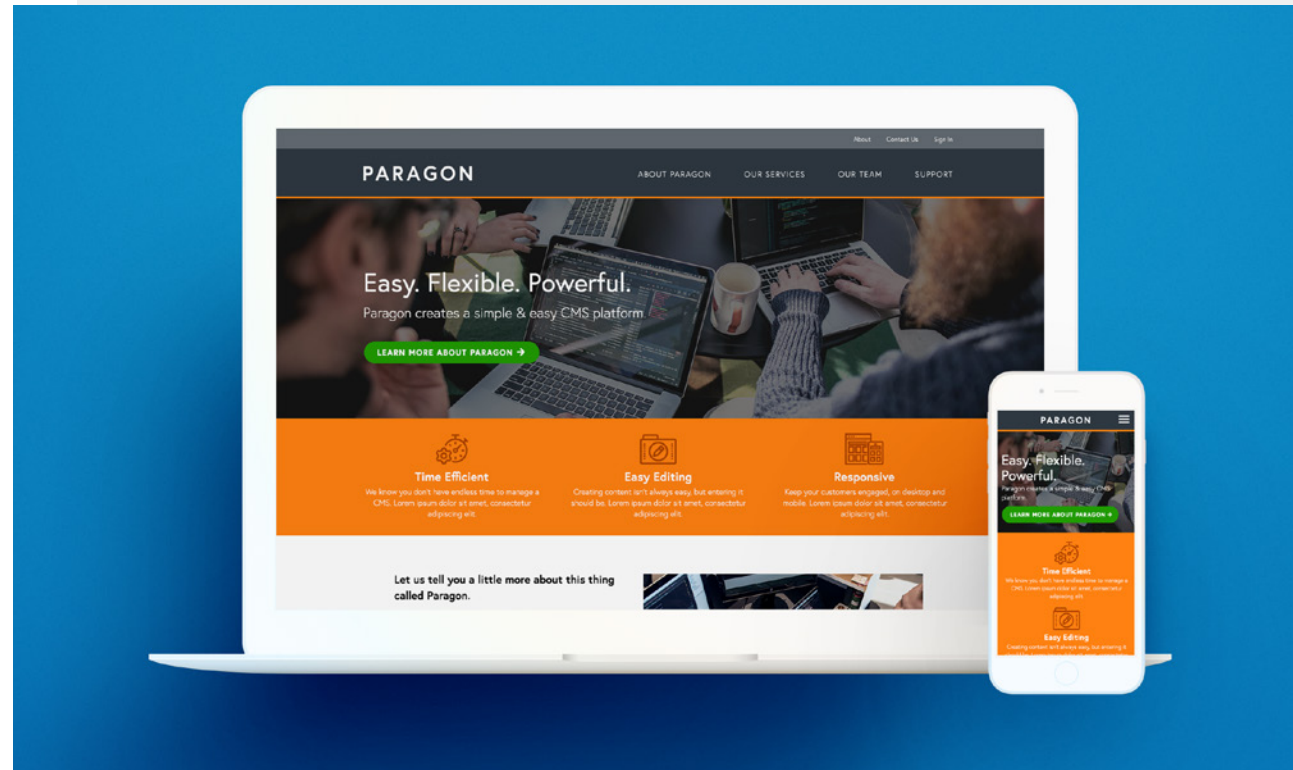specific agency.**

CONTACT US

To discuss your Drupal site and if a move to
Drupal 8 is right for you.

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GET A HEAD START ON THE BEST OF DRUPAL 8

Drupal 8 offers core features that
are a must-have for modern sites.
And we've packaged them in a way
that allows our clients to start a D8
project running instead of walking.

Our development team built
Paragon as a base configuration of
the powerful Drupal 8 core, with a
collection of modules that improve

administration, flexibility, security
and performance, all while staying
true to Drupal. Think of it as a kick-
start.

Paragon's features increase the
speed at which a site can be
developed and save money by
addressing common problems
during the first stages of a project.

Get a demo