



riesnote

DrupalCon Vienna



driesnote

DrupalCon Vienna

with @Dries Buytaert

Founder & Project Lead, Drupal

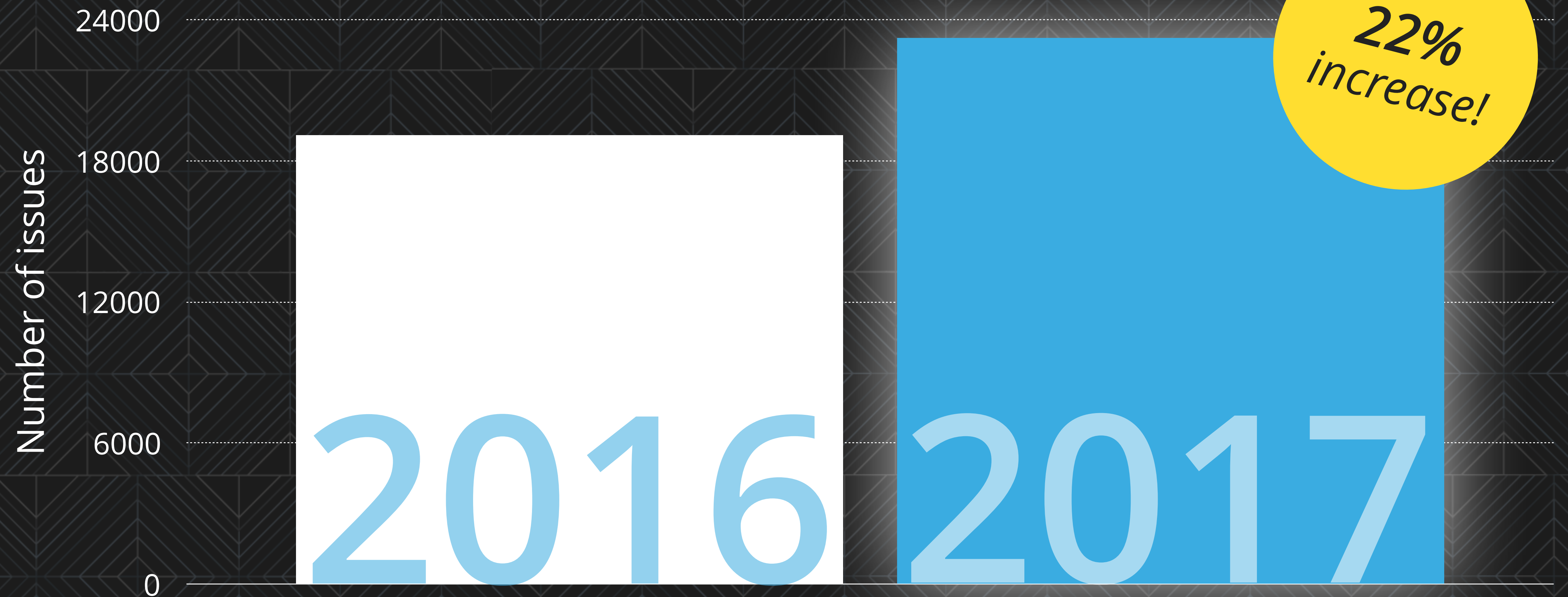
A decorative border made of gold-colored scrollwork and flourishes, framing the central text. The border is symmetrical and features intricate, flowing lines that create a classic, elegant look.

Drupal is growing and changing

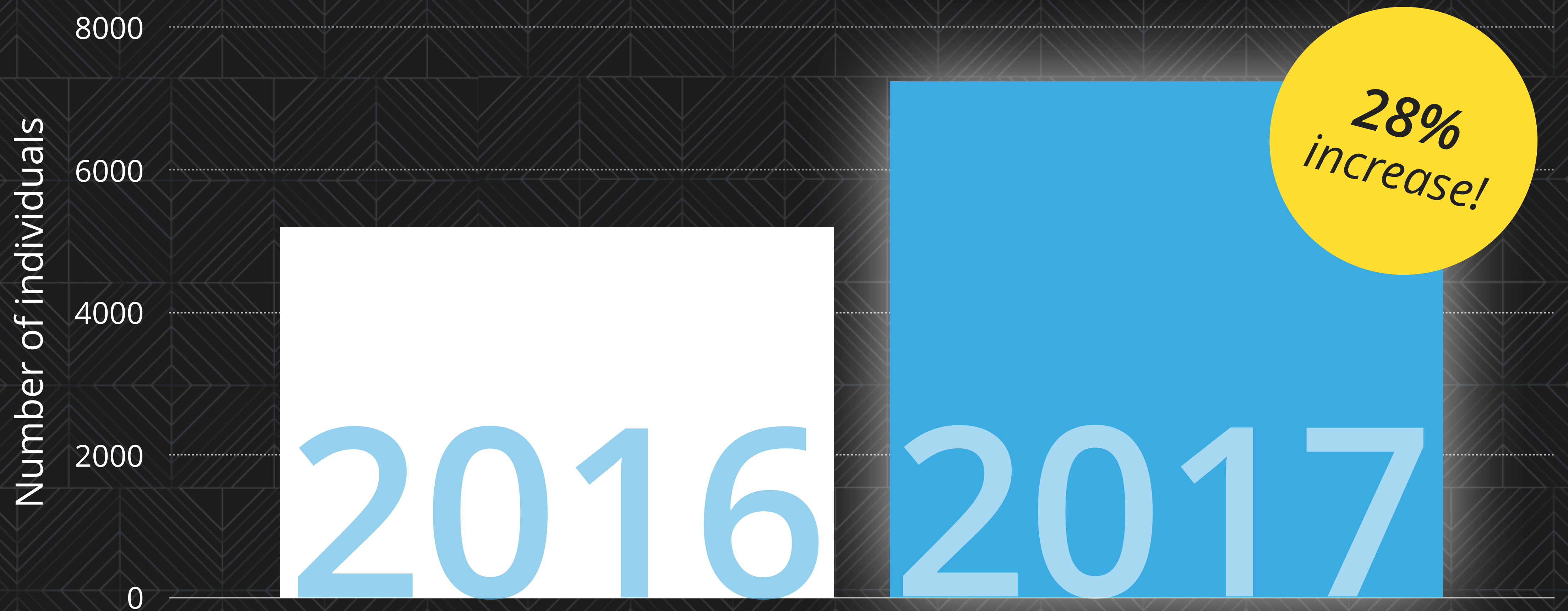
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Drupal is **growing** and changing

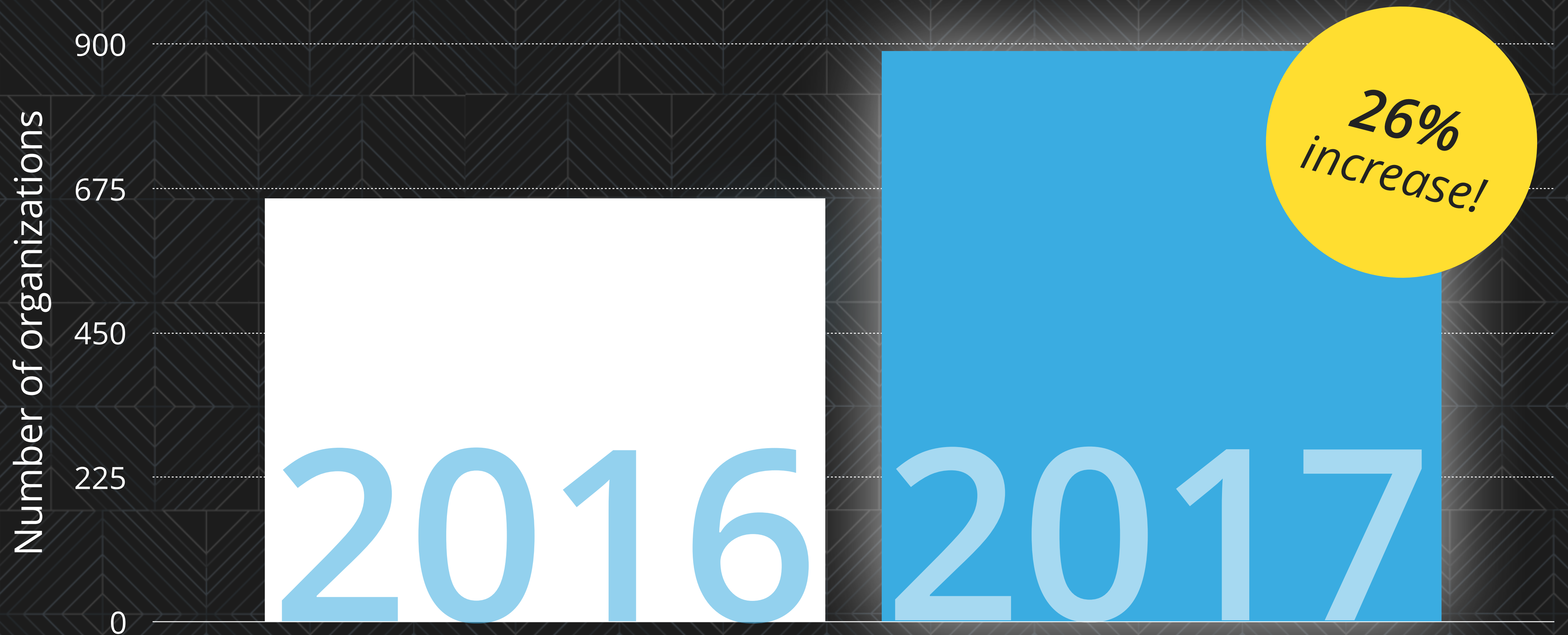
Number of issues fixed/closed on Drupal.org for core and contrib combined



Number of individuals contributing code on Drupal.org for core and contrib combined



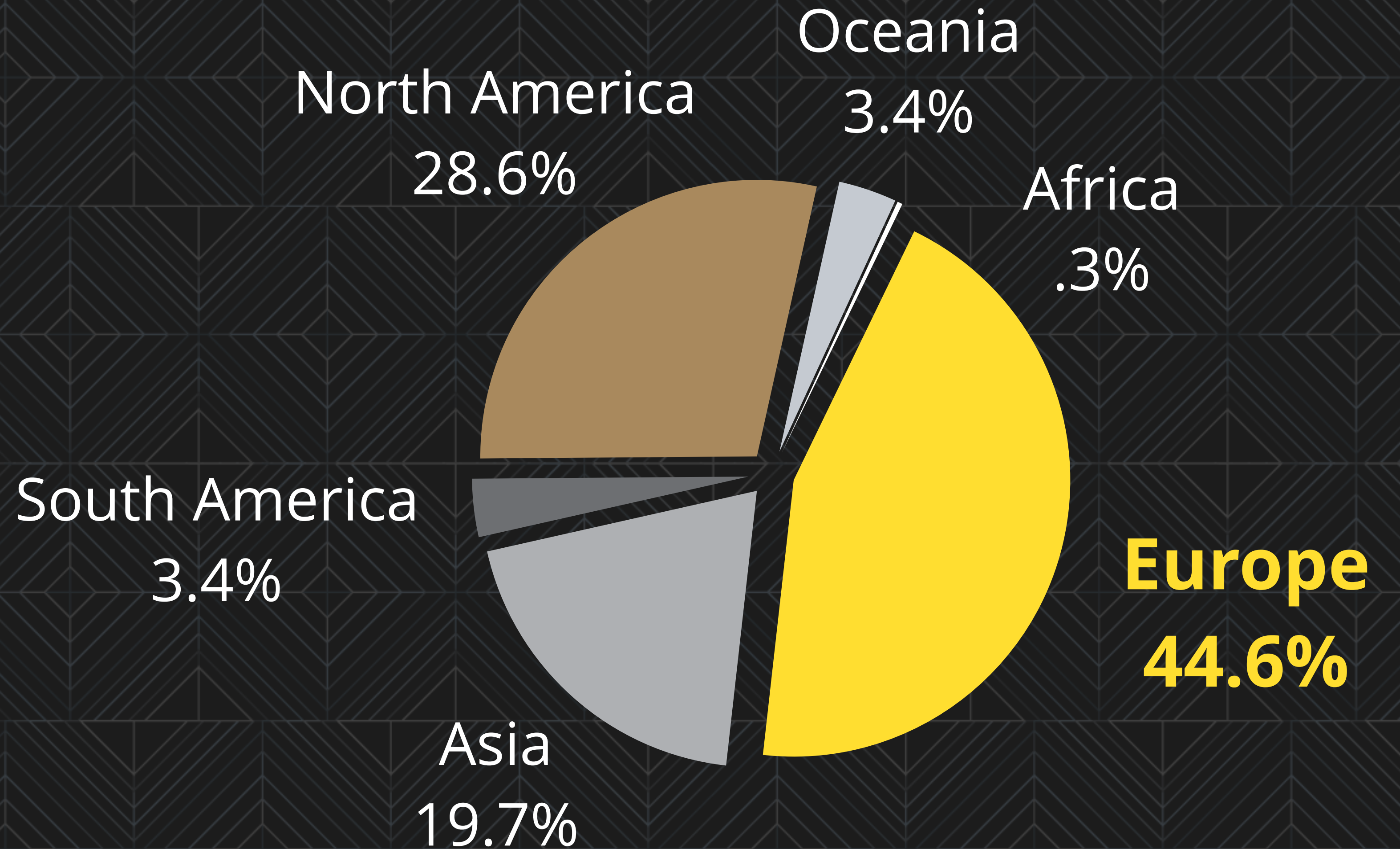
Number of organizations contributing code on Drupal.org core and contrib combined



Europe is very important for Drupal



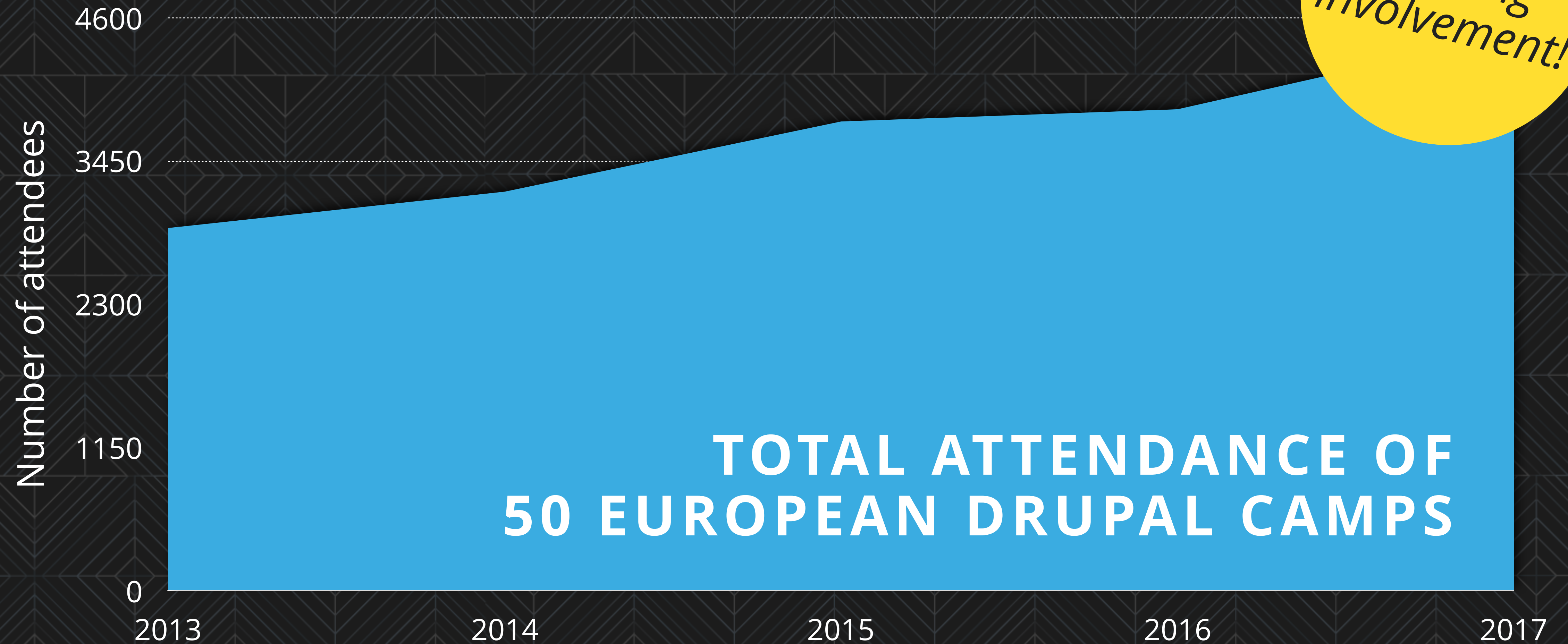
45% of all code contributions on drupal.org come from Europe (a lot of the sponsorship comes from North America)





Non-code contributors are also
critical to Drupal's success

DrupalCamp attendance in Europe



**TOTAL ATTENDANCE OF
50 EUROPEAN DRUPAL CAMPS**

*Growing
involvement!*

DRUPAL BUSINESS SURVEY 2017

Answers from 239 executives at Drupal organizations

EXOVE



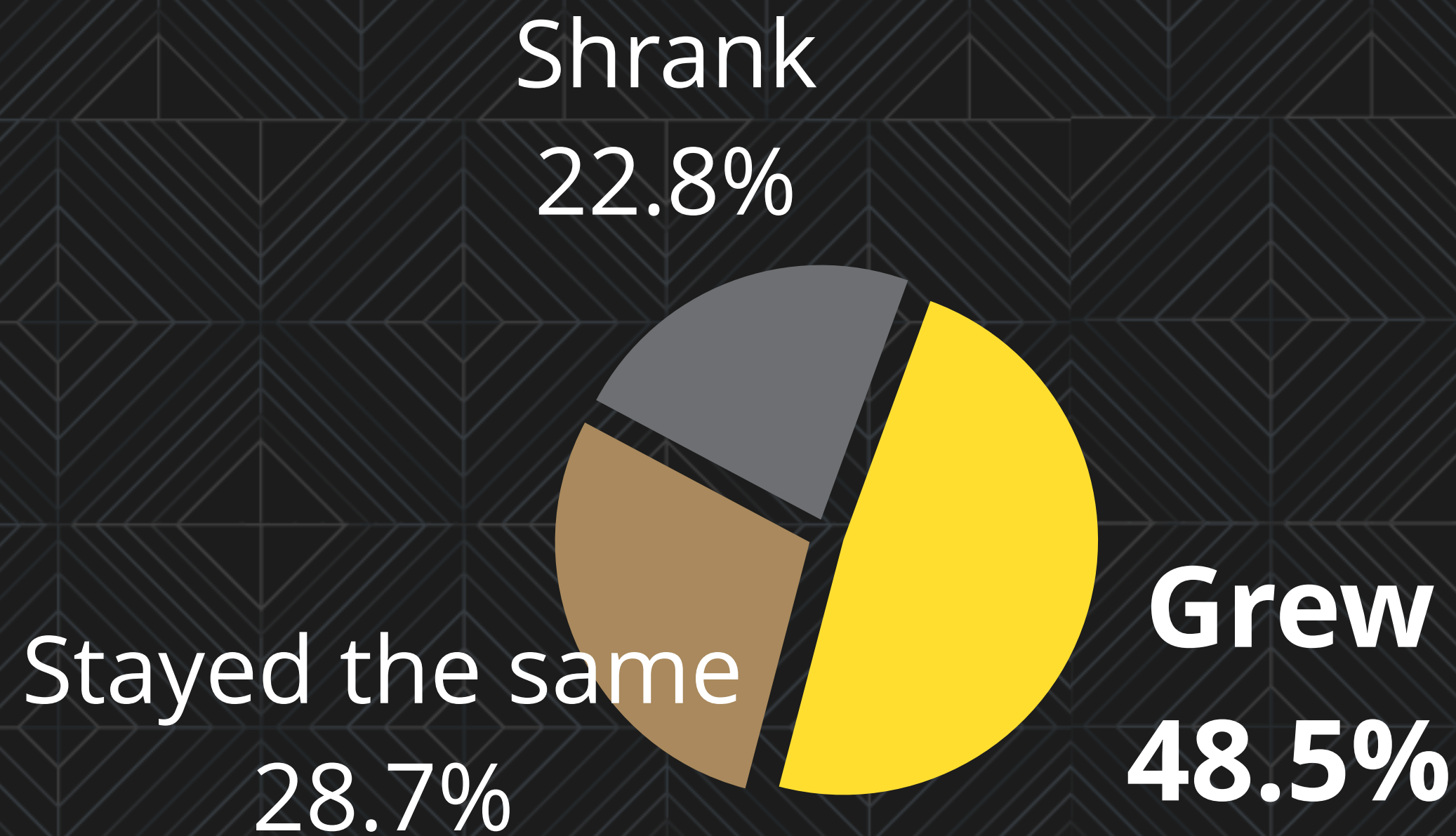
DrupalTM
ASSOCIATION



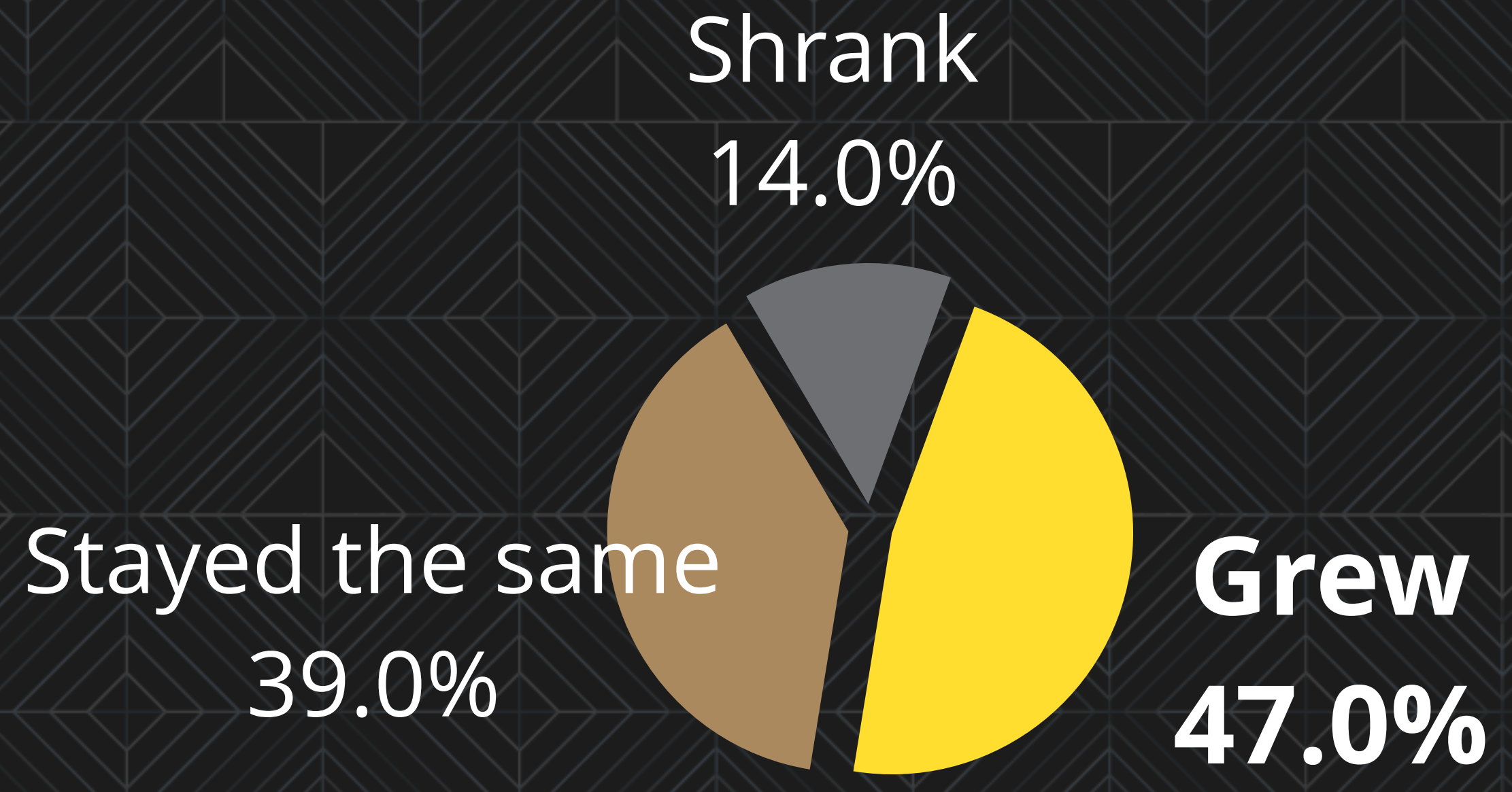
oneshoe
ADVERTISING & DIGITAL AGENCY

Most Drupal agencies are doing well

In the last 12 months...

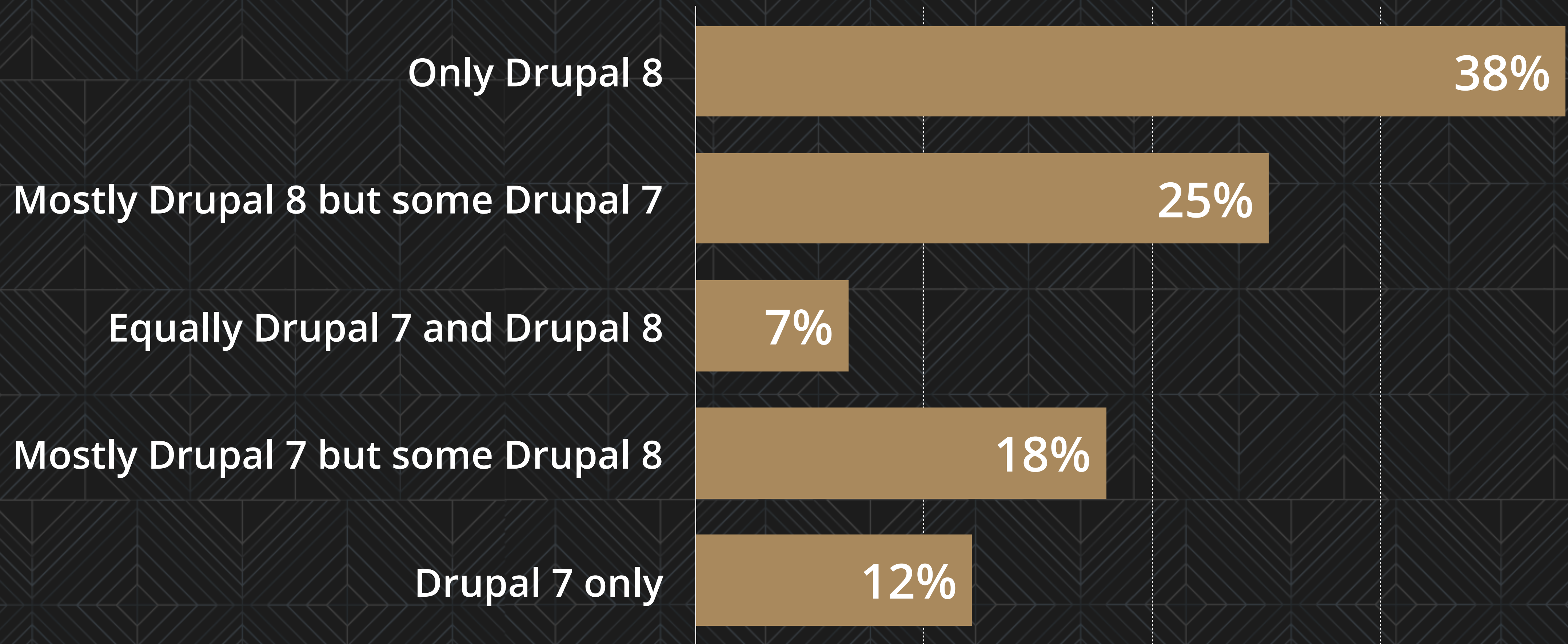


Drupal sales pipeline is growing

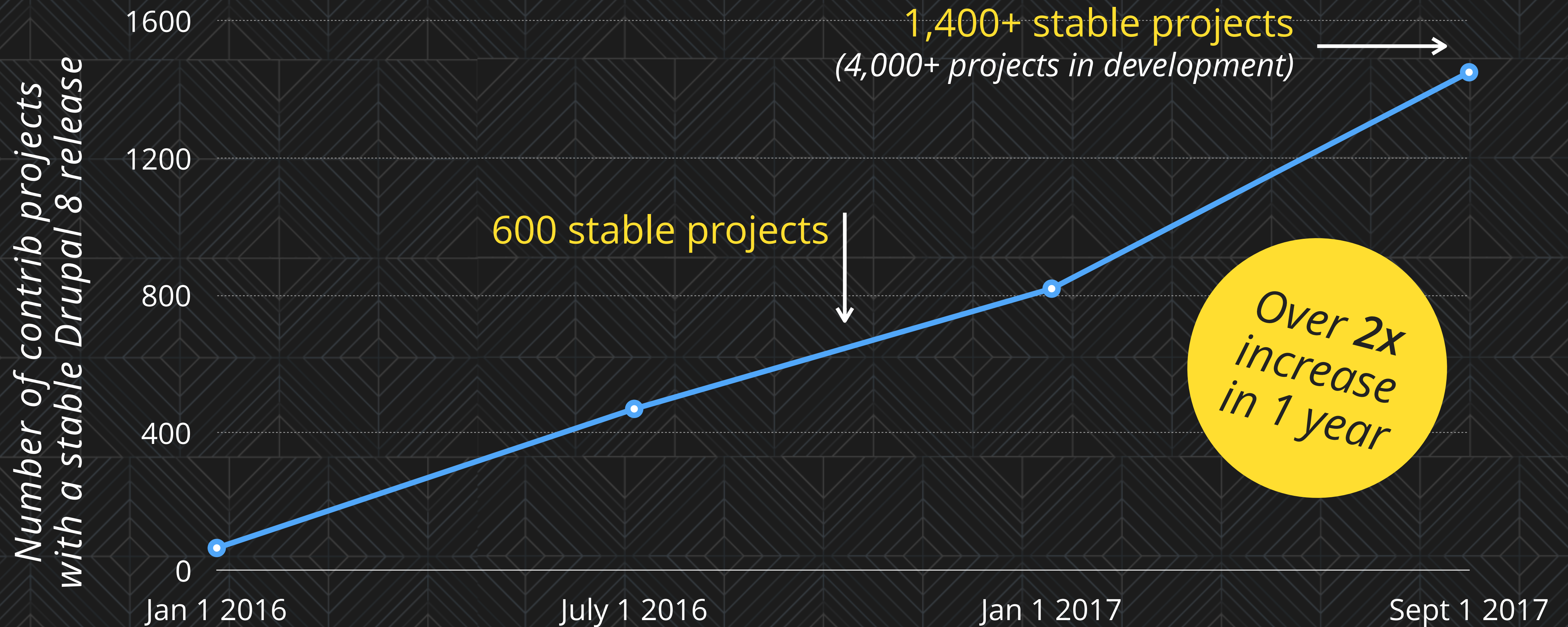


Drupal deal sizes are growing

Drupal 8 has become the go-to version, but we are still in transition



The Drupal 8 contrib ecosystem has matured a lot



Several 'infrastructure modules' have become stable since DrupalCon Baltimore

(Since 5 months ago)



Panels/
Panelizer



Commerce



Search API/
Search API Solr



Chaos Tools



Token



Pathauto

But we still have some work to do...

- Backup and Migrate
- Organic Groups
- Rules
- Feeds

Get involved
in the **issue**
queue!

Fund
upgrades

Become a
co-maintainer

The Drupal 7 to Drupal 8
migration path is close:

Only **12** critical Migrate bugs remain

A man with a beard and mustache is shown from the chest up, looking slightly to the right. The image is dimly lit and has a dark overlay. The text "People are raving about Drupal 8" is overlaid at the bottom in white.

People are **raving** about Drupal 8



Kim Pepper | 💧 kim.pepper

Co-Founder & Technical Director @ PreviousNext



Launching October 4th, 2017

State of experimental modules in 8.3

N/A

Media

ALPHA

Layout Discovery

Datetime Range

Workflow

Settings Tray

Migrate

Field Layout

BETA

Inline Form Errors

STABLE

Progress on experimental modules in 8.4

N/A

ALPHA

BETA

STABLE

Media

Layout Discovery

Datetime Range

Inline Form Errors

Workflow

Settings Tray

Migrate

Field Layout

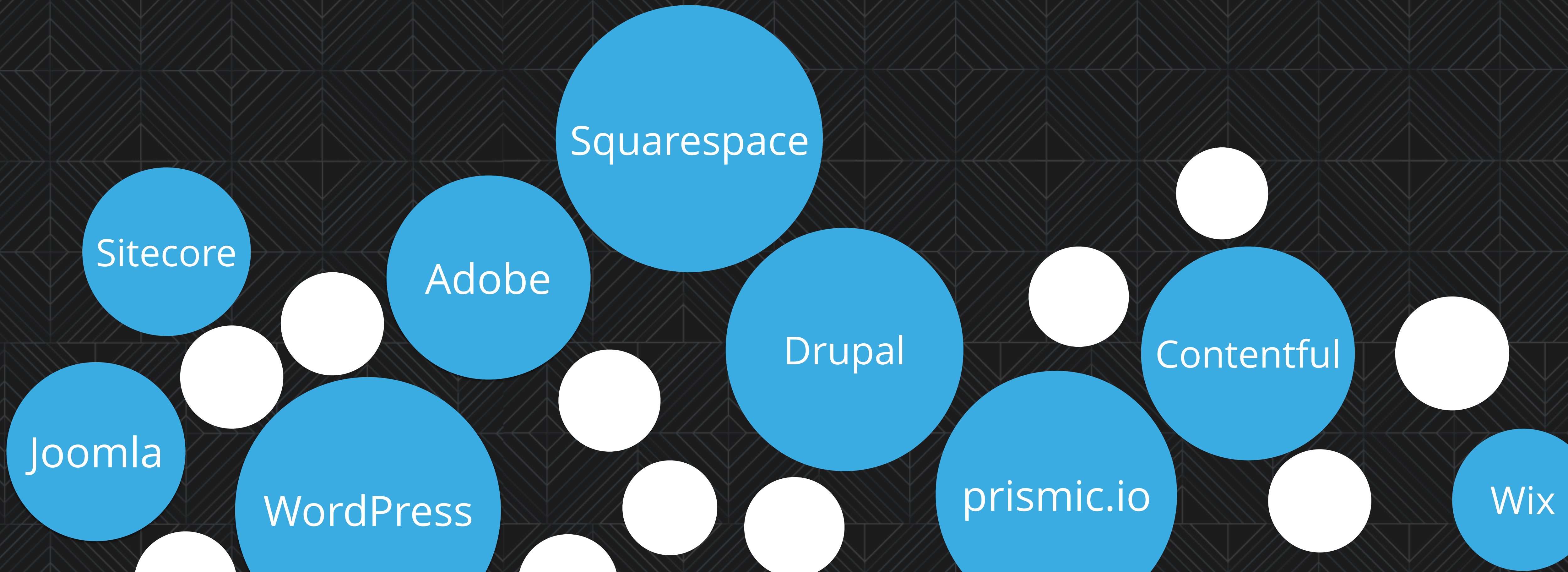
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Drupal is **growing** and changing

A decorative border made of gold-colored scrollwork and flourishes, framing the central text. The border is symmetrical and features intricate, flowing lines that create a classic, elegant look.

Drupal is growing and **changing**

1) The vendor landscape is changing



1) The vendor landscape is changing

Squarespace

Adobe

Sitecore

Wix

Contentful

Drupal

WordPress

prismic.io

oomla

1) The vendor landscape is changing

Headless CMSES are growing 500%+ YoY

Single blogs and brochure websites best served by SaaS

Enterprise solutions moved beyond CMS and are competing on marketing capabilities

Squarespace

Adobe

Sitecore

Wix

Contentful

WordPress

prismic.io

oomla

1) The vendor landscape is changing

Squarespace

Adobe

Sitecore

Wix

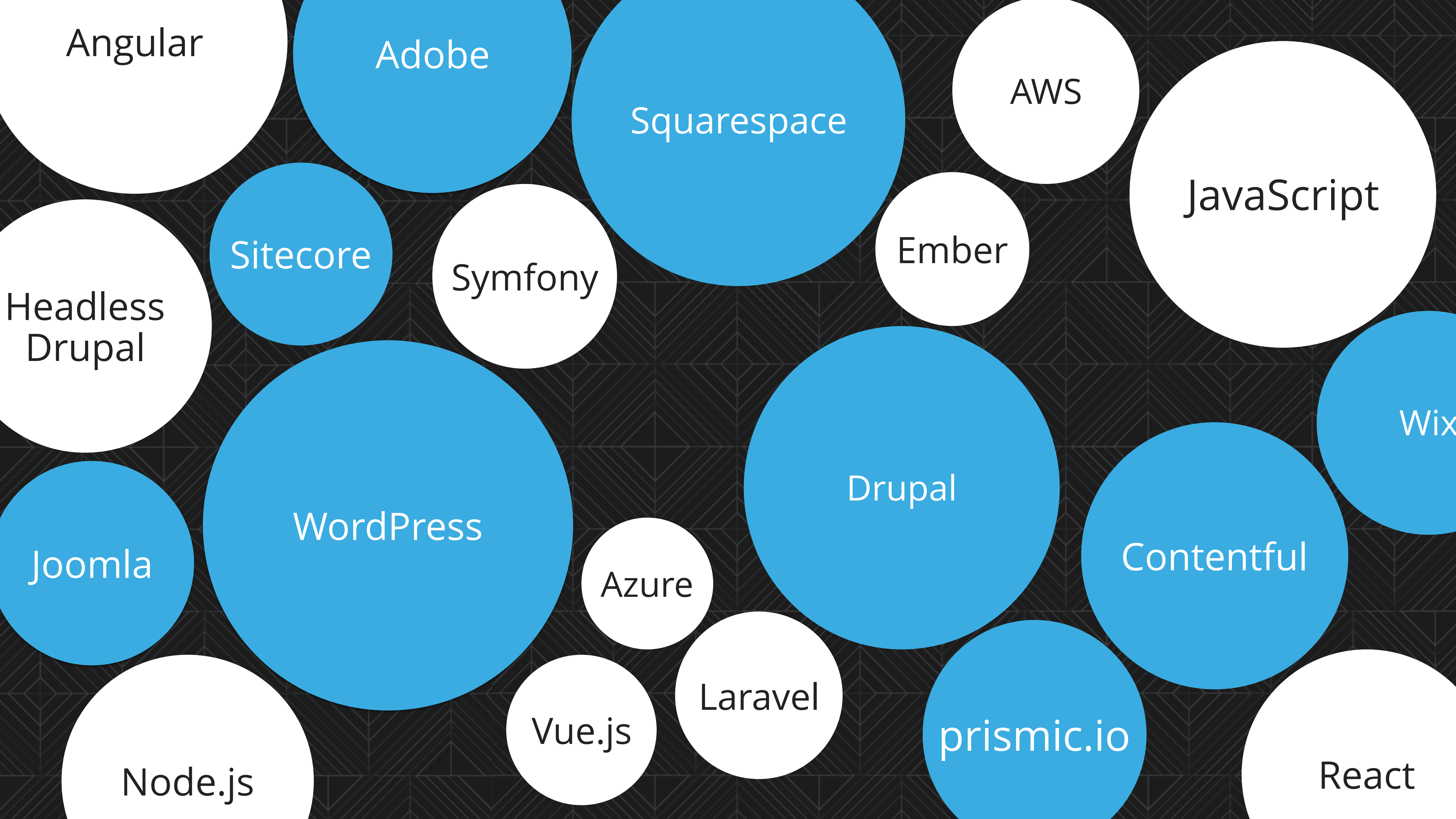
Contentful

Drupal

WordPress

prismic.io

oomla



Angular

Adobe

Squarespace

AWS

JavaScript

Ember

Sitecore

Symfony

Headless
Drupal

Wix

Drupal

WordPress

Contentful

Joomla

Azure

prismic.io

Node.js

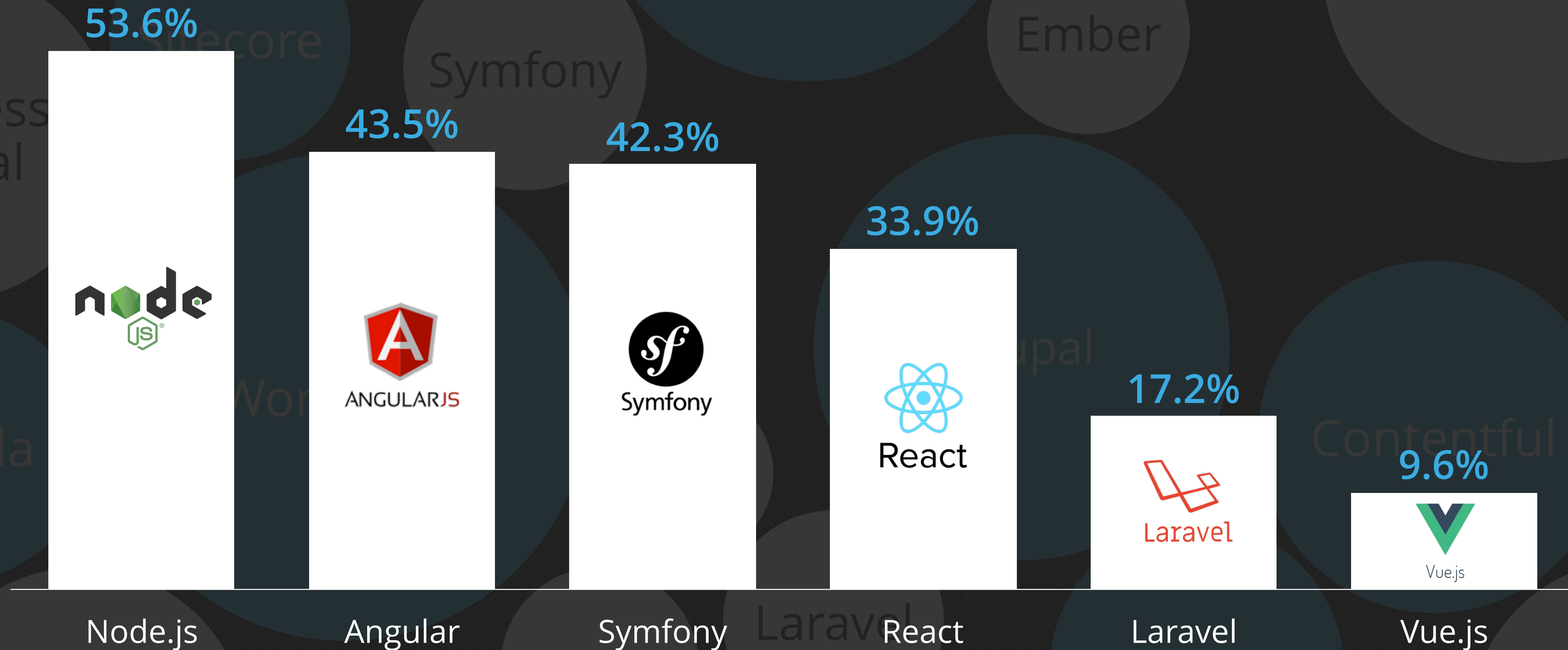
Vue.js

Laravel

React

2) The technology stack is expanding

Non-Drupal technologies used by Drupal agencies:







Change leads to uncertainty



Who is Drupal for?

What do I do?

What do we do?

The background is a dark blue, almost black, space filled with a dense field of small, glowing white dots, resembling a starfield or a data visualization. Overlaid on this are several wavy, glowing blue lines that flow across the frame, creating a sense of motion and depth. The lines are composed of many small, bright points, giving them a shimmering, ethereal quality. The overall effect is one of a vast, interconnected digital network or data stream.

Drupal is for AMBITIOUS DIGITAL EXPERIENCES

Source: <https://dri.es/drupal-is-for-ambitious-digital-experiences>

Drupal scales from small to large

Drupal

Blog

Portfolio
site

Brochure
site

Community
engagement
site

SMB
site with
integrations

Omni-
channel
website

Multi-site
platform

REACH



↑
RICHNESS

It's about richness, not reach

Drupal

Blog

Portfolio
site

Brochure
site

Community
engagement
site

SMB
site with
integrations

Omni-
channel
website

Multi-site
platform

REACH →

RICHNESS



Community engagement site

SMB site with integrations

Omni-channel website

Multi-site platform

Drupal



REACH



Blog

Portfolio site

Brochure site



Drupal is for sites with medium-to-high richness

RICHNESS

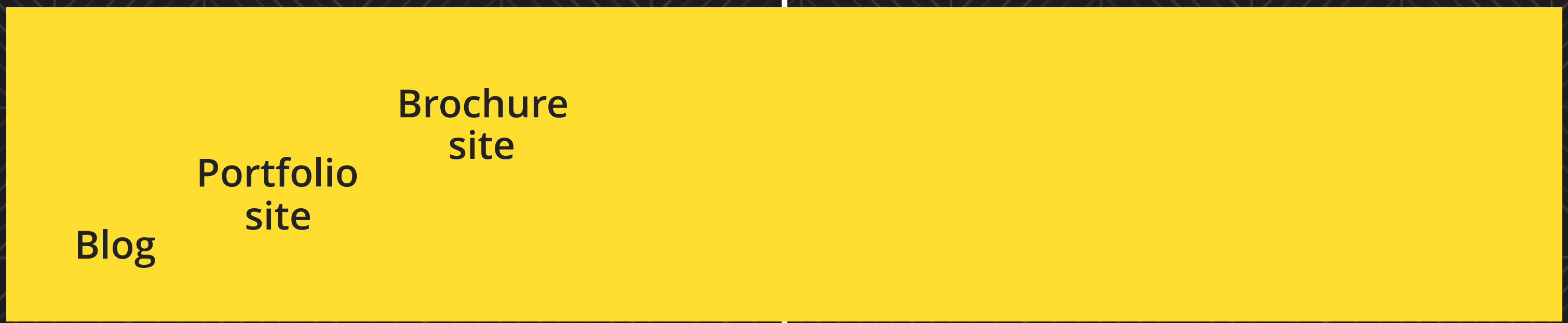
Drupal-as-a-service could change that

Drupal



REACH

SaaS builders



Drupal is no longer for *simple sites*

RICHNESS



Drupal



Community engagement site

SMB site with integrations

Omni-channel website

Multi-site platform

REACH



SaaS builders

Blog

Portfolio site

Brochure site

Drupal is no longer for **simple sites**, but for **sites with medium-to-high richness**, except maybe when they have **a lot of traffic**, and ...

RICHNESS



Community engagement site

SMB site with integrations

Omni-channel website

Multi-site platform

Drupal



REACH



SaaS builders

Blog

Portfolio site

Brochure site

Drupal is for ambitious digital experiences

RICHNESS

Enterprise

Multi-site platform

Omni-channel website

Community engagement site

SMB site with integrations

REACH

Drupal

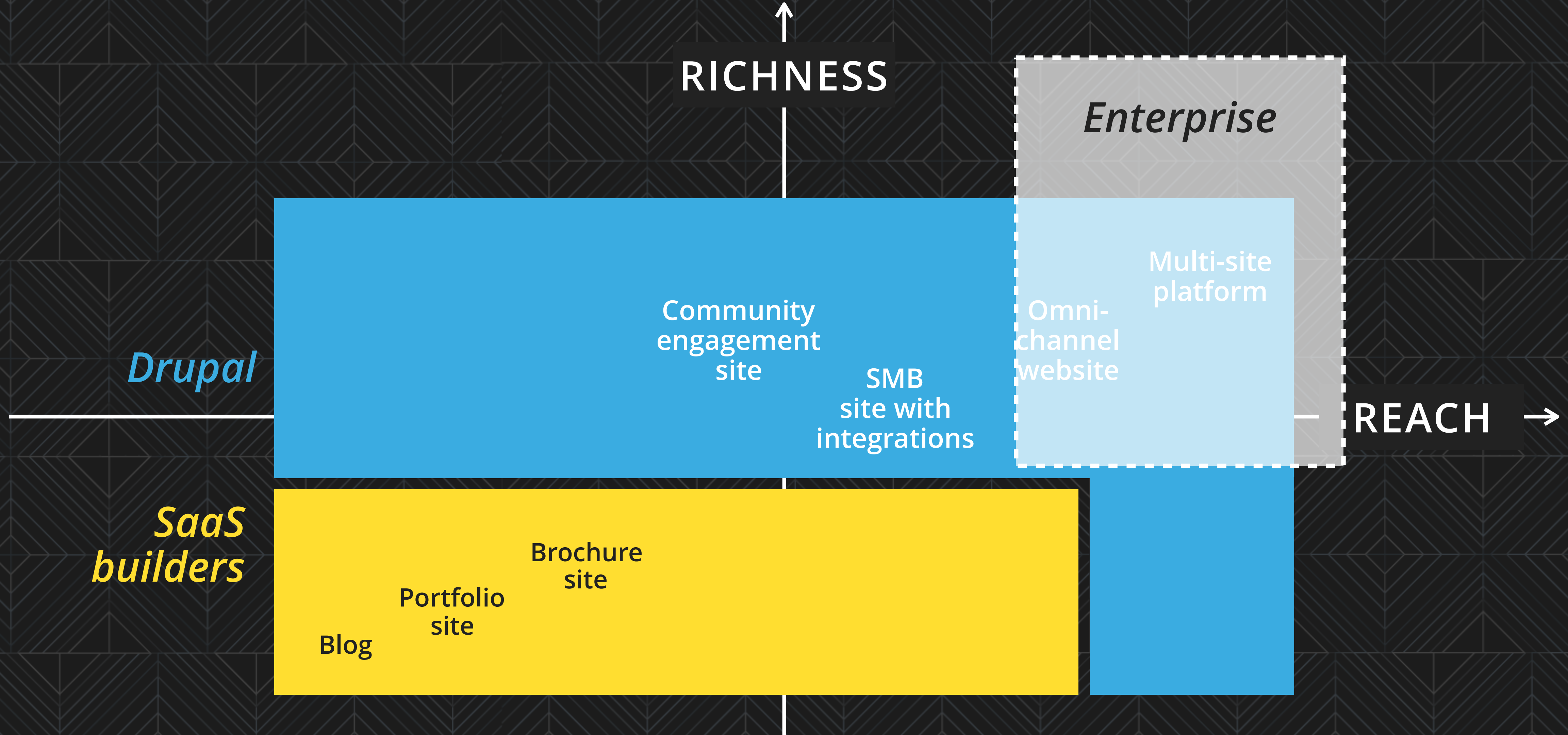
SaaS builders

Blog

Portfolio site

Brochure site

Ambitious is much more than just enterprise



Example: Small company that manages 50 rental properties.
Not a lot of traffic but integrations with e-commerce system, booking system, customer support tool, etc. 50k EUR budget.

