

# Large Scale Drupal Q3 2012 Member Meeting

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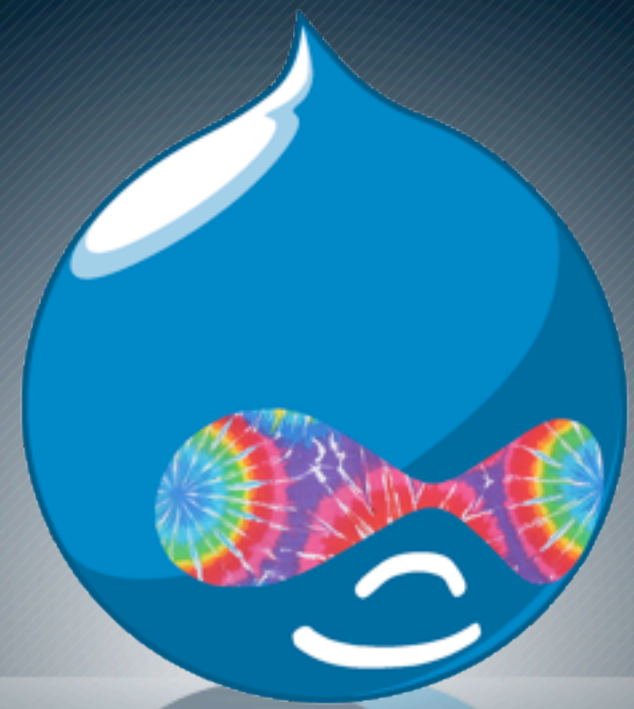
irc/skype: michaelemeyers

WIFI: Sheraton SSID

in browser use "Login for guests with voucher"

username: Acquia

password: 1234





NBCUniversal



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# A few things before we get started

- **Broadcasting & Recording** - for members who can't attend, or those who can't stay for the entire day
- **Confidentiality** - please preface information as such before you share something with the group
- **Come & Go** - not everyone can't stay for the entire meeting, please come and go as you need
- **WIFI**
  - Sheraton SSID; in browser use "Login for guests with voucher"
  - username: Acquia      password: 1234





# Welcome & Agenda

- 10:00 Opening remarks - Dries Buytaert, Drupal Founder
- 10:15 Strategic Areas of Investment - overview and update
  - Content Authoring - Angela Byron, Drupal Core Committer
  - Mobile - Moshe Weitzman, Drupal Core Contributor
  - Importance and value of funding D8 - Tiffany Farriss, Drupal Association Board Member
- 11:15 Networking and luncheon
- 12:00 An overview and introduction to Symfony - Fabien Potencier, Symfony Lead
- 12:30 Large Scale Drupal program update - Michael Meyers
- 14:00 Content Staging Initiative - Neil Hastings, CSI Lead
- 14:45: LSD member presentations
  - Building a Distro for Enterprise Publishers: What, Why, & How - Paul Lomax, CTO, Dennis Publishing
  - How and Why Large Enterprises Contribute to Drupal - Alan Doucette, Sr. Developer, Riot Games
- 15:30: Closing remarks followed by networking
- 16:00: \eom





# Opening Remarks

## Dries Buytaert



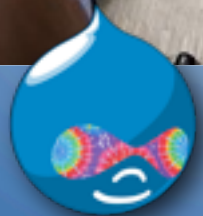
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# Code Sprint





# Strategic Areas of Investment





# Goals for establishing “Areas of Investment”

- Establish a clearer roadmap and focus for LSD
  - Prospective and current members want clearer insight on future projects
- Working together on common problems: economy of scale
- Identify common problems through your input & feedback
  - Ongoing assessment: on-boarding, one-on-ones, meetings like today...
- Grouping these common problems, or “areas of investment”



# Top 6 groups: our 'Strategic Areas of Investment'

- Content Staging

- In-context preview a large set of site changes
- Site changes as a given user/role
- Staging at a specific point in time or based on tagged content
- Scheduled publication of changes



# Top 6 groups: our 'Strategic Areas of Investment'

- Content Authoring

- Improved authoring experience
- True WYSIWYG
- In-place (contextual) editing
- Enhanced media capabilities and content management

- Mobile

- Robust SDKs for native apps on iOS and Android
- Sample apps and documentation
- Responsive design for front-end and back-end (admin) tools
- Mobile browsing and authoring
- Enhanced media support





# Top 6 groups: our 'Strategic Areas of Investment'

- Performance & Scalability

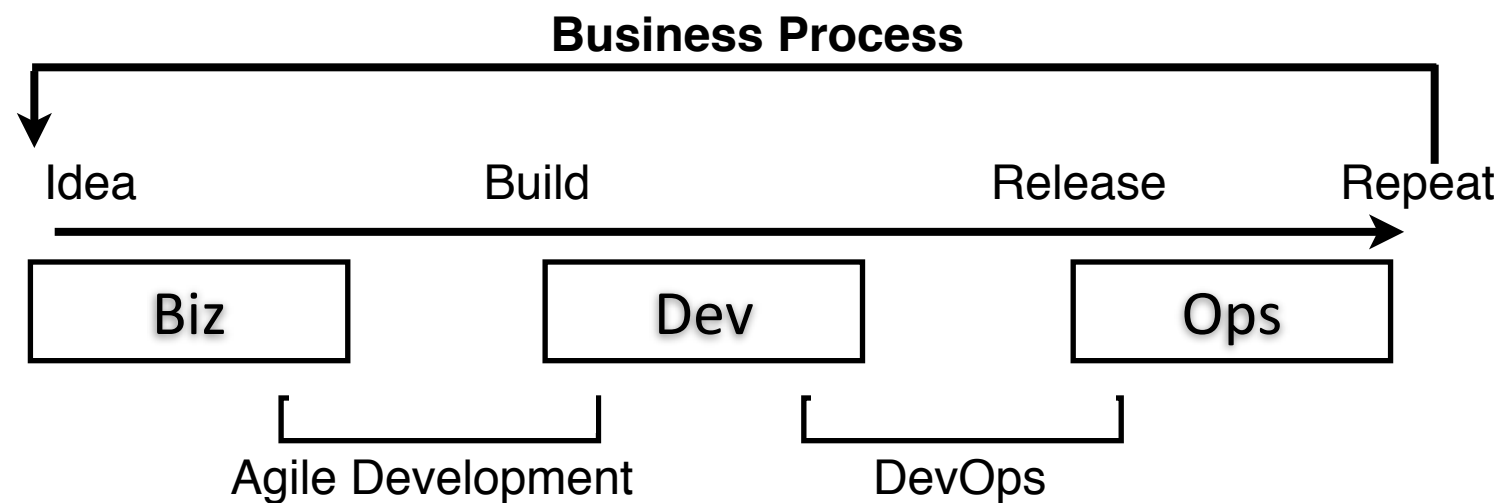
- Making Drupal faster & more cost effective to scale and run

- Security

- Making sure you don't get hacked or cracked (and then sacked...)

- DevOps

- Extension of agile: improved collaboration between dev, qa, ops, etc.
- Reliable software releases through test, and deployment automation



# Presentations on Strategic Areas of Investment

- Today's guest presenters:
  - Content Authoring - Angela Byron
  - Mobile - Moshe Weitzman
  - Content Staging - Neil Hastings
  - The importance of funding our future - Tiffany Farriss
    - Majority of effort on D7 - important we participate & give input on future
- Not Covered Today:
  - DevOps (will be briefly covered later in my LSD update)
  - Security, Performance & Scalability (events, no projects)





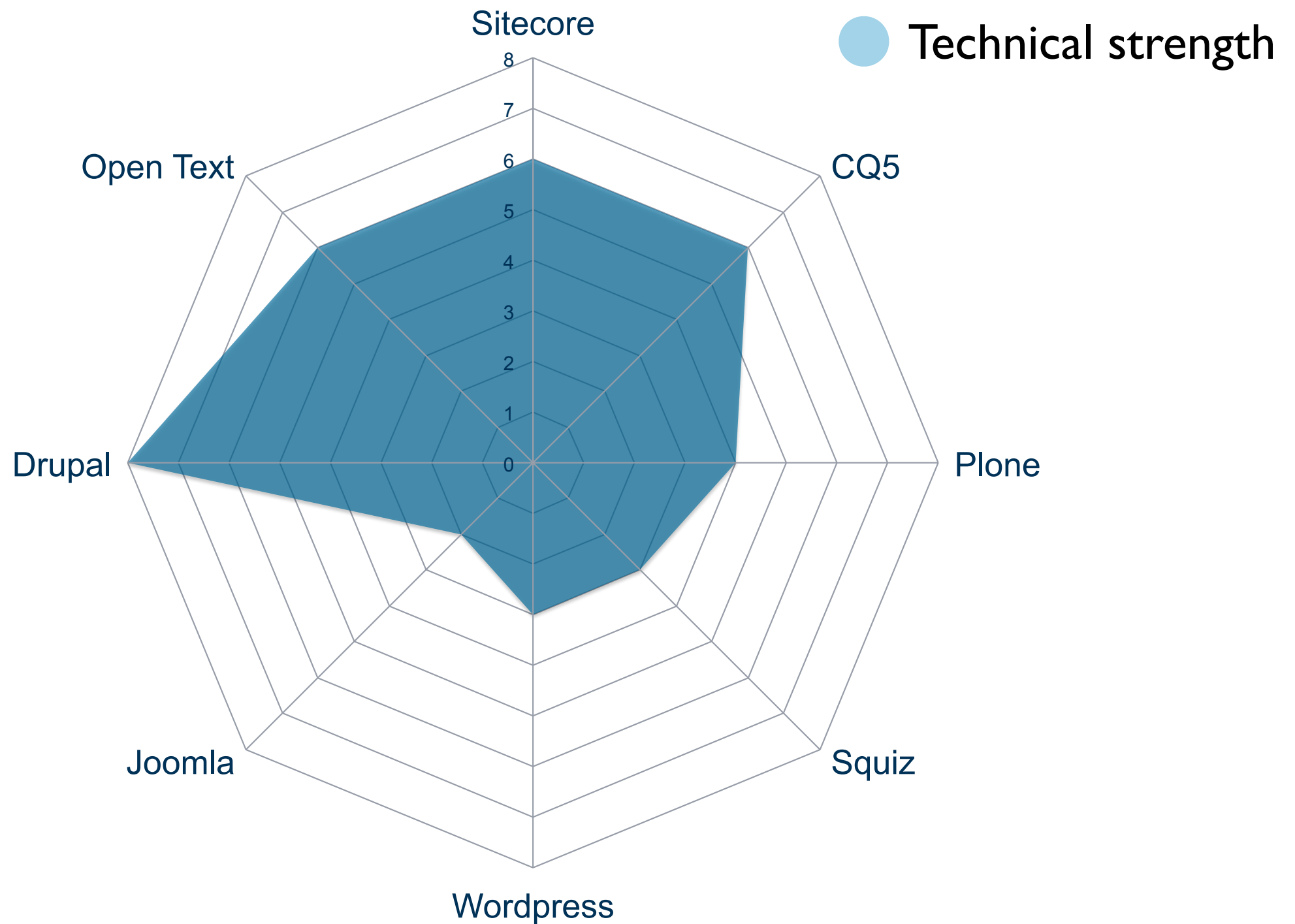
# Content Authoring

## Angela Byron

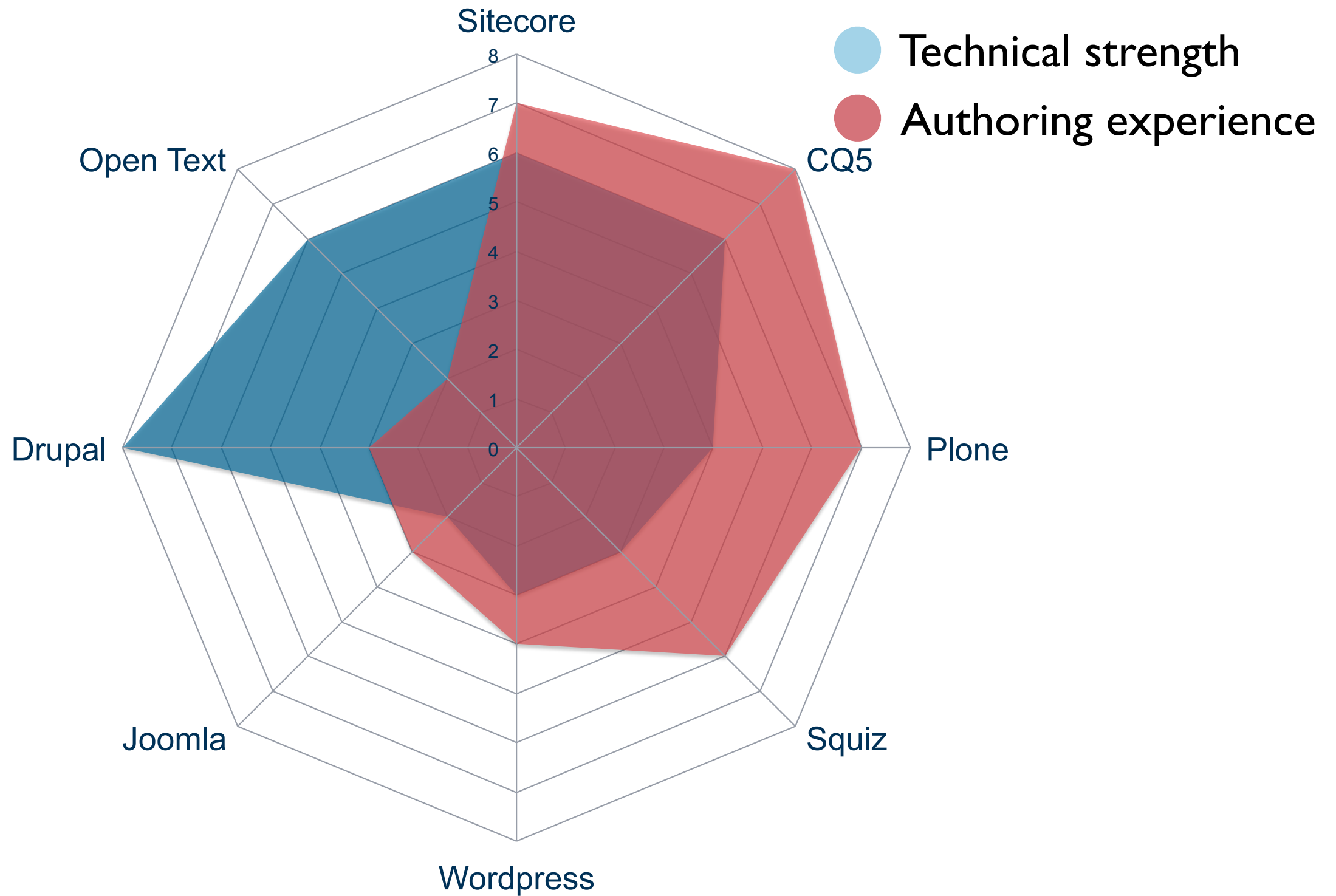




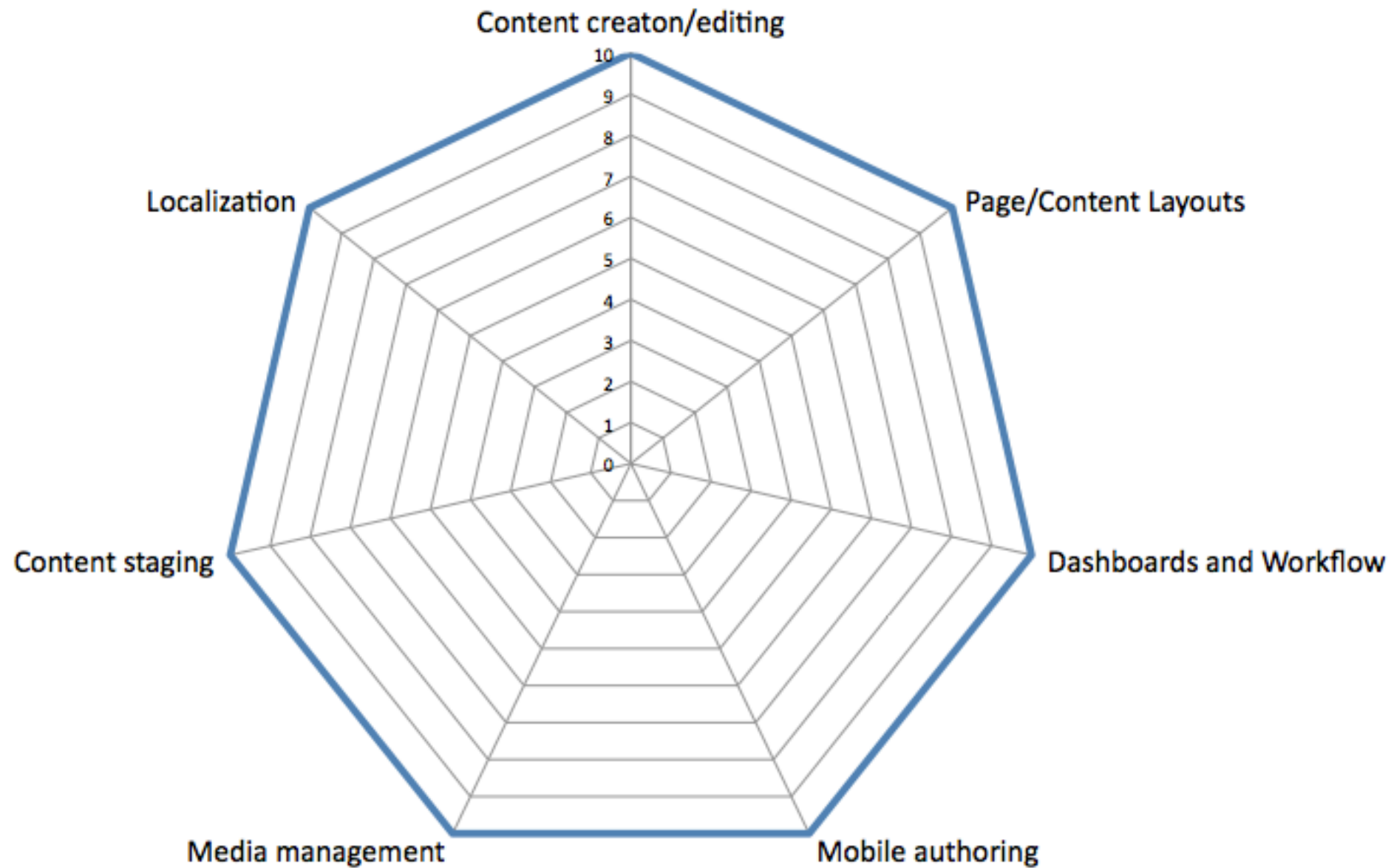
# Why “content authoring”?



# Why “content authoring”?



# What is “content authoring”?





# Drupal OOB content authoring today

The screenshot displays the Drupal 7 administrative interface. At the top, a navigation menu includes links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, and Help. The user is logged in as 'admin', with 'Hello admin' and 'Log out' options. Below the menu, there are links for 'Add content' and 'Find content', and an 'Edit shortcuts' link. The main header area features the Drupal logo and the text 'Drupal 7 Demo'. A secondary navigation bar contains links for 'Home', 'Amet Diam Euismod Si', 'Quae Quibus', and 'Ratis Tego Uxor'. The main content area shows a 'Home' section with a search box and a 'Navigation' sidebar with links for 'Add content' and 'Search'. The primary content is a post titled 'Hello world!' with 'View' and 'Edit' buttons. Below the title, it indicates the post was submitted by 'admin' on 'Thu, 08/23/2012 - 17:55'. The post content is 'Hello!' and includes tags: 'tag', 'another tag', and 'yet another tag'. At the bottom of the post, there is a form for 'Add new comment' with fields for 'Your name' (pre-filled with 'admin'), 'Subject', and 'Comment'.



# Drupal OOB content authoring today

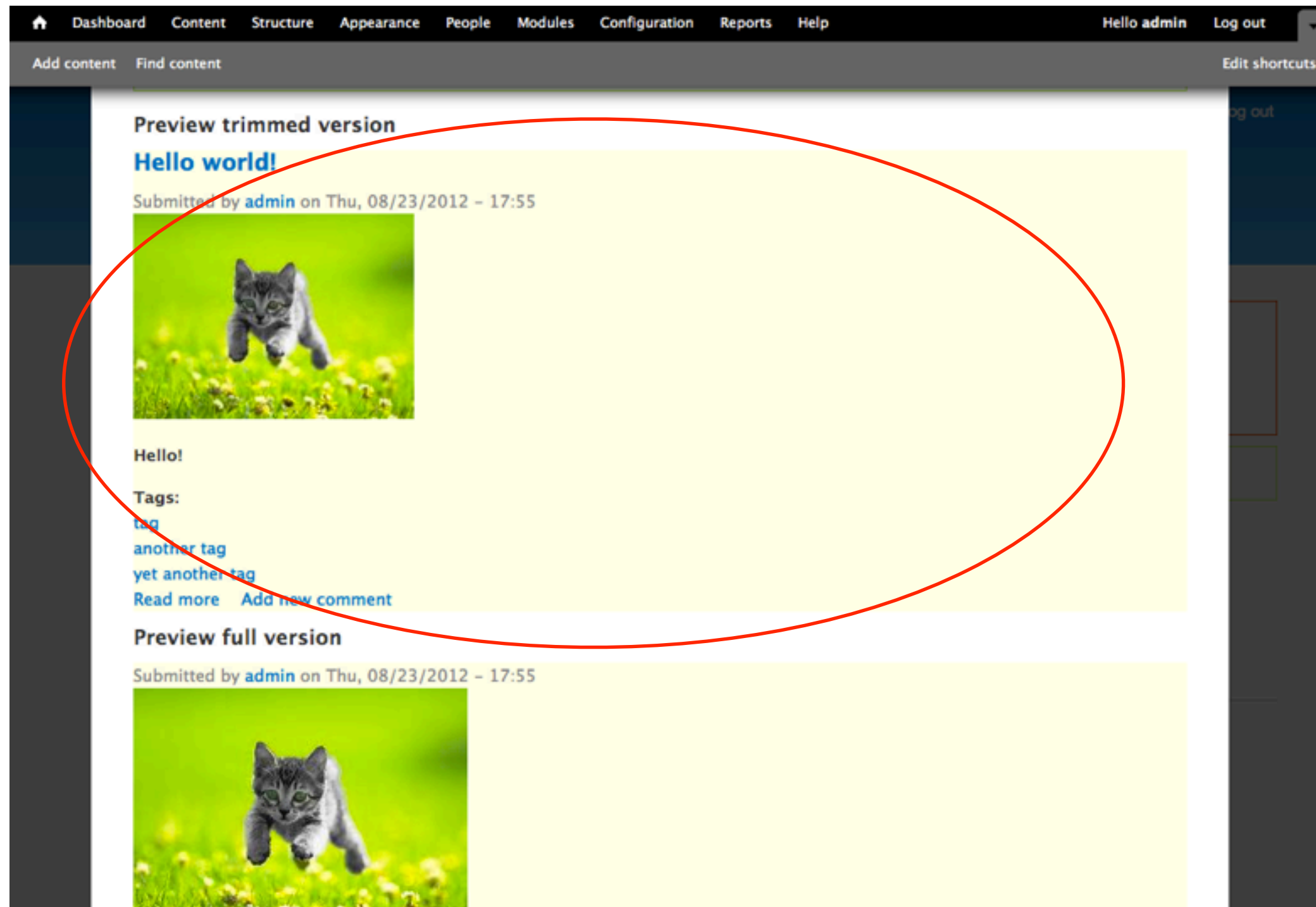
The screenshot shows the Drupal content authoring interface. At the top, there is a navigation menu with links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, and Help. The user is logged in as 'admin'.

The main content area includes the following sections:

- Title:** A text input field containing "Hello world!".
- Tags:** A text input field containing "tag, another tag, yet another tag". Below it, a note says "Enter a comma-separated list of words to describe your content."
- Body (Edit summary):** A large text area containing HTML code: `<strong>Hello!</strong>` and ``. These lines of code are circled in red.
- Text format:** A dropdown menu set to "Filtered HTML". Below it, a list of allowed HTML tags is shown: `<a>`, `<em>`, `<strong>`, `<cite>`, `<blockquote>`, `<code>`, `<ul>`, `<ol>`, `<li>`, `<dl>`, `<dt>`, `<dd>`. This section is also circled in red.
- Image:** A section with a "Choose File" button (showing "No file chosen") and an "Upload" button. Below the buttons, it says "Upload an image to go with this article. Files must be less than 32 MB. Allowed file types: png gif jpg jpeg."
- Menu settings:** A section with "Not in menu" selected and a "Provide a menu link" checkbox.
- Revision information:** A section showing "No revision".
- URL path settings:** A section with a blue header.



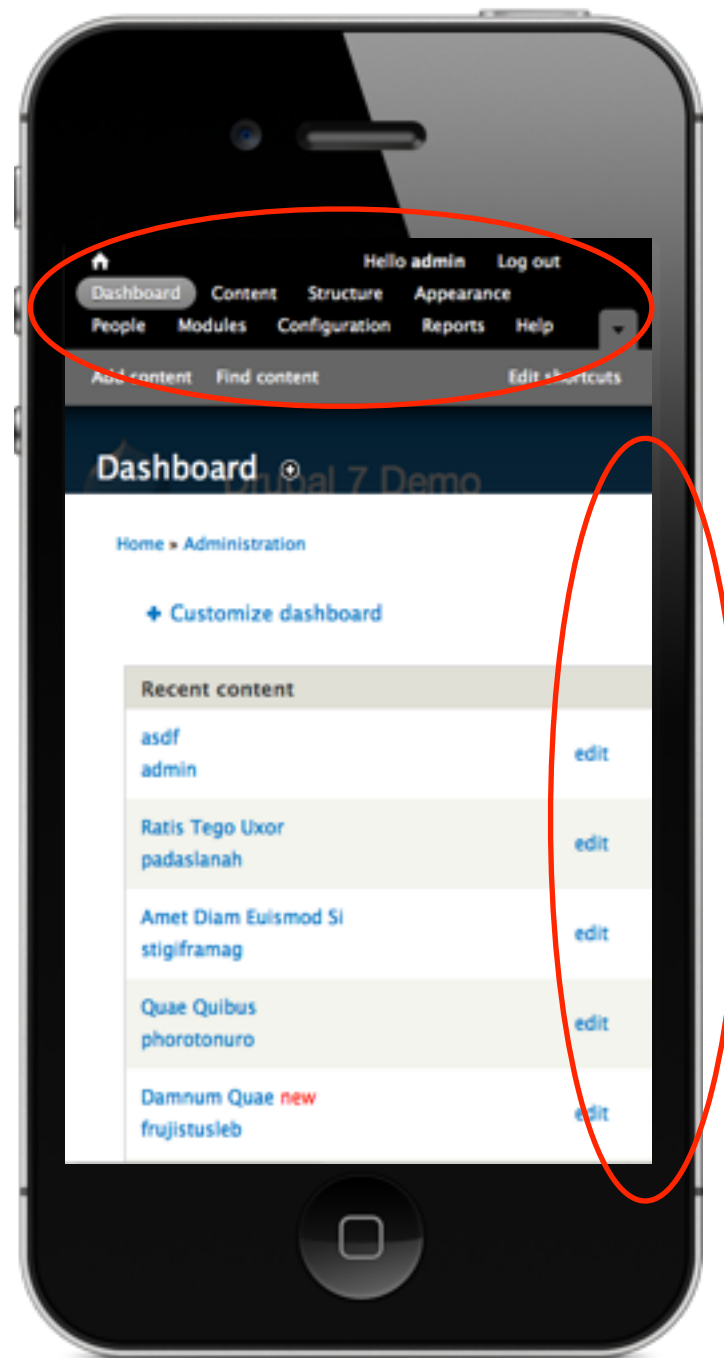
# Drupal OOB content authoring today



The screenshot displays a Drupal content preview interface. At the top, a navigation menu includes links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, and Help. The user is logged in as 'admin' and can click 'Log out'. Below the navigation, there are links for 'Add content' and 'Find content'. The main content area is divided into two sections: 'Preview trimmed version' and 'Preview full version'. Both sections show a preview of a content item titled 'Hello world!' submitted by 'admin' on 'Thu, 08/23/2012 - 17:55'. The preview includes a small image of a kitten running in a field of daisies. Below the image, the text 'Hello!' is visible, followed by a list of tags: 'tag', 'another tag', and 'yet another tag'. There are also links for 'Read more' and 'Add new comment'. A red oval highlights the 'Preview trimmed version' section.

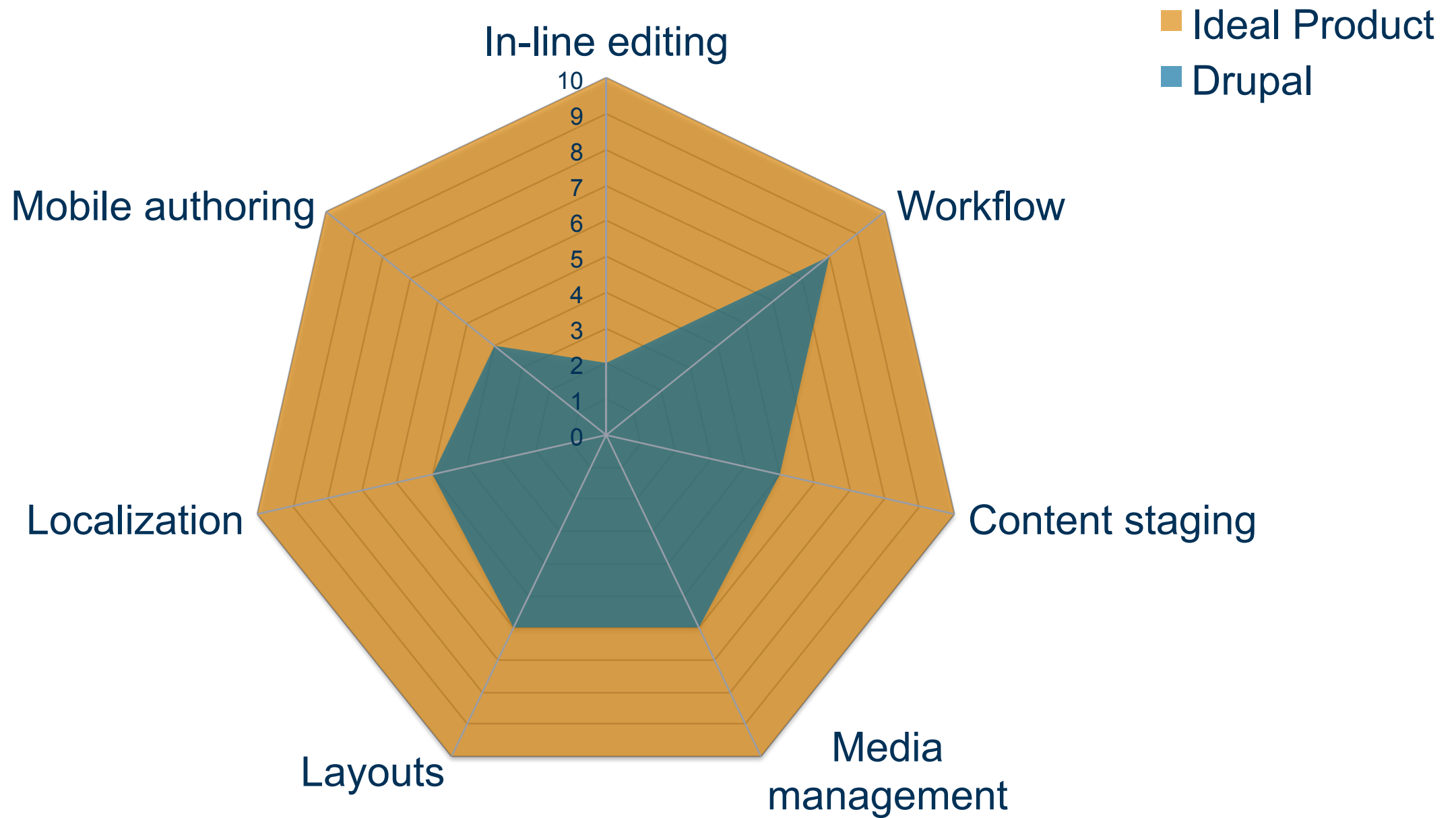


# Drupal OOB content authoring today

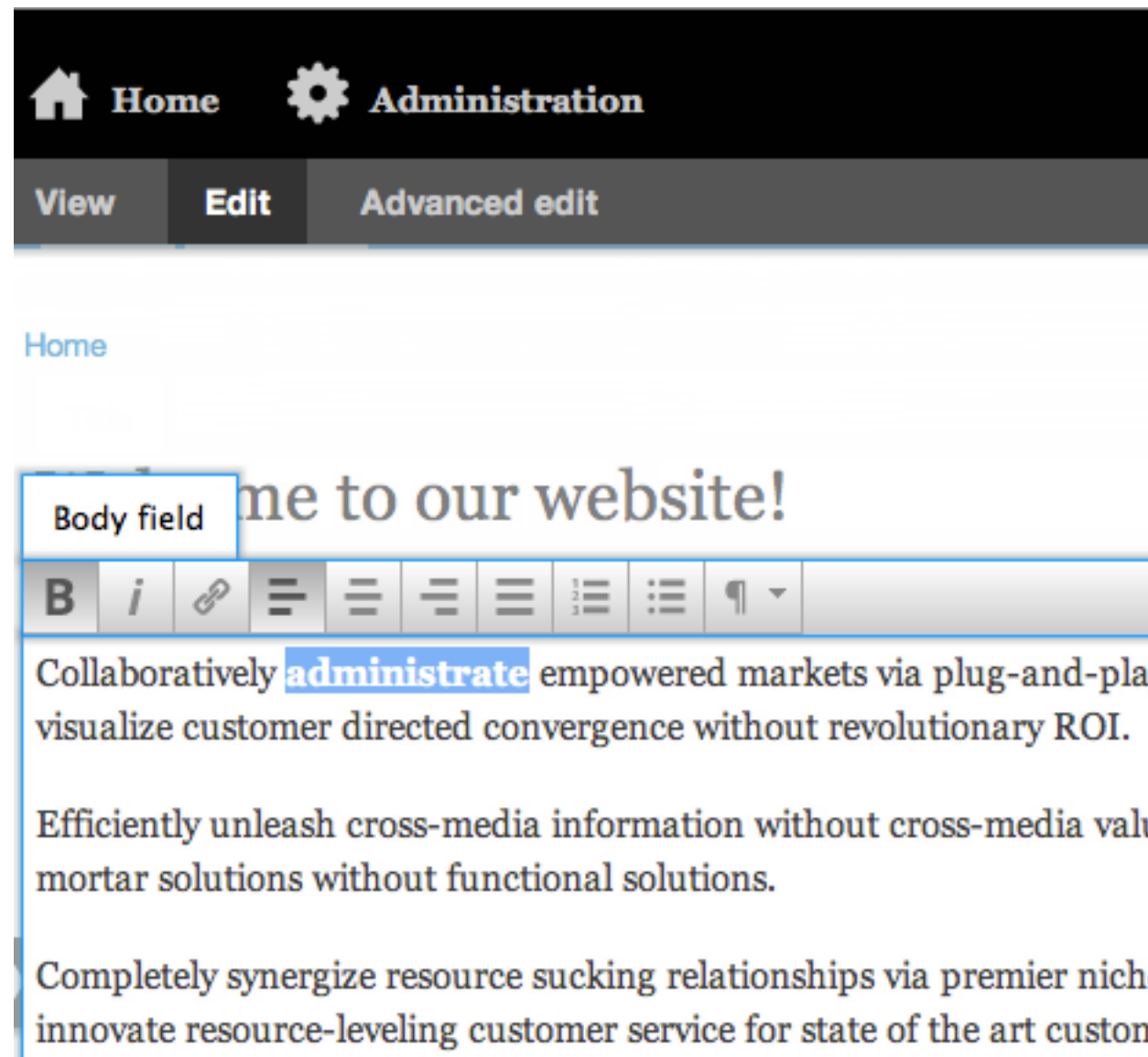




# Current landscape - Core + Contrib



# Making great strides: “True” WYSIWYG editing



The screenshot displays a web administration interface. At the top, there is a navigation bar with a home icon and the text 'Home', and a gear icon with the text 'Administration'. Below this is a secondary navigation bar with three tabs: 'View', 'Edit', and 'Advanced edit'. The main content area shows a text field labeled 'Body field' containing the text 'Welcome to our website!'. Below the text field is a rich text toolbar with icons for bold (B), italic (i), link, bulleted list, numbered list, decrease indent, increase indent, and a dropdown arrow. The text in the field is formatted with bold and italic tags. Below the toolbar, there are three paragraphs of placeholder text:

Collaboratively **administrate** empowered markets via plug-and-play visualize customer directed convergence without revolutionary ROI.

Efficiently unleash cross-media information without cross-media valu mortar solutions without functional solutions.

Completely synergize resource sucking relationships via premier niche innovate resource-leveling customer service for state of the art custom

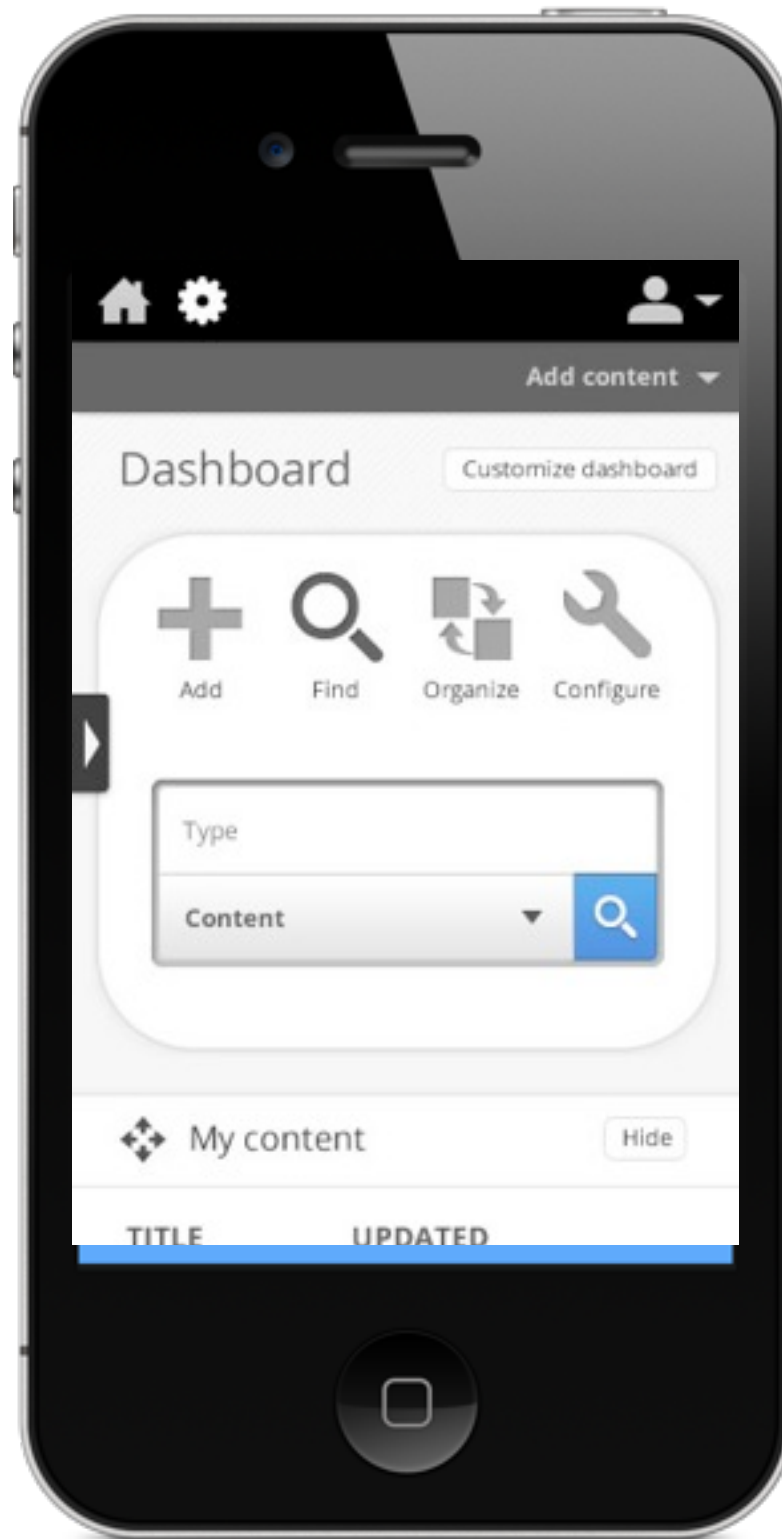


# Making great strides: Responsive design & previews

The image shows a Drupal website interface with a responsive design preview overlay. The overlay is a horizontal bar with three device icons: a smartphone, a tablet, and a standard desktop monitor. Below the icons are labels for 'Smartphone', 'Tablet', and 'Standard'. The 'Standard' label is currently selected, and a vertical preview window is shown in the center, displaying the website's content as it would appear on a desktop. The preview window shows a blue header with the Drupal logo and 'example.com', a navigation menu with 'Home' and 'About Us' buttons, and a main content area with a 'Welcome to our website!' message. The background shows the website's appearance on a desktop screen, with a navigation bar at the top containing 'Home' and 'Administration' links, and a user profile 'sparkles' in the top right corner.



# Making great strides: Mobile authoring





# End goal: World Domination! :)

- Solidifying Drupal a *leader* in content authoring
  - Achieve not only parity with key competitors, but *surpass* their authoring experience
- Strengthen Drupal's out of the box experience
  - Don't force some to choose inferior technical solutions
- Propose improvements for inclusion in Drupal 8 core to improve Drupal's out-of-the-box experience
  - Reduce elbow grease required to build Drupal sites; foundational pieces already built-in (but can be swapped for alternative solutions)



# Content Authoring Roadmap

Already in Drupal core/contrib  
 Current roadmap  
 Implemented in D7

Categories	1	2	3	4	5	6	7	8	9
Content Creation and Editing	I want to edit content inline	I want to edit fields inline	I want to edit rich text inline	I want to edit images inline	I want to see revision history inline	I want to drag and drop fields and blocks inline	I want to edit menus inline	I want to create new content inline	I want to edit content at the same time as someone else and see what they are doing
Page and Content Layouts	I want to choose from a library of responsive default layouts	I want to preview what my content will look like in different layouts before I apply them	I want to create new layouts and save them for re-use	I want my layout to resize automatically for phones and tablets.	I want to display a subset of content to phones or tablets	I want to create layouts for content types ("master" "template" layouts)	I want to create unique layouts per-page	I want to lay out the full page, not just the content area	I want to restrict access to parts of the layout
Dashboards and workflow	I want to have new concepts explained to me when I first encounter them	I want to see all content, comments, blocks etc. I have touched in one place	I want to see shortcuts to common tasks	I want to be able to find content quickly and easily	I want to personalize my dashboard inline	I want to view a list of revisions and switch between them	I want to work on a draft and save it without publishing	I want my dashboard to automatically display shortcuts and panels tailored to me based on my role	I want to define a workflow with more states than draft and published, eg. "needs review"
Mobile Authoring	I want to edit my content on a smart phone	I want to create content on a smart phone	I want to see what my content will look like on a smart phone while i'm editing it on a desktop	I want my site to look good on a smart phone out-of-the-box	I want my site to load fast on a smart phone	I want to use swipe and other touch patterns on my site on touch devices	I want to access mobile functionality not available in desktop (phone, camera etc.)	I want to use my site as a development platform to create a mobile app	I want to easily access my sites data in a mobile app
Media Management	I want to upload images, video, audio and files to my site	I want to embed images, video, audio and files in my site	I want to view a list of my media	I want to sort, filter, search, add and delete media files	I want to add media from a content distribution network	I want to control access to media by role	I want to limit the distribution or Schedule the publishing window of media based on digital rights	I want to edit media in place (scale, crop, rotate)	I want to edit the meta-data of my media
Content Staging	I want to assign different roles with different workflow permissions	I want a workflow with multiple states	I want to add, remove and re-order workflow states	I want to control who can view content in each state	I want to control who can move content from one state to another	I want to view my site as it will look when all the working content is published	I want to view my site at every stage of the workflow	I want to publish batches of content on a specified schedule	I want to syndicate my content to several sites from a central server
Localization	I want my site to detect the language of the user	I want my site to detect the location of the user	I want my site to detect the country of the user	I want my site to detect the currency of the user	I want my site to detect the time zone of the user	I want my site to detect the text direction of the user (RTL, LTR)	I want my site to detect the dialect of the user	I want my site to detect the name of the user	I want my site to detect if the user is free for a drink Friday



# Shifting focus to Drupal 8

D8 Authoring experience timeline		
Analysis phase <i>Apr-May</i>	Design phase <i>Jun-July</i>	Implementation phase <i>Aug-Nov</i>

2012

DrupalCon  
Denver

DrupalCon  
Munich

2013

Dec 1  
Feature freeze

Feb 1  
Code freeze

~Aug  
Drupal 8  
release





# Like what you see? Get involved!

- Provide input and feedback (e.g. webinars, demos)
- Contribute development resources to help on what you need most
- Help sponsor additional work (particularly on Drupal 7) by giving more money to LSD program to focus here







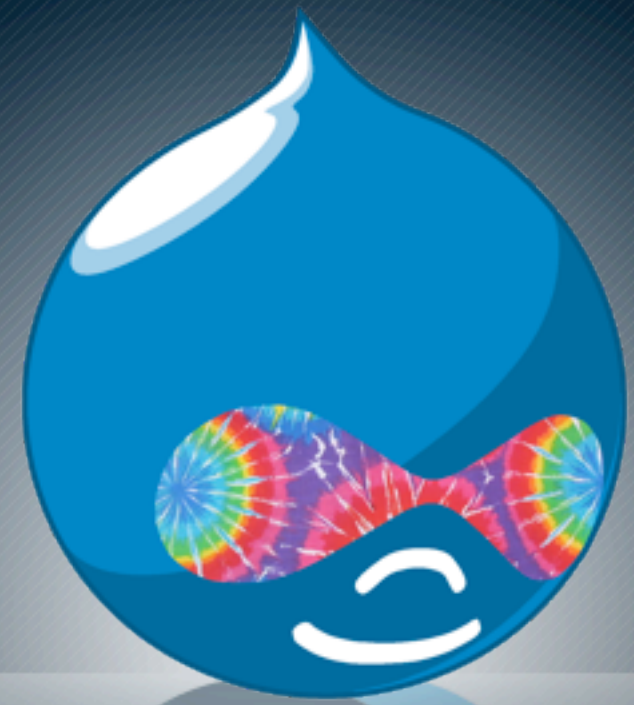
# Mobile Moshe Weitzman





# Choose approach(es)

- Derived from desktop site
- Dedicated mobile site - m.example.com
- Responsive Design
- Native app

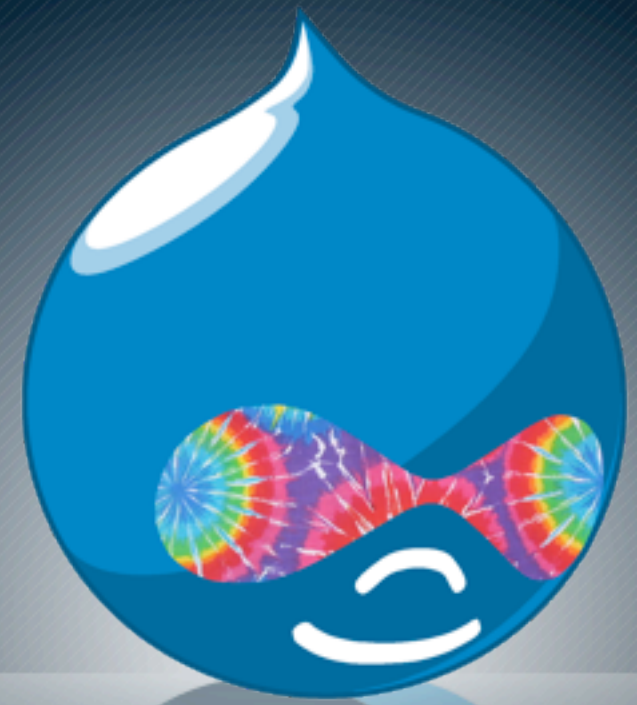


# Derived from desktop site

Cost

Flex

- Mobify
- Velocity by Akamai



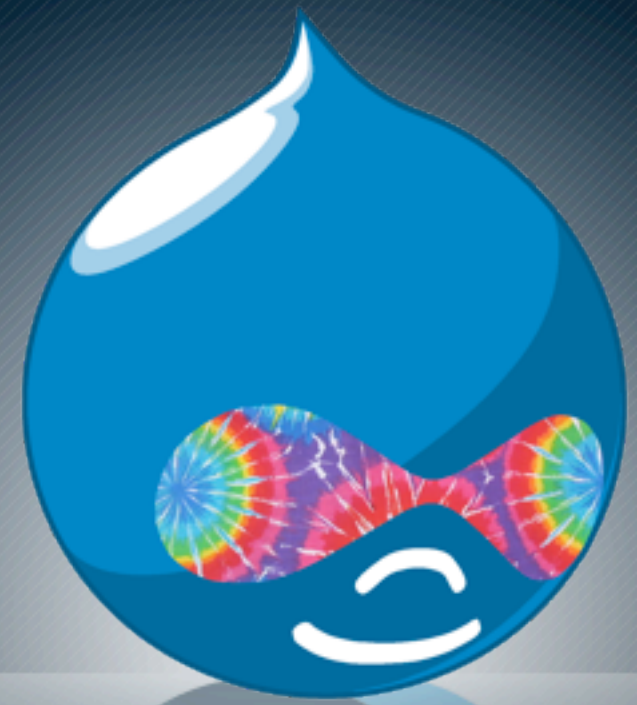


# Dedicated Mobile Site

Cost

Flex

- Mobile Tools module
  - Device detection
  - Redirect handsets to mobile site
  - Switch themes by device
  - Set Panels/Ctools context so content adapts
- JQuery Mobile theme

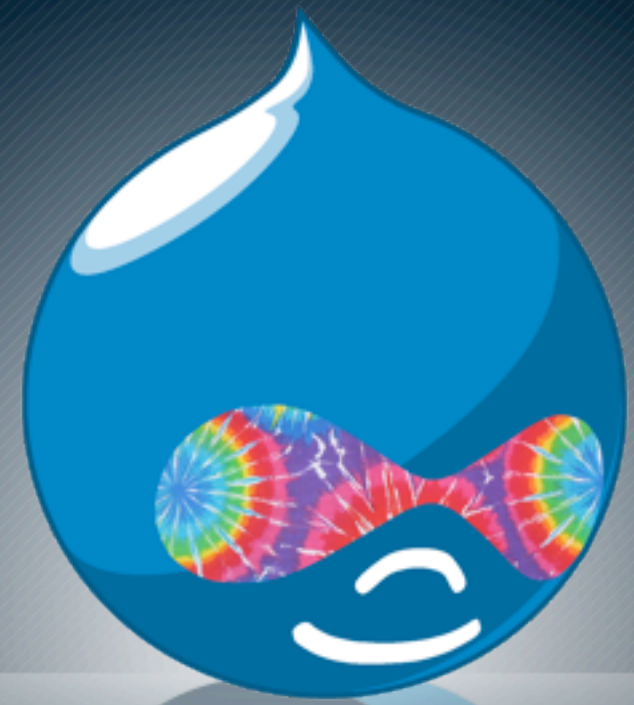


# Responsive Design

- Omega theme
- Zen theme
- Adaptive theme
- Others: Terrain, Sasson
- Build your own

Cost

Flex



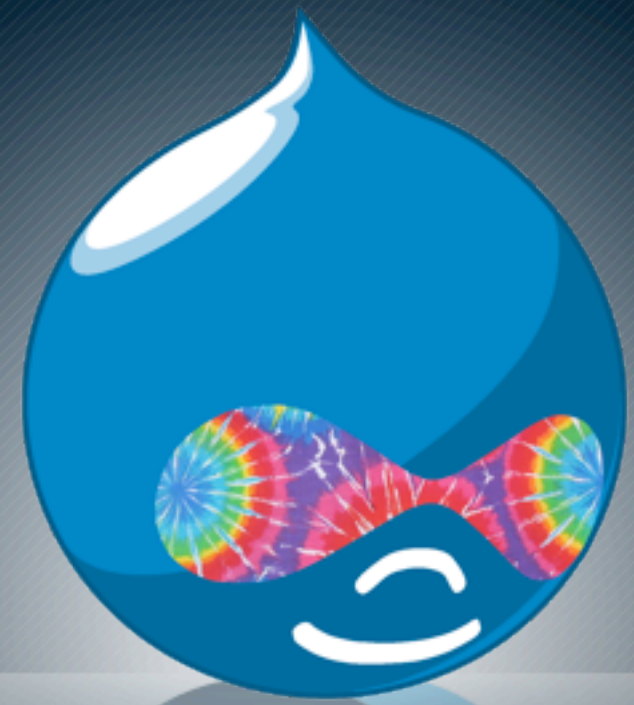


# Native App

- Services module as backend
- iOS and Android Toolkits by Workhabit
- Titanium
- PhoneGap

Cost

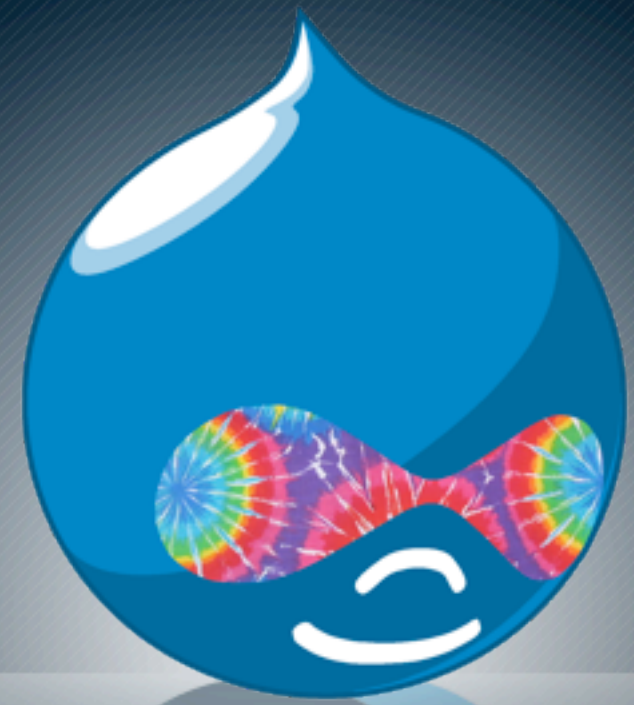
Flex





# Drupal 8

- Core themes are responsive
- HTML 5 markup
- Responsive images
- Web Services
- Content authoring joyful experience





# Thoughts on Scale: Importance and Value of Funding Drupal 8

Tiffany Farriss



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# Thoughts on Scale

Tiffany Farriss  
Palantir.net





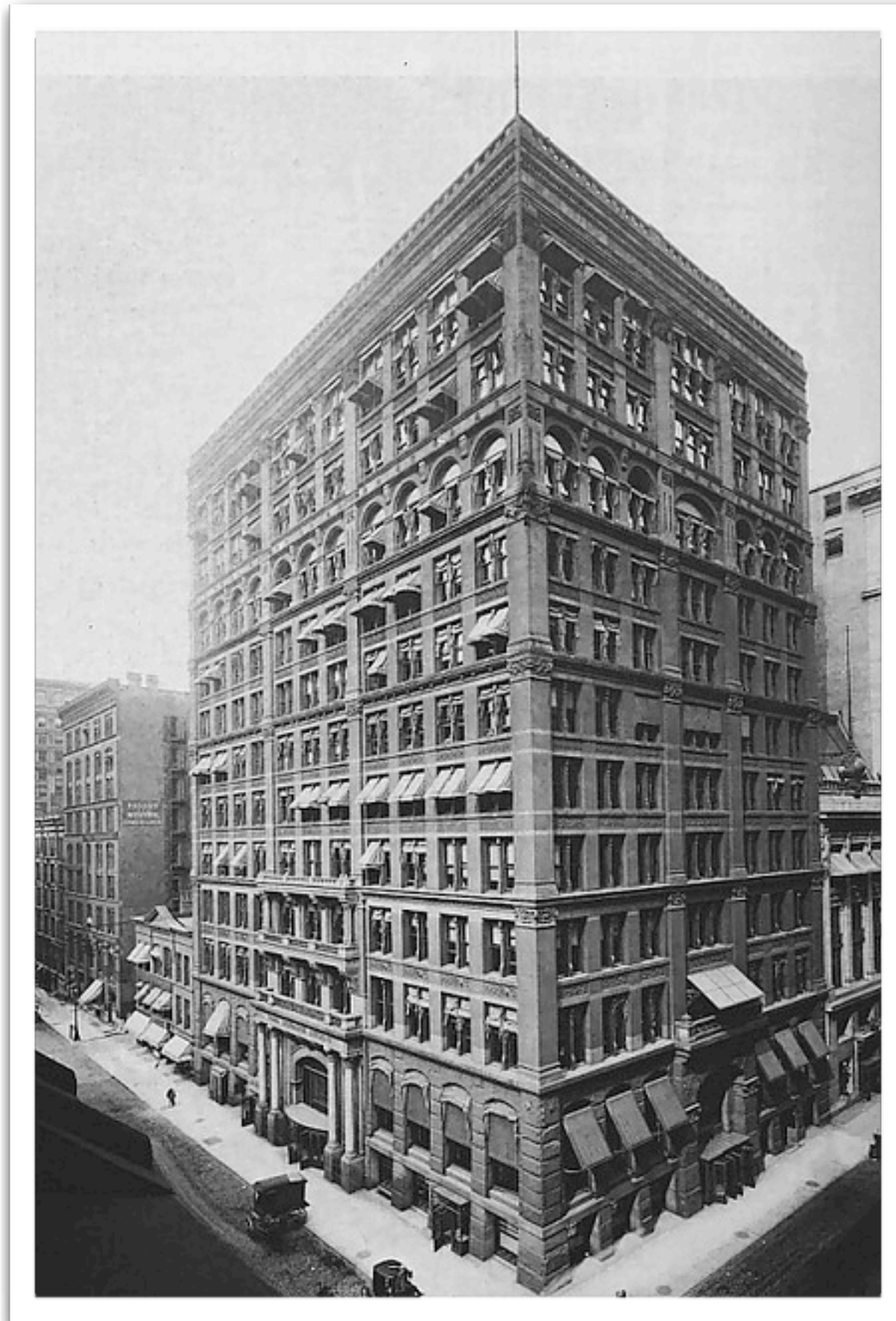














# Drupal 8 Initiatives

- Config Management Initiative (CMI)
  - To provide a staging workflow with versionable configuration with complete coverage of core and a flexible and extendible API
- Web Services and Context Core Initiative (WSCCI)
  - Transform Drupal into a first-class REST server through a unified, powerful context system that will support smarter, context-sensitive, easily cacheable block-centric layouts and non-page responses using a robust unified plugin mechanism
- Views in Drupal Core (VDC)



# Strategic Investment in D8

**“An ounce of prevention  
is worth a pound of cure.”**

**— Benjamin Franklin**

**“An ounce of core  
is worth a pound of contrib.”**

**—Tiffany Farriss**



# Disadvantages of Contrib

- Less fully featured implementation
- Absence of standard, community-vetted approach
- Increased level of effort
- Upgrade latency

# Disadvantages of Contrib

- Less fully featured implementation
- Absence of standard, community-vetted approach
- Increased level of effort
- Upgrade latency

**Many hands, light work.**



# Thanks!

- Any questions?

**Tiffany Farriss**

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@farriss



# Where we're at

- CMI

- Raised: \$5,000. Target: \$40,000

- VDC

- Raised: \$21,500. Target: \$100,000

- WSCCI

- Raised: \$0. Target: \$30,000

# Introductions



Who are you?

What do you do?

Where do you work?

Which of the Strategic Areas are the most important to you and your company?



# Networking and Lunch

We'll get started in a few min

Typical  
German  
Lunch





# Symfony

## Fabien Potencier



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# Large Scale Drupal Program Update Michael Meyers



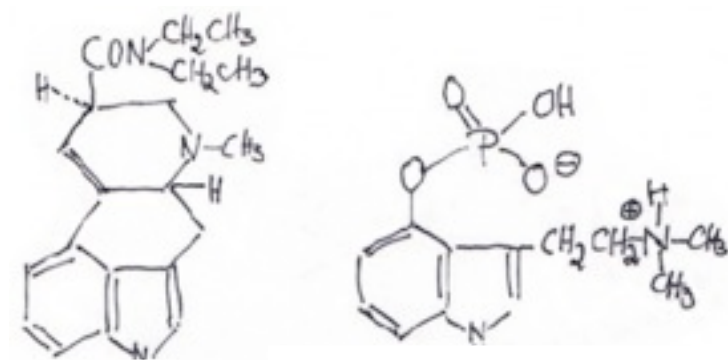
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# The Formula for Success

- We are working hard to improve the LSD program:
- We are growing fast - processes are maturing
  - Clearly communicate our goals and objectives
  - Need to inform both members and the community
  - Iterative Process - remain dynamic and flexible



# Planning for Growth: Update on Key Changes

- Mission statement
- Organizational structure and roles:
  - Staff, Vendors, & Sponsors
- New funding model and membership levels
- Projects
  - Strategic areas of investment
  - Delivering more short-term value
  - Peer to Peer collaboration
- LSD's new Internet presence and tools!



# Mission Statement

“Large Scale Drupal seeks to enable enterprises to collaborate on significant enhancements to Drupal through networking, knowledge sharing, funding, development, and engagement with the Drupal community.”

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# Roles: High Level Overview

- **Members**
  - Invitation only; selected by set of (public) criteria
- **Staff**
  - Program & Project Management, Development
- **Partners**
  - Vendors & contractors; selection by (public) criteria
- **Sponsors**
  - Individuals, Partners, Foundations, etc.



# Roles: Staffing Plan

- What we discussed in LA:
  - Staff: lean, but effective at meeting our goals
  - Primarily around Project and Program Management
  - Events and Membership Services
  - Rely on community, vendors for development / projects
- Proposed changes:
  - Hire some of our own development staff over time
    - 40/60 - LSD Staff / Community (try keep the balance external)
    - Really a longer term issue - Late 2013 and 2014
  - Engage member resources in development



# Roles: Partners as Members?

- Services companies have approached me about joining
  - They have large enterprise clients that rely on them for their technology
- Members have asked me to include their partners
- What role do vendors & service org's have in LSD?
  - We (both LSD as a group, and many of our members) rely on them to help us execute on our goals and projects; some do this exclusively.
  - They share the same problems as members, want to improve Drupal
  - They get it: many give innovation time, and opens source code, etc.
    - They have folks, “on the bench” and available to work on projects during downtime





# Roles: Partners as Members?

- They play an important part, but can they be Members?
  - Inherent conflict of interest - their goal is to sell services
  - May have competing interest with each other (coopetition is common)
  - May create an environment where companies don't want to share



# Roles: Partners as Members? - Options

- Allow them to be full members of the Program
- Introduce an Associate Membership
  - Code of Conduct - don't peddle your services or get expelled
  - Allow them to participate in some, but not all aspects of our meetings
    - Some segments would be private and off-limits / available only to Members
- Sponsorship and Community Participation
  - Encourage them to sponsor our efforts, and participate, just as we would everyone else in the community
  - Engage those that do participate, invite them to meetings where appropriate



# Roles: Partners as Members? - Proposal

- Introduce an Associate Membership
  - Exclusive - limit access, grow slowly, test and see what works
  - Require they bring at least one new member to the program
  - Code of Conduct - don't peddle your services or get expelled
  - Allow them to participate in some, but not all aspects of our meetings
    - Some segments would be private and off-limits / available only to Members
- This is inline with other alliances and organizations
- Increases our resources and funding
- A separate member type and rules mitigate concerns
- Testing this with a few trusted Partners mitigates risk





# Roles: Partners as Members? - Discussion

- What do you think? Lets take some time to discuss...

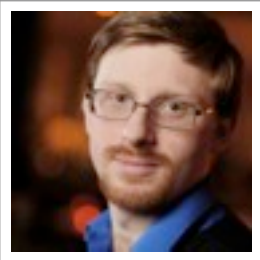


# Sponsorship Update:

- Drupal 8 Acceleration: VDC, CMI, WSCCI



Configuration Management Initiative (CMI)  
*Greg Dunlap (heyrock)*



Web Services Initiative (WSCCI)  
*Larry Garfield (Crell)*



Views in Drupal Core (VDC)  
*Earl Miles (merlinofchaos)*

- We helped raise \$26k USD for D8 from **sponsors** (\$21k VDC, \$5k CMI)
- A few members expressed interest in making contributions as well
- Capgemini has donated a team of resources to work on Drupal 8



# Sponsorship Update:



- Capgemini: Drupal 8 and automated QA efforts
  - Conversation started as money and resources for Drupal 8 (VDC)
  - Donated a full time team of 3 dev resources for 7~ months
- Funding or a partnership required to continue...
  - Melissa Anderson (  ) - PM for Git Migration, volunteering
  - Project needs more - either money to support her or others time, or resources to oversee the project, if they are to continue meaningfully





## Sponsorship Update:



- Behat: PHP framework for testing business expectations
  - Behavior-Driven Development (BDD)
    - Acceptance tests written using the standard agile framework of a User story:  
"As a [role] I want [feature] so that [benefit]".
    - Given [initial context], when [event occurs], then [ensure some outcomes]
- Mink: drives browser emulators & browser controllers
  - One API that works with Sahi, Selenium, Goutte, etc.
- Creating a comprehensive test suite for Drupal.org
- Creating a Drupal, "Extension"
  - Would enable anyone to easily write these tests for Drupal



# Testing Drupal.org Project creation

```
Scenario: Create a Project
Given that I am on the homepage
And I am logged in as "git user"
When I follow "Your Dashboard"
And I follow "Your Projects"
And I follow "Add a new project"
And I select "Modules" from Project Type
And I select the following <fields> with the following
| fields | values
| Modules categories | Event
| Maintenance status | Actively maintained
| Development status | Under active development
And I upload the following "project images"
| files | description
| desert.jpg | Desert pic
| hydrangeas.jpg | Hydrangeas pic
| koala.jpg | Koala pic
And I fill in "Project title:" with random text
And I fill in "Description:" with random text
Then I follow "Project resources"
And I fill in the following:
| Homepage: | http://mytestsite
| Documentation: | docs here
| Screenshots: | screenshots...
| Changelog: | http://mytestsite
```

Get Started Community

# Drupal™

Drupal Homepage Your Dashboard Logged in as git user Log out

## Create Project

▼ Project categories

**Project type: \***

- Modules
- Themes
- Theme engines
- Distributions
- Drupal.org projects
- Drupal core

Note: Translation projects have been moved and are now actively maintained.

▼ Vocabularies

**Maintenance status: \***

Actively maintained ▼

**Development status: \***

Under active development ▼

For definitions of maintenance and development statuses, see [Maintenance](#).

**Images:**

Maximum file size: 2 MB  
Allowed extensions: png gif jpg jpeg

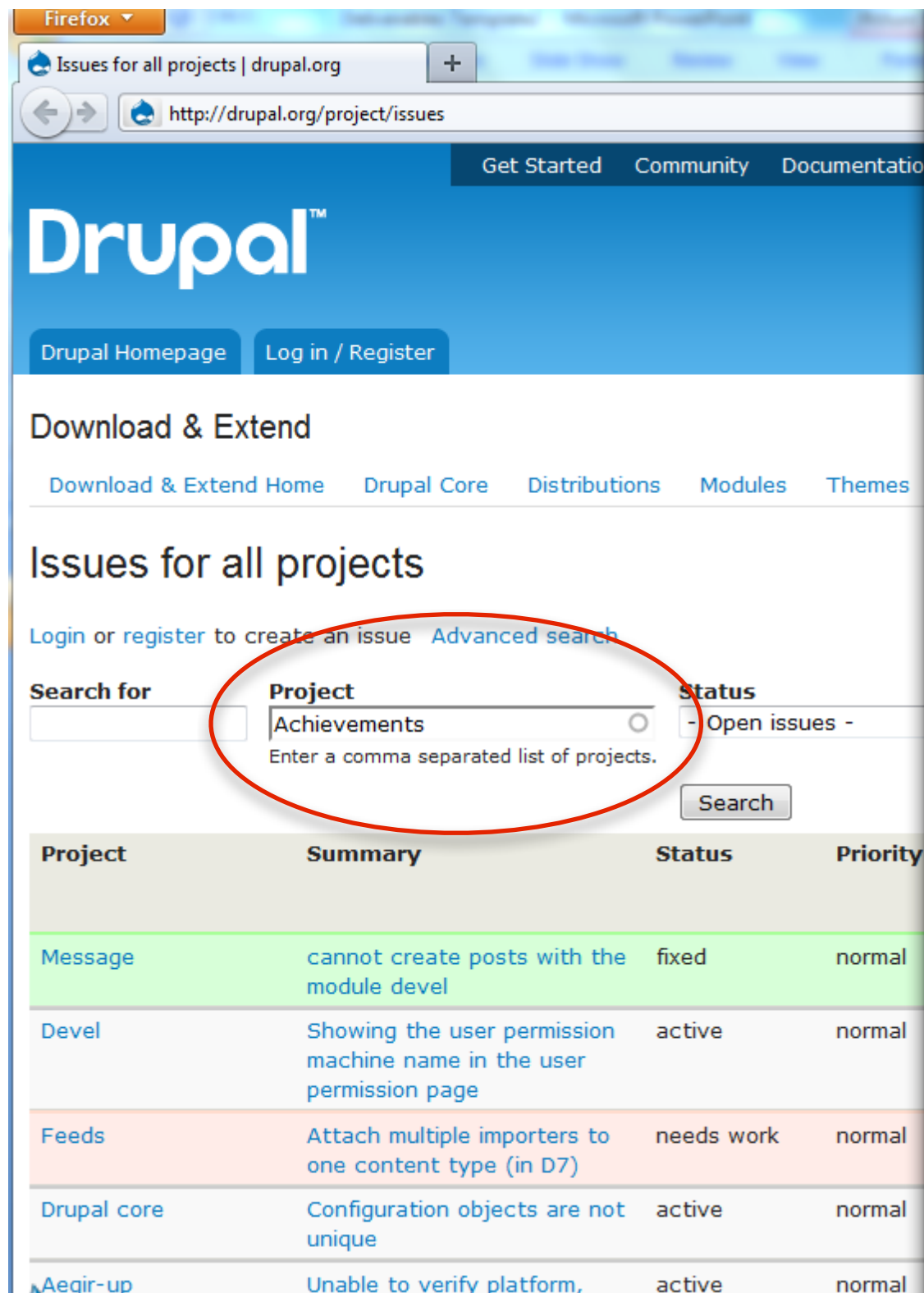
+

x





# Testing javascript auto suggestion search:



Issues for all projects | drupal.org

http://drupal.org/project/issues

Get Started Community Documentatio

# Drupal™

Drupal Homepage Log in / Register

## Download & Extend

Download & Extend Home Drupal Core Distributions Modules Themes

## Issues for all projects

Login or register to create an issue Advanced search

Search for **Project** Status

Achievements - Open issues -

Enter a comma separated list of projects.

Search

Project	Summary	Status	Priority
Message	cannot create posts with the module devel	fixed	normal
Devel	Showing the user permission machine name in the user permission page	active	normal
Feeds	Attach multiple importers to one content type (in D7)	needs work	normal
Drupal core	Configuration objects are not unique	active	normal
Aegir-up	Unable to verify platform,	active	normal

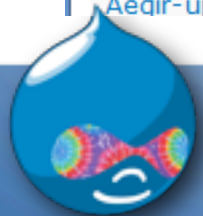
```
MINGW32:/d/demo/doobie
$ bin/behat features/drupalorg/project_search.fea
Feature: Overall Filter Search for Issues
In order to define the overall Filter search fo
As an Anonymous user
I wanted to look for overall Filter search for

Background: # features\dr
Given I am on "/project/issues" # FeatureCont

Scenario: visting the project issues page
Then I should see the heading "Issues for all
And I should see "Download & Extend"
And I should see the following <text>
| texts |
| Search for |
| Project |
| Status |
| Priority |
| Category |

Scenario: searching for the issues with project
when I fill in "Search for" with "Achievement
And I press search to filter
Then I should see at least "2" records

@javascript
Scenario: when searching for the project title
when I fill in "Project" with "Achie"
And I select "Achievements" from the suggesti
And I press search to filter
Then I should see at least "5" records
And I wait for "1" seconds
And I should see "Achievements" under "Project"
```





# Roles: Sponsorship

- What should they have access to?
  - Can they participate in all or part of our meetings or only public updates?
- What involvement if any do you want in this QA project?
  - Are you interested in BDD?
- I'll update the membership in our monthly meetings
  - Moving forward i'll include updates on the BDD project
  - We have weekly 30min. demos and monthly stake-holder meetings



# Roles: Sponsorship - Discussion

- What do you think? Lets take some time to discuss...
  - Is this something you might be interested in using in your organization?
  - Would you like me to setup a demo by the team lead?
  - What type of access, if any should we grant Sponsors to our meetings?
  - etc.



# New Funding Model

## **Introduction of Member “Tiers” or Levels:**

- Addressing budgeting needs - yearly commitment
- Allows everyone to plan and staff better
- Lean operation, maximize value
- This will be a shift over time for our earliest members
- Still a pressing need to fund existing projects



# New Funding Model

- Introduce tiered model
  - Yearly one-time contributions - more in line with our & member needs
  - One sales cycle, ability to raise larger dollar amounts, aligned w/ budgeting
  - LSD allocates 50% of Bronze fee to program benefits, member allocates remainder to projects
- Facilitate & formalize resource contributions
  - Not accounted for in old model; at the end of the day, need resources
  - Difficult to hire, and more value to members if their resources contribute

<b>Tier</b>	<b>Pricing</b>
Bronze	\$25,000
Silver	\$50,000
Gold	\$100,000
Platinum	\$250,000

Ideally we'd come up with classy names like "Associate Member", "Program Member", "Supporting Member", "Sustaining Member", etc.



# Projects - Strategic Areas

- Publishing our Strategic Areas of Investment
  - Will help communicate our plans / general direction & recruit members
- Defining a backlog within each area for potential projects
  - A roadmap would facilitate identifying future collaborations
- Update Areas on a Quarterly basis at member meetings
  - Ongoing assessment - I'll publish an updated list each quarter



# Projects - Short Term Value, More Projects

- Member feedback:
- More short-term value
  - Webinar series also providing short term value and engaging entire team
  - Focus on projects that can be delivered and executed much faster
- More projects == more member interest's being covered
  - As the group grows interests change; CSI was wanted by all of our early members, some potential members, but not all of our later members
  - We need to meet a more diverse group of needs as we grow





# Projects - Short Term Value, More Projects

- Shift toward smaller (but still meaningful) projects
  - We can't afford to do 3 projects like CSI at the same time
  - We can afford to do 3 or more smaller projects
  - More efficient to work closely with the community as we grow
  - Over time we can return to doing much larger projects with more funds
- Re-align project backlog to coincide with existing efforts
  - Working with Angie on Spark, Moshe on Mobile, etc. to identify a backlog of smaller, much need projects (\$20-50k vs. 200k+)
  - We can get work done much faster vs. CSI where we had to bootstrap completely on our own which took a lot of time and effort
- “Kick-Starter Model” for these projects: funding == execution



# Projects - Peer to Peer Collaborations

- Members also want to work together on their own projects
  - Feel we are artificially constraining collaboration
- P2P will lead to a lot more project work getting done through LSD and more short term value
- Need to scale this up over time - learn how to best execute
- Starting 2 tests: match making around 2 projects
  - Will have more news in our next monthly update meeting and Q4 meeting
- I hope that we can do more of this in the future
  - Please let me know if you are interested in participating in our trials







# LARGE SCALE DRUPAL