Drupal

Community engagement site

SMB site with integrations

Omni-channel website

Multi-site platform

Enterprise

REACH →

SaaS builders

Blog

Portfolio site

Brochure site

Ambitious is much more than just enterprise

RICHNESS

Enterprise

Majority of Drupal ecosystem

Community site

SMB site with integrations

Omni-channel website

Multi-site platform

REACH

Drupal

SaaS builders

Blog

Portfolio site

Brochure site

We won't leave the non-enterprise majority behind

A decorative border made of gold-colored scrollwork and flourishes, framing the central text. The border is symmetrical and features intricate, flowing lines that create a classic, elegant look.

Drupal is growing and changing

Some people feel
left behind...





Drupal is not for simple sites

Drupal is too hard to use

*Drupal's
admin
is dated*

*Updates are difficult
and expensive*

*Drupal 8
moves too fast*

I don't want to learn object-oriented programming

Drupal is not for simple sites

*Drupal 8
moves too fast*

**We aren't going
to "fix" these**

I don't want to learn object-oriented programming



Drupal is not for simple sites

Drupal is too hard to use

*Drupal's
admin
is dated*

*Updates are difficult
and expensive*

*Drupal 8
moves too fast*

I don't want to learn object-oriented programming

*Drupal's
admin
is dated*

Drupal is too hard to use

**These are things
we want to fix**

*Updates are difficult
and expensive*



What should we focus on?



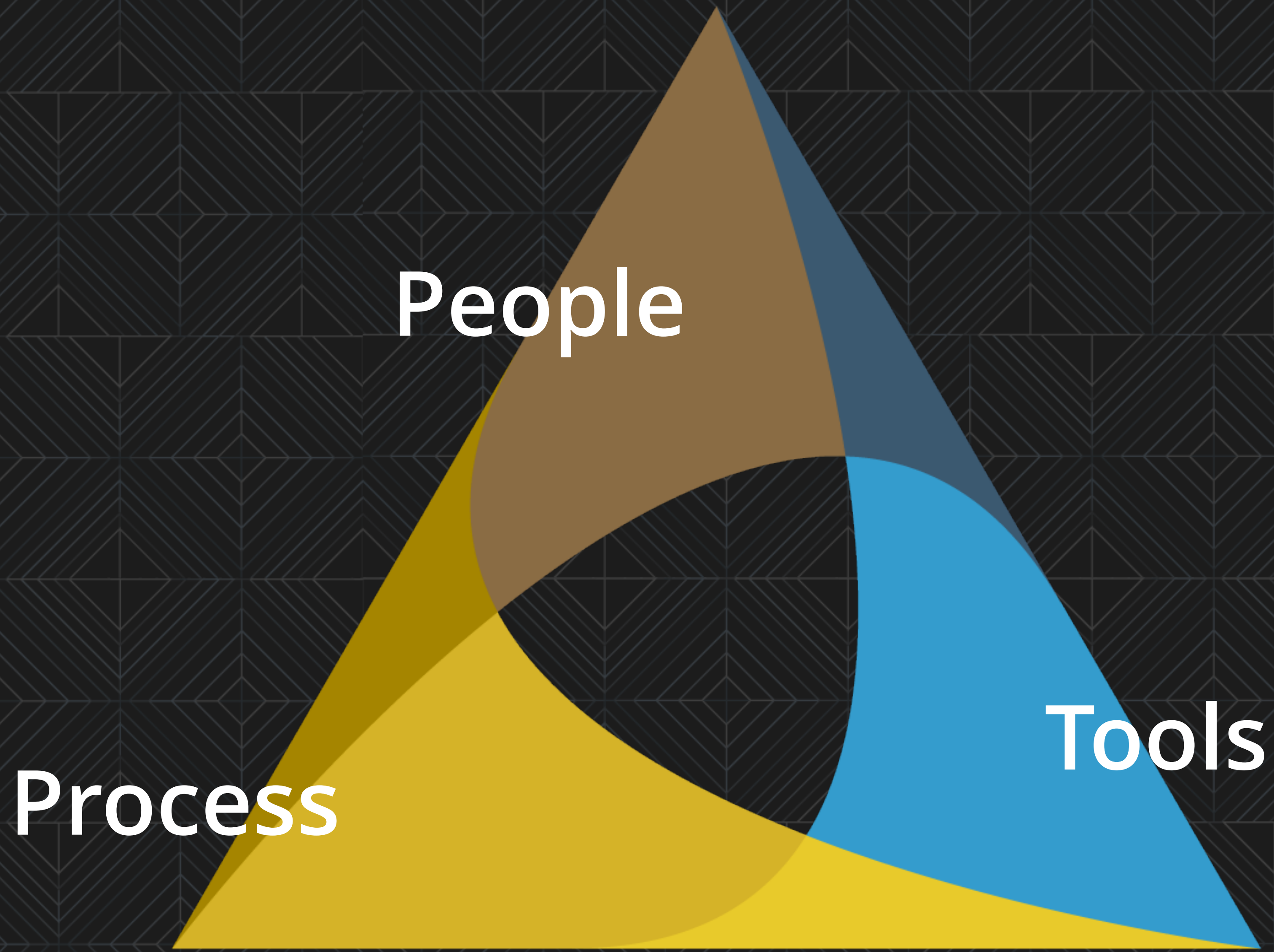
1. Powerful site building tools
2. Easier updates & maintenance



What should we focus on?



1. Powerful site building tools
2. Easier updates & maintenance





People



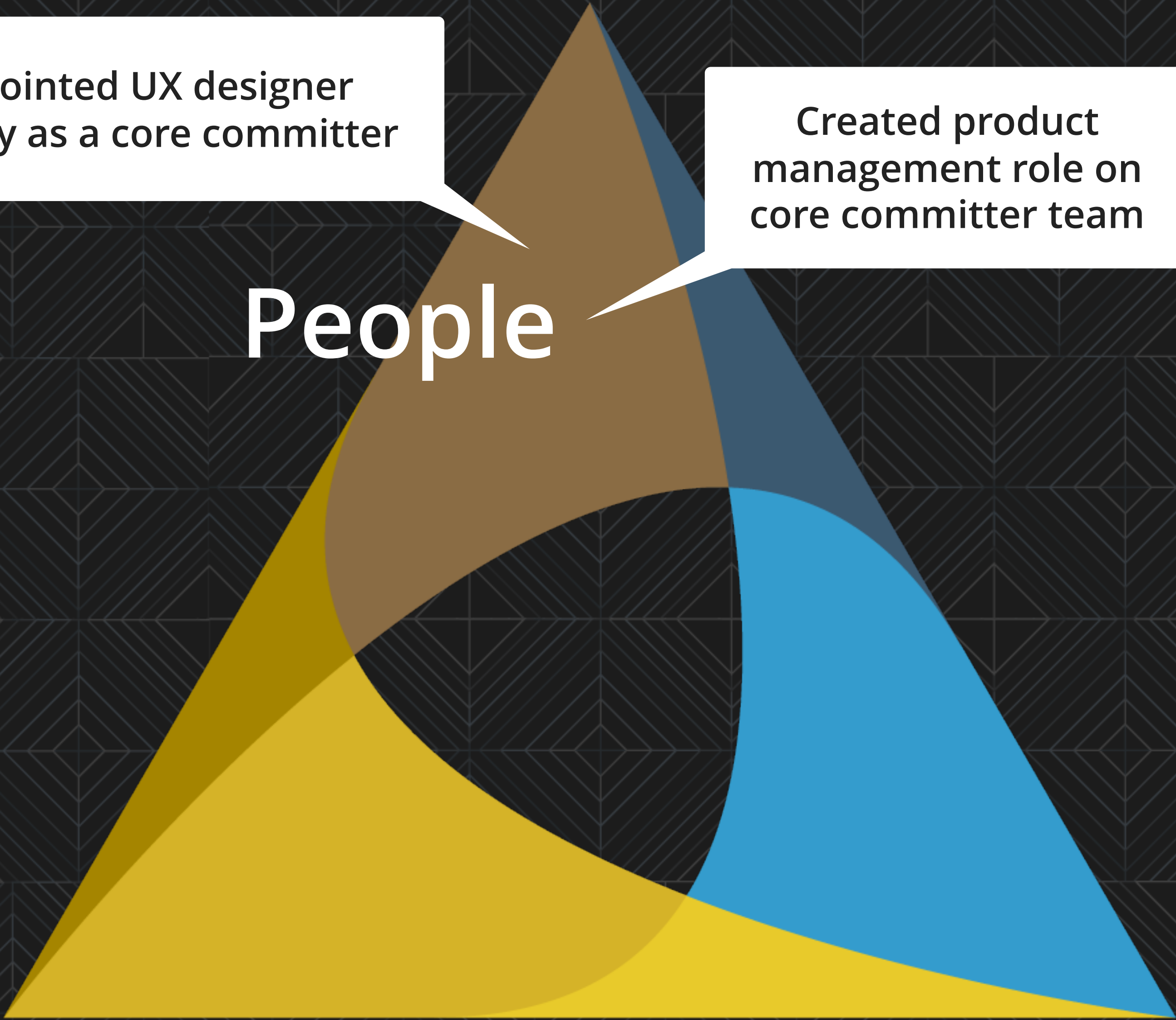
People

Created product management role on core committer team

Appointed UX designer
@yoroy as a core committer

Created product
management role on
core committer team

People

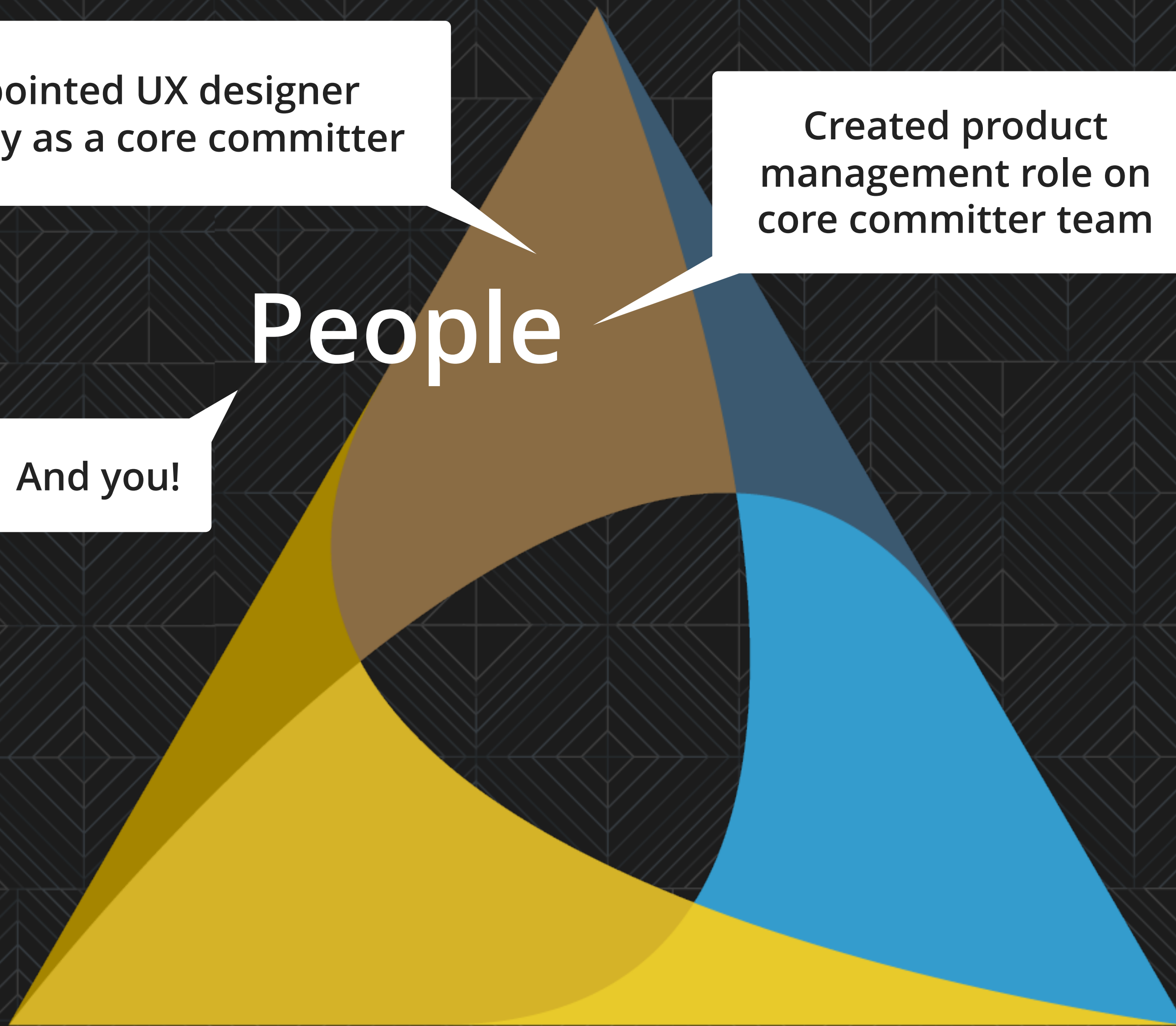


Appointed UX designer
@yoroy as a core committer

Created product
management role on
core committer team


People

And you!



Process





Lead with design and
product management

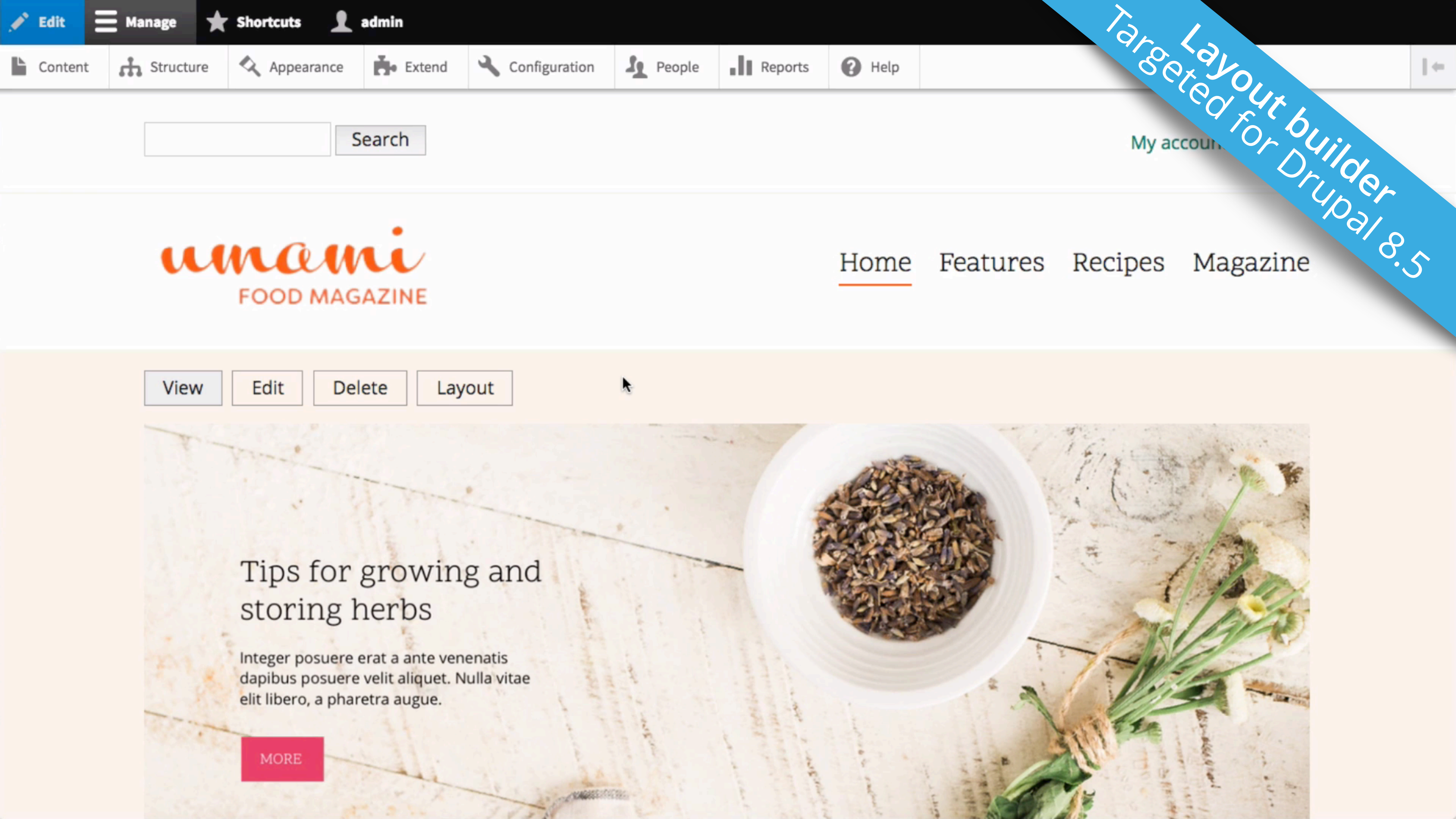
Process



Lead with design and
product management

Process

Most initiatives target non-developers
Media, Layout, Workflows



Layout builder
Targeted for Drupal 8.5

umami
FOOD MAGAZINE

Home Features Recipes Magazine

View Edit Delete Layout

Tips for growing and storing herbs

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Nulla vitae elit libero, a pharetra augue.

MORE

Workspaces Planned for Drupal 8.5



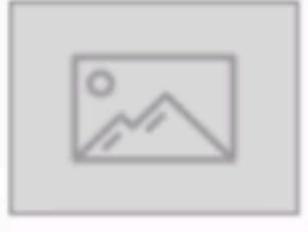
Awesome Product

Home

Etiam porta sem malesuada



Etiam porta sem malesuada magna mollis euismod.



Cum sociis natoque penatibus et magnis dis parturient montes



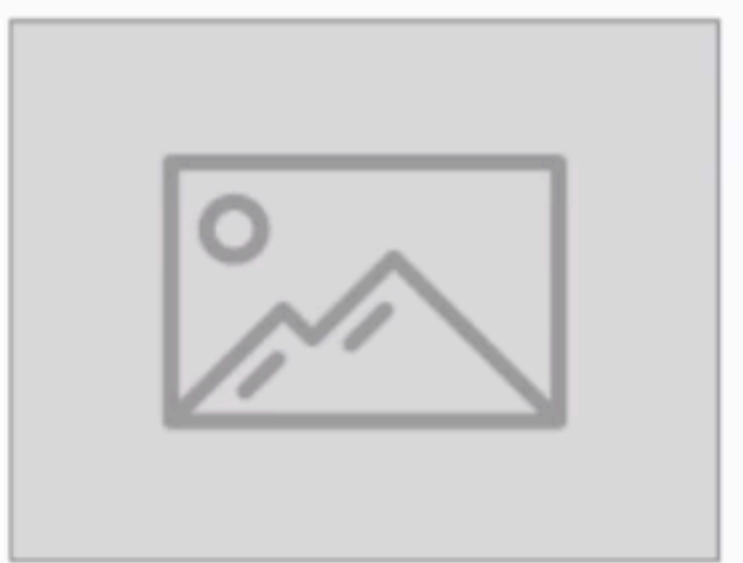
Donec ullamcorper nulla non metus auctor fringilla.

Cum sociis natoque penatibus et magnis dis parturient montes

Submitted by Anonymous (not verified) on Thu, 07/14/2016 - 13:14

Sed posuere consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Etiam porta sem malesuada magna mollis euismod. Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Curabitur blandit tempus porttitor. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Sed posuere consectetur est at lobortis. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

[Read more](#) [Add new comment](#)



Etiam porta sem malesuada magna mollis euismod.

Submitted by Anonymous (not verified) on Thu, 07/14/2016 - 13:14

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Sed posuere consectetur est at lobortis. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

[Read more](#) [Add new comment](#)

Search



Tools

Media Library Targeted for Drupal 8.6

Create Article ☆

Home » Node » Add content

Title *

Tips for growing and storing herbs

Category

Health (9)

Enter a comma-separated list. For example: Amsterdam, Mexico City, "Cleveland, Ohio"

Author

Violet Willis

IMAGE

No media selected.

Add Media

Body (Edit summary)

B I | [link] [comment] | [list] [ul] | [quote] [img] | Format | Source

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Nulla vitae elit libero, a pharetra augue. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vitae elit libero, a pharetra augue. Cras mattis consectetur purus sit met fermentum.

Lorem ipsum dolor sit met, consectetur adipiscing elit. Duo Reges: constructio interrete. Levatio igitur vitiorum

Last saved: Not saved yet

Author: Emilie Nouveau

Revision log message

[Empty text area for revision log message]

Briefly describe the changes you have made.

MENU SETTINGS

COMMENT SETTINGS *

URL PATH SETTINGS

AUTHORING INFORMATION

PROMOTION OPTIONS

Process





Tools



Really good UX today:
built in modern JavaScript

Tools



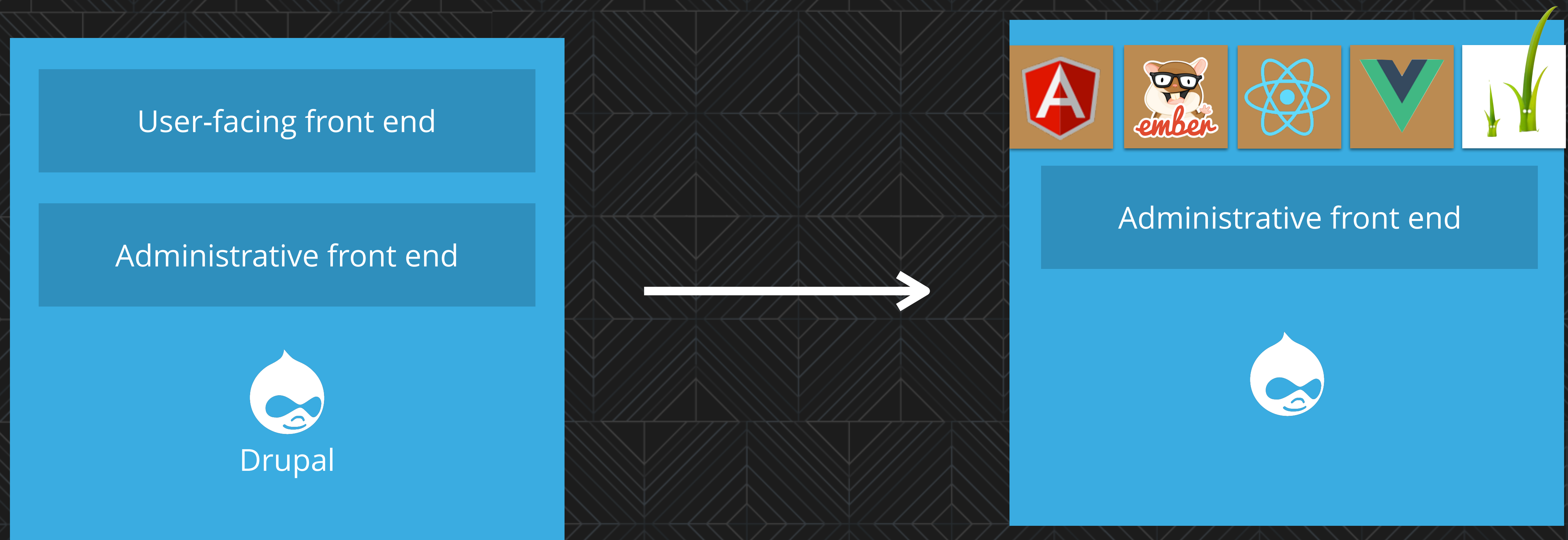
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Tools

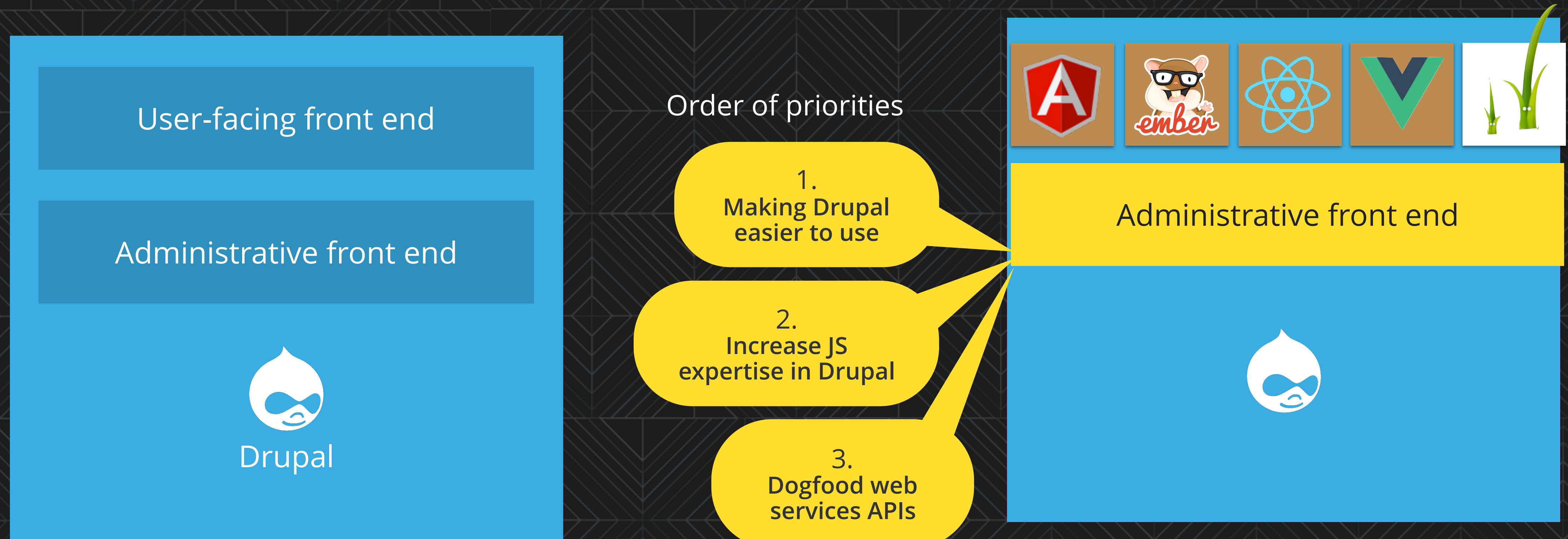
Many developers want
modern JavaScript

Recommendation 1:

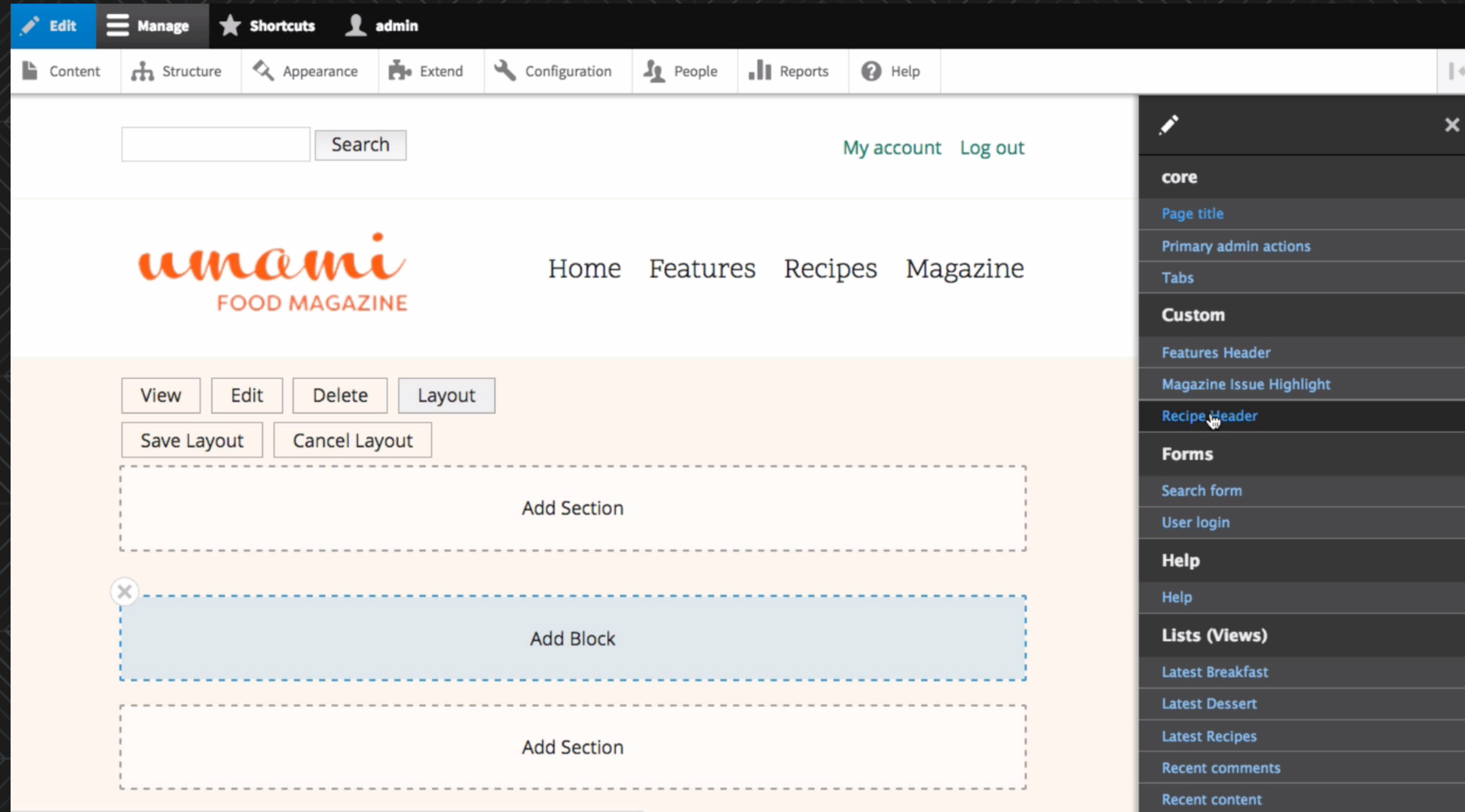
*Invest more in headless Drupal (API-first)
Support a variety of JavaScript libraries*



Recommendation 2: *Improve administrative UIs using modern JavaScript library*

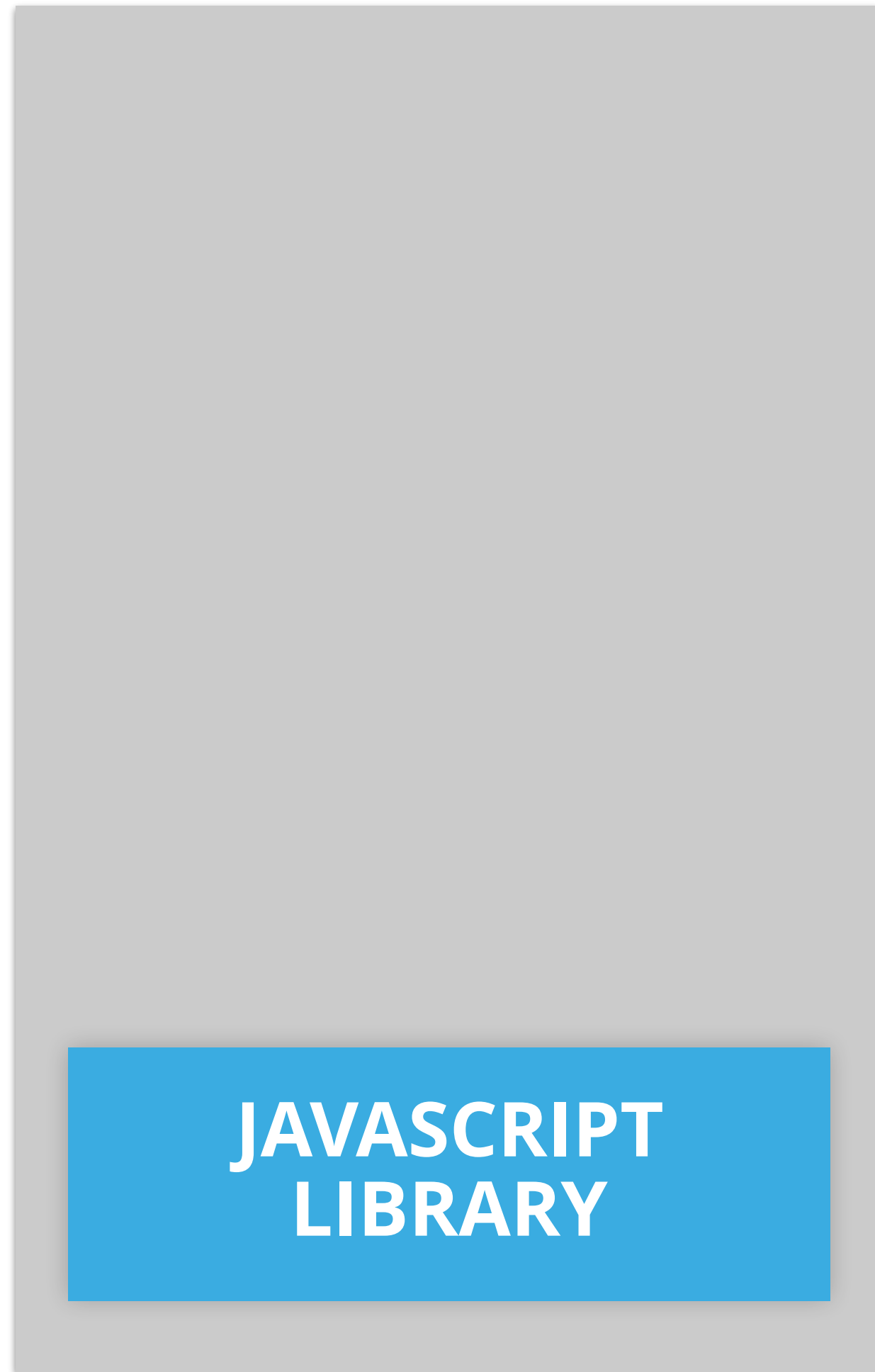


Recommendation 3: *Start small with one or two (new) administrative UIs*

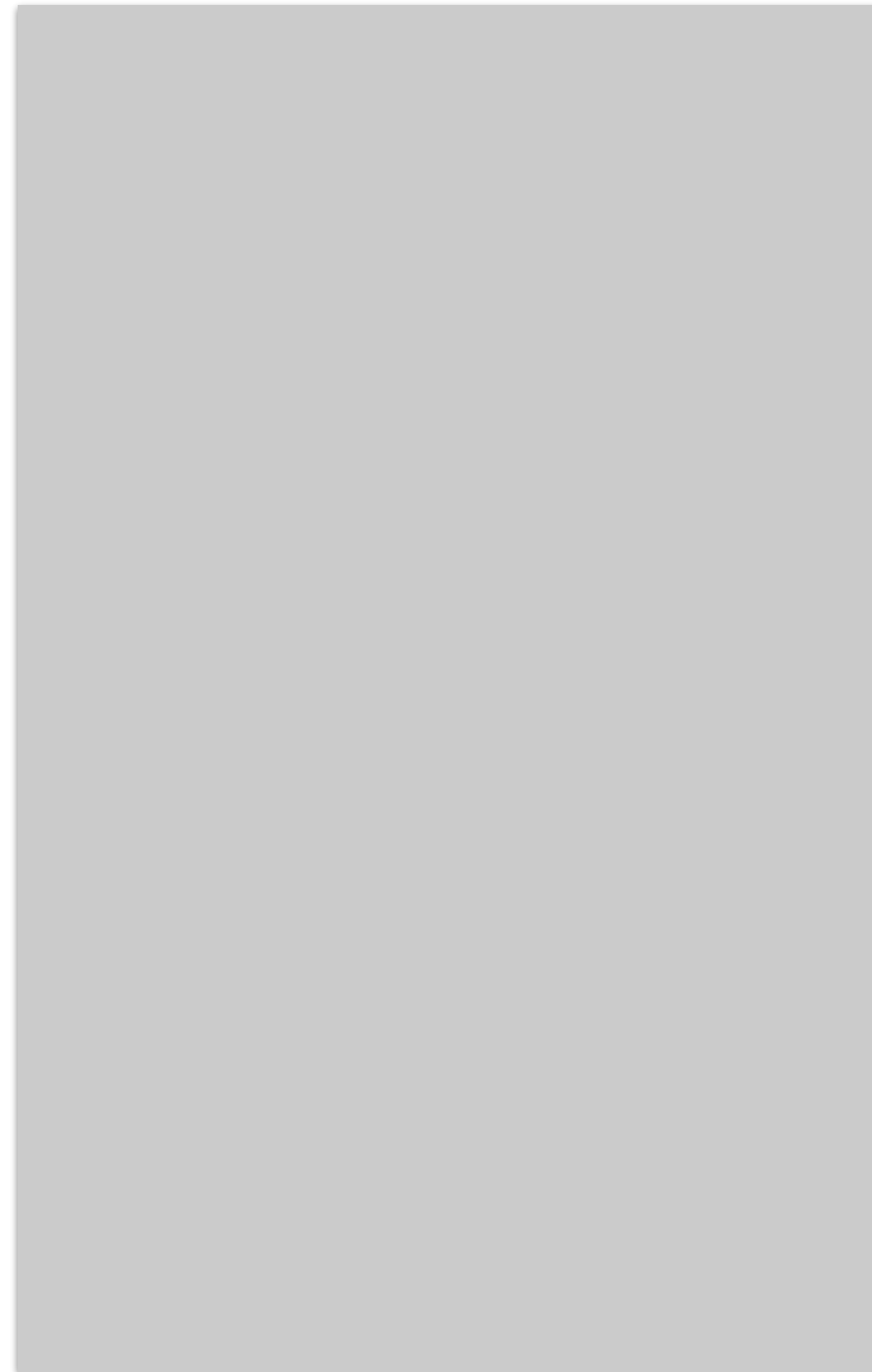


The new layout builder maybe?

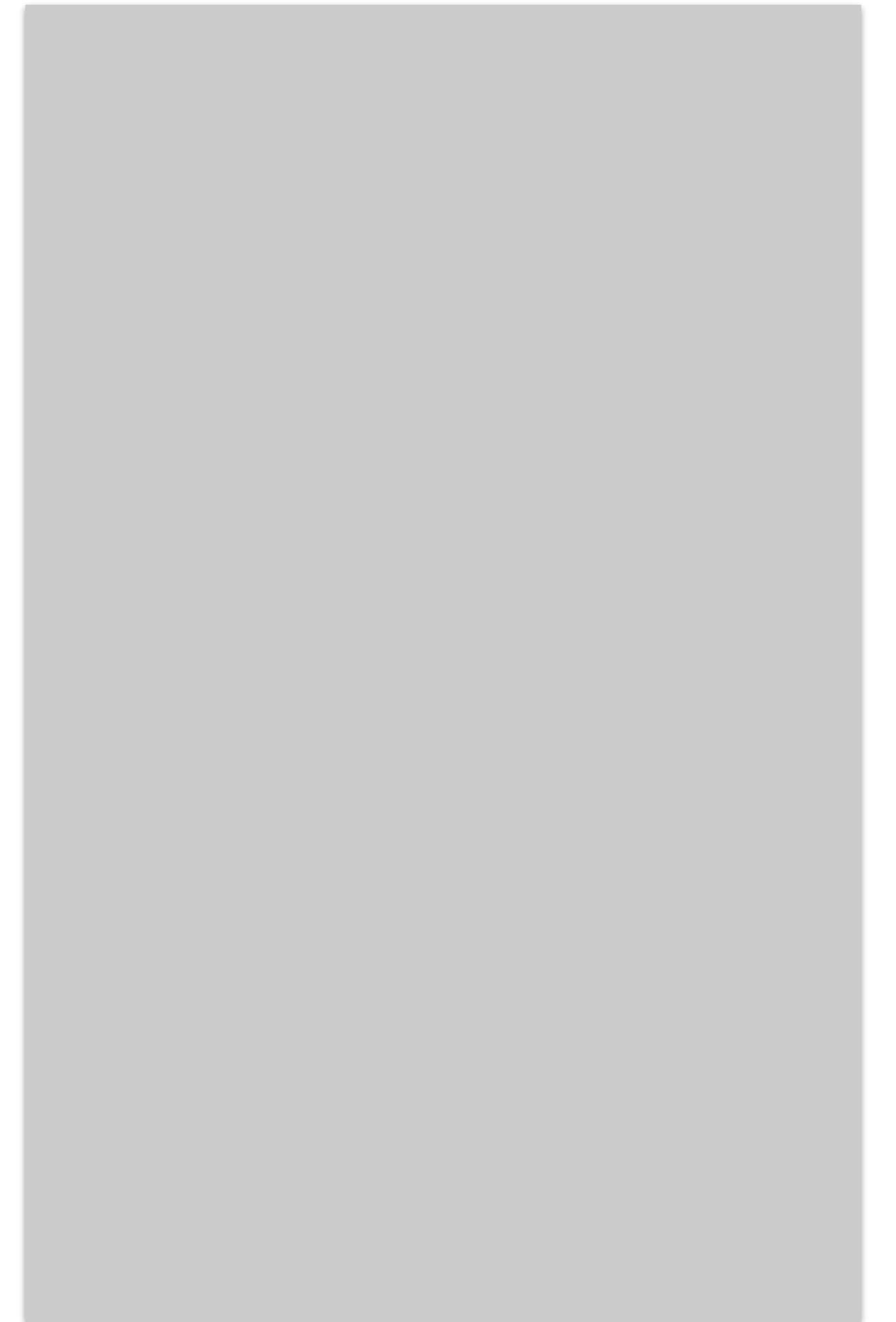
Proposed initiatives



Planned initiatives



Active initiatives





2005

2010

2015

Table-based
layouts

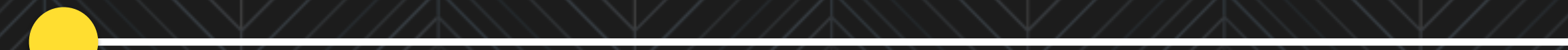
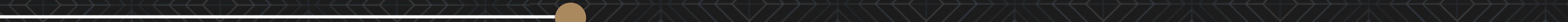
Div-based
layouts

Separate
mobile site

Responsive
website

Static UIs
(server-side,
PHP)

Dynamic UIs
(client-side,
JavaScript)





What should we focus on?



1. Powerful site building tools
2. Easier updates & maintenance



What should we focus on?



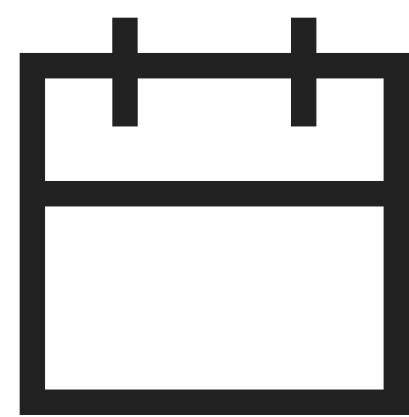
1. Powerful site building tools

2. Easier updates & maintenance

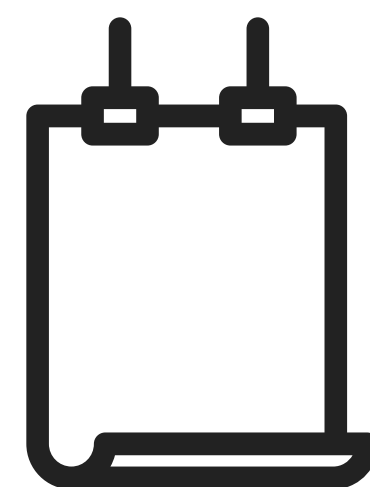
A hiker with a red backpack stands on a snowy mountain ridge, looking out over a vast, snow-covered valley. The sky is a deep blue with large, white, fluffy clouds. The mountains are rugged and covered in snow, with some patches of dark rock visible. The overall scene is one of a high-altitude, mountainous landscape.

Updates are difficult and expensive

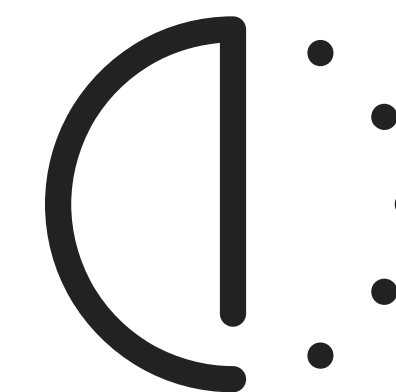
WE HAVE FREQUENT UPDATES



Monthly
core updates



Ad-hoc
contrib updates



6-month
core updates

WE HAVE MORE COMPLEX TOOLS



git

**Third-party
libraries**

"I don't have to hire expensive talent"

Really valuable when there is a critical security patch

"Without some form of automated security update solution in place, I fear I may never be allowed to take a holiday again"

This would protect Drupal's reputation



Users want this

Auto-updates

"This would require the site to overwrite itself which is actually less secure"

"We'd need a lot more testing or we risk breaking sites"

"This makes Drupal.org a bigger target for malicious hackers"

"I prefer to use version control"

But but but ...
Requires complex code
Requires more testing
Not everyone wants it

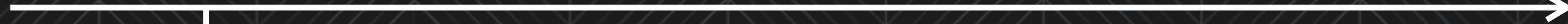
Auto-updates

The best organizations overcome these concerns

We're evolving in the right way

Manual updates

Drupal 4.7



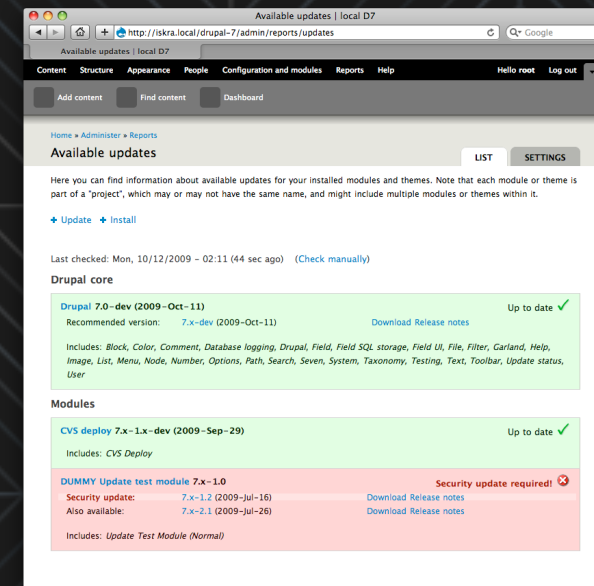
Auto-updates



Drush updates

We're evolving in the right way

Update Manager



Manual updates

Drupal 4.7

Drupal 7

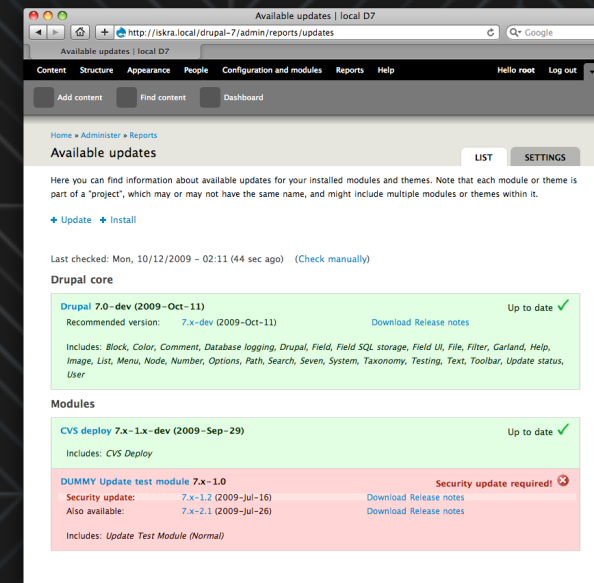
Auto-updates



Drush updates

We're evolving in the right way

Update Manager



Manual updates

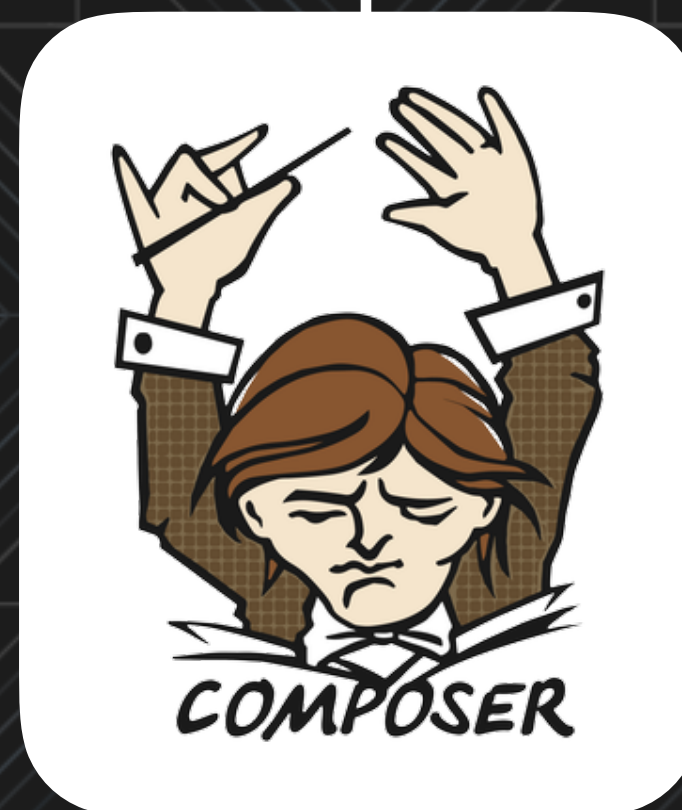
Drupal 4.7

Drupal 8

Auto-updates



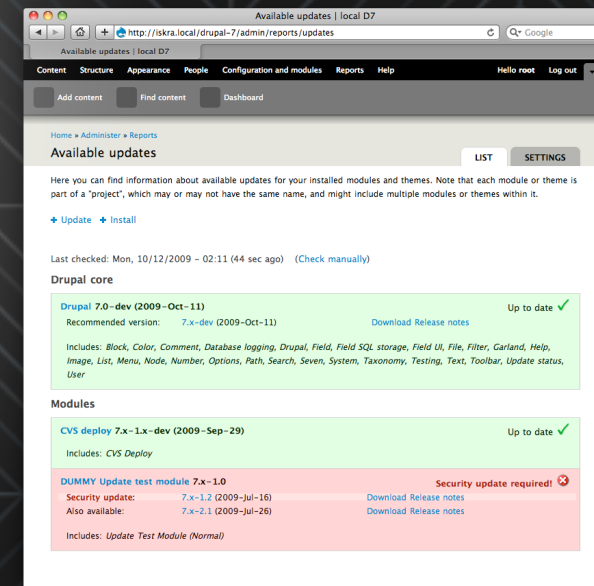
Drush updates



59%

of all Drupal 8 users update by downloading modules from drupal.org

Update Manager



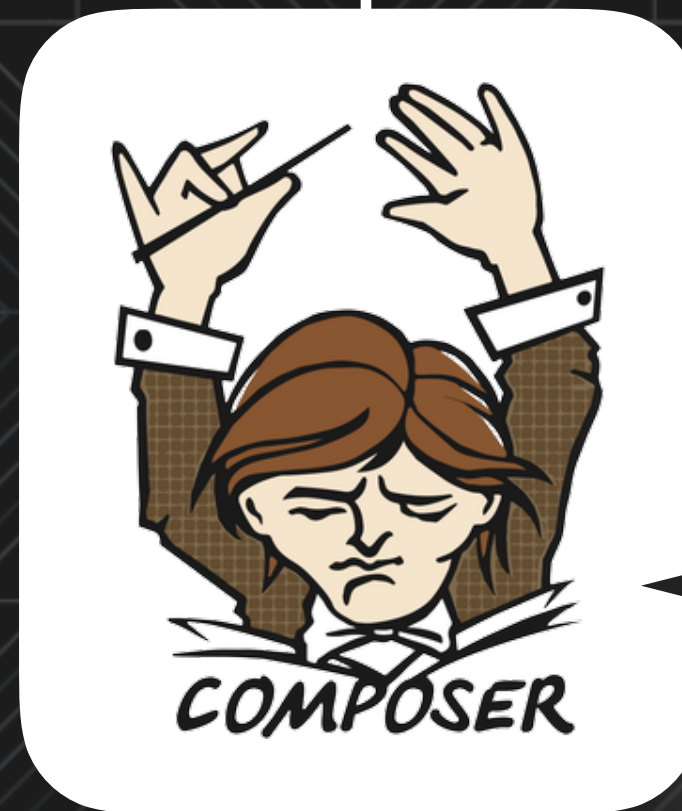
Manual updates

Drupal 4.7



Drupal 7

Drupal 8



Auto-updates

24%

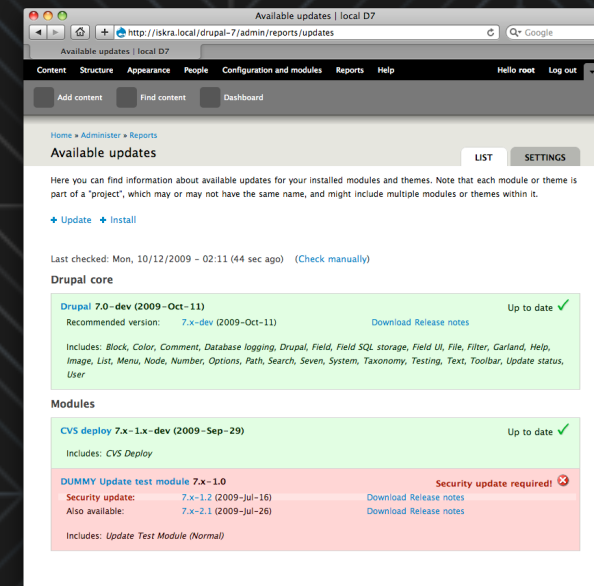
of all Drupal 8 users

Drush updates

22%

of all Drupal 8 users

Update Manager



We need something more site builder-friendly

Manual updates

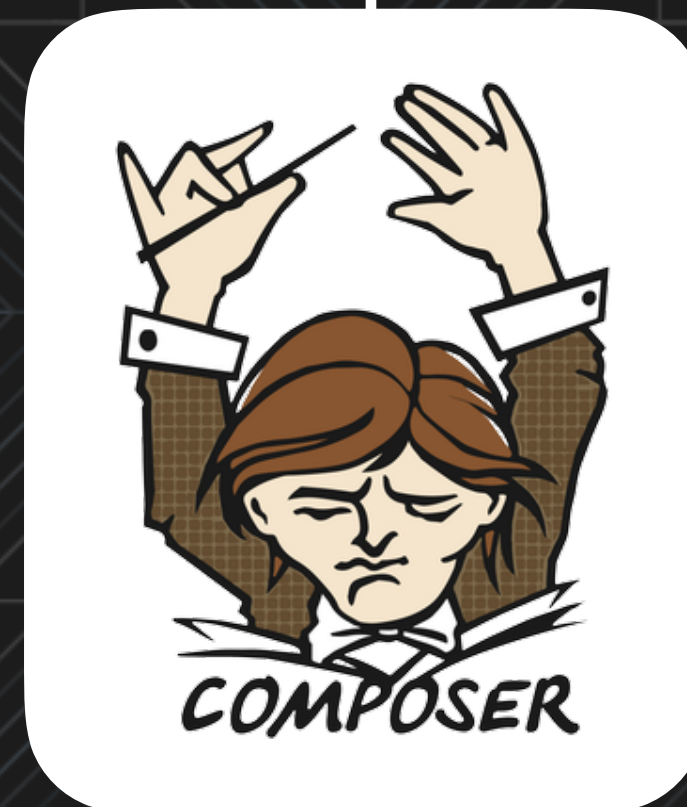
Drupal 4.7

Drupal 8

Auto-updates



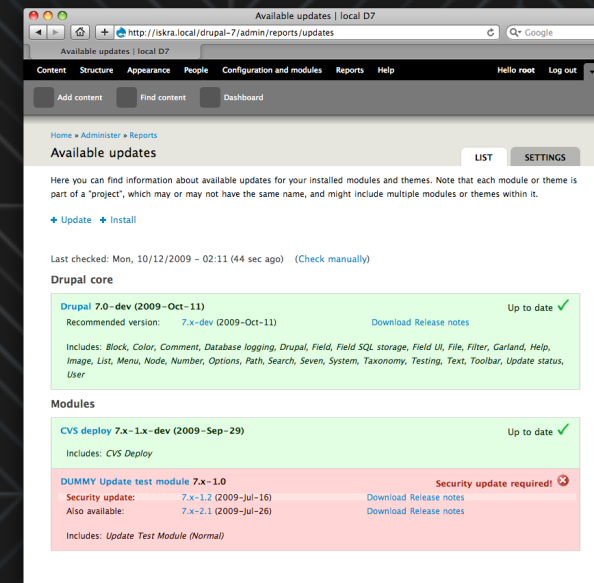
Drush updates



Drupal 7

We don't have to get there overnight

Update Manager



Manual updates

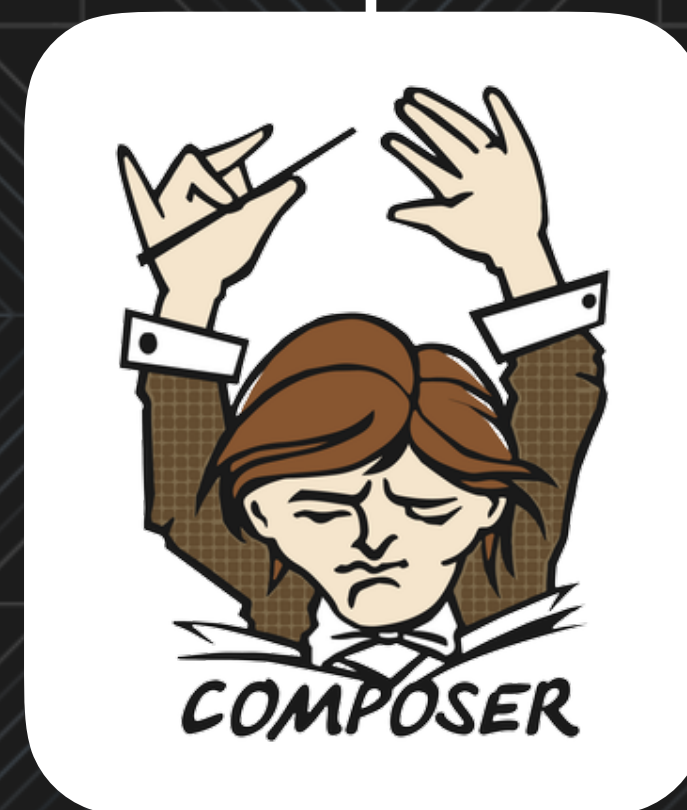
Drupal 4.7

Drupal 8

Auto-updates



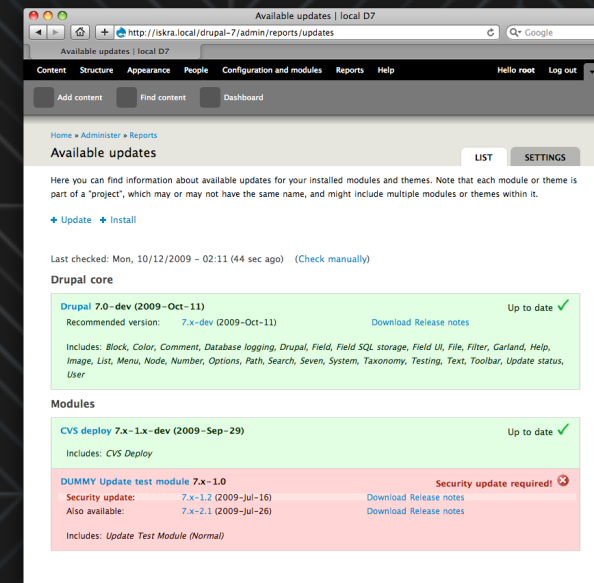
Drush updates



Drupal 7

We don't have to get there overnight

Update Manager



Manual updates

Drupal 4.7

Drupal 8

Auto-updates



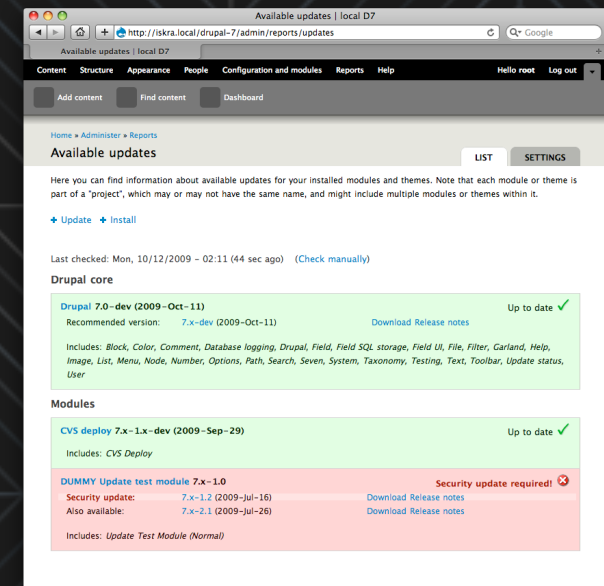
Drush updates

Drupal 7

Step 1:
Auto-updates for
security releases
(core only)

We don't have to get there overnight

Update Manager



Step 2:
Auto-updates for security releases (core + contrib)

Manual updates

Drupal 4.7

Drupal 8

Auto-updates



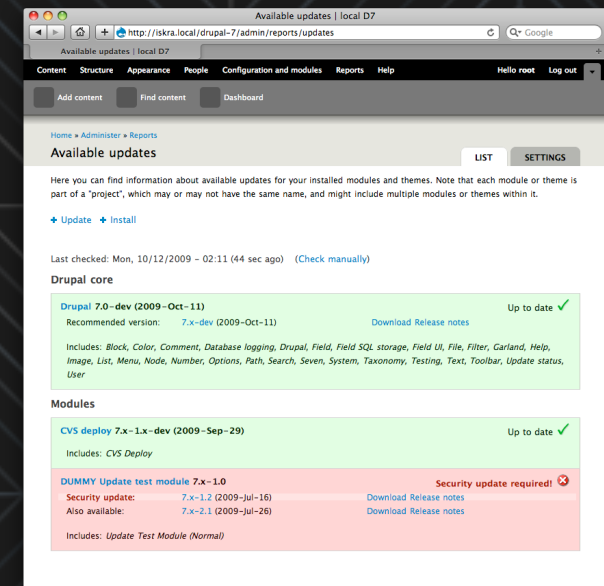
Drush updates

Drupal 7

Step 1:
Auto-updates for security releases (core only)

We don't have to get there overnight

Update Manager



Step 2:
Auto-updates for security releases (core + contrib)

Manual updates

Drupal 4.7

Drupal 8

Auto-updates

Drupal 7



Drush updates

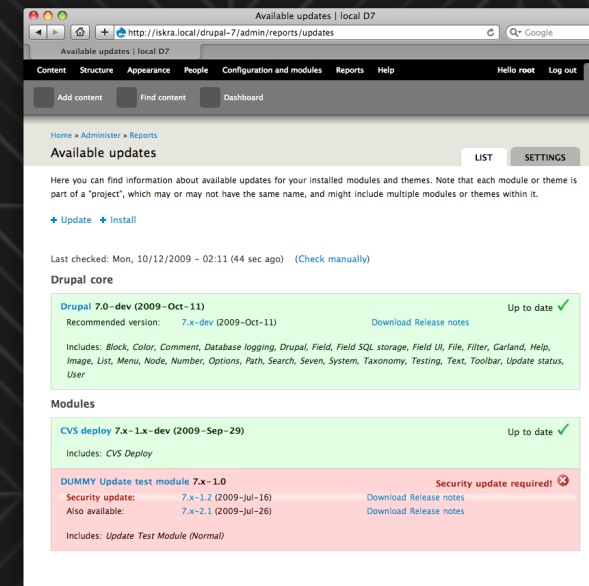
Step 1:
Auto-updates for security releases (core only)

Step 3:
Auto-updates for all patch releases

(Might use Composer under the hood)

We don't have to get there overnight

Update Manager



Manual updates

Drupal 4.7

Drupal 8

Auto-updates



Drush updates

Drupal 7

Step 2:

Auto-updates for security releases (core + contrib)

Step 4:

Auto-updates for minor releases

Step 1:

Auto-updates for security releases (core only)

Step 3:

Auto-updates for all patch releases

(Might use Composer under the hood)

Lots to figure out ...

“Let’s build a UI for Composer”

“We need to make Composer better first”

“Contributed modules should standardize on Composer first”

“Let’s connect Composer with the Update Manager”

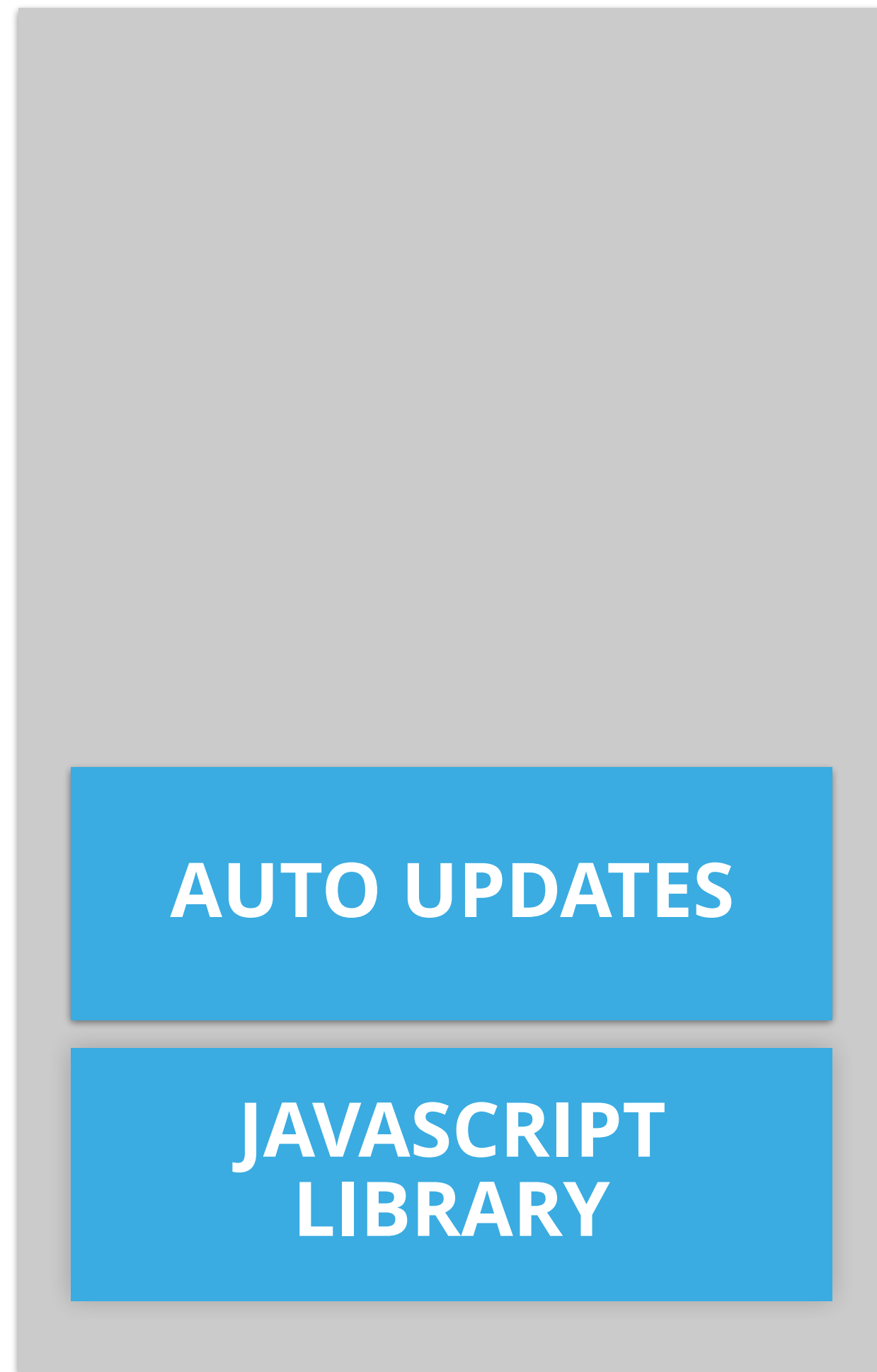
“Contributed modules should support semantic versioning first”

“How are we going to improve our test infrastructure?”

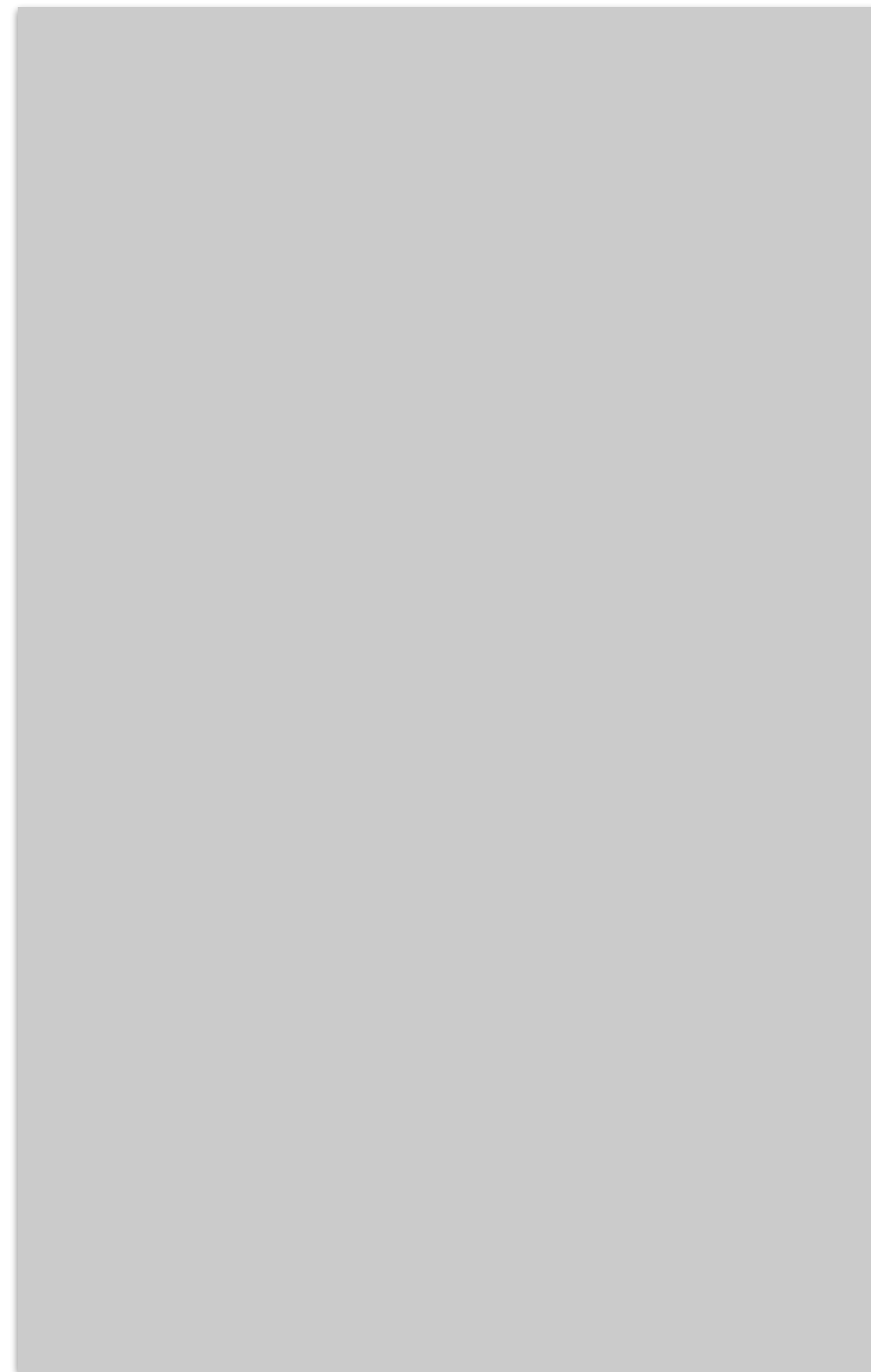
“Can’t we start with better documentation?”

“Drupal.org’s packaging system could run Composer”

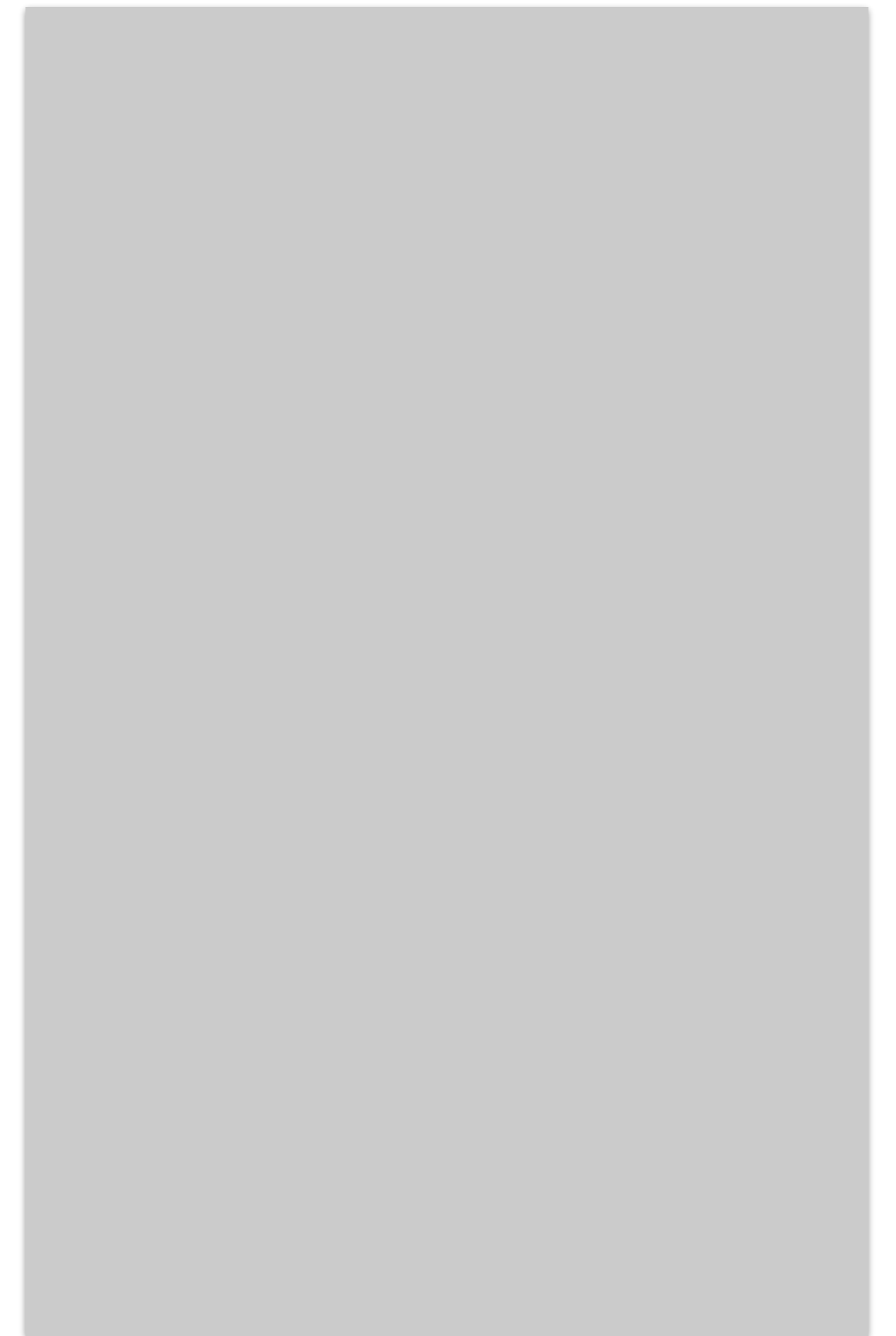
Proposed initiatives



Planned initiatives



Active initiatives





What should we focus on?



1. Powerful site building tools

2. Easier updates & maintenance



Drupal is not for simple sites

Drupal is too hard to use

*Drupal's
admin
is dated*

*Updates are difficult
and expensive*

*Drupal 8
moves too fast*

I don't want to learn object-oriented programming



RICHNESS

Enterprise

Majority of Drupal ecosystem

Community site

SMB site with integrations

Omni-channel website

Multi-site platform

REACH

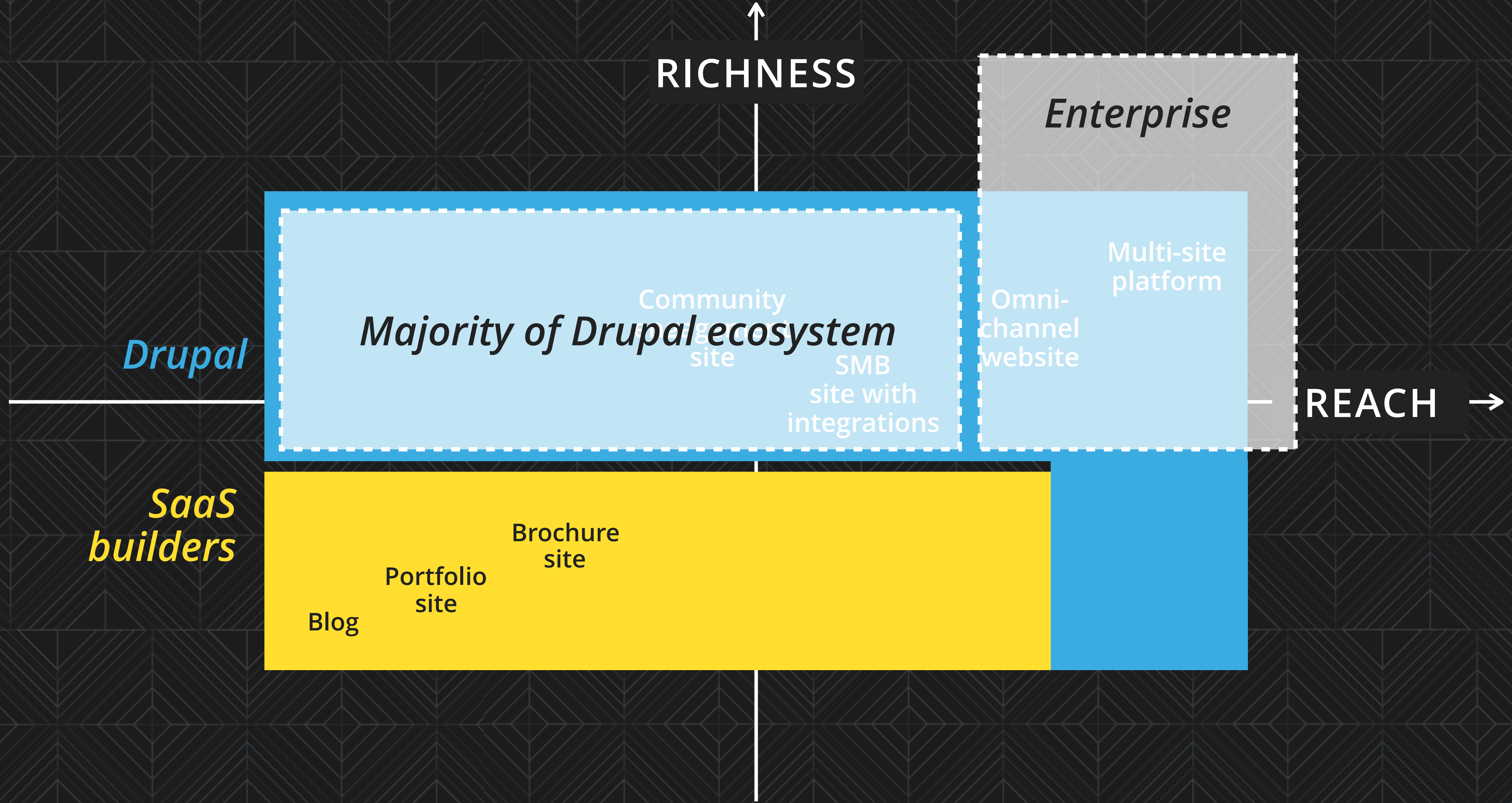
Drupal

SaaS builders

Blog

Portfolio site

Brochure site



Majority of Drupal ecosystem

We're lucky that we have a
large community of contributors





These problems
are **complex &**
time-sensitive



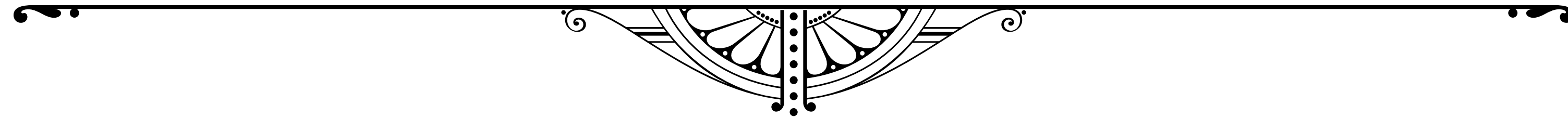
3 CHAPTER
THREE



We need to support
those companies that
meaningfully contribute
to core development

*Top contributing Drupal businesses
according to [https://dri.es/who-sponsors-
drupal-development-2017](https://dri.es/who-sponsors-drupal-development-2017)*

One such organization is
Commerce Guys





This is the
Drupal way



Always wanted to get involved?

This week is the time and place to get started





Thank you

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dri.es/subscribe
for these slides & more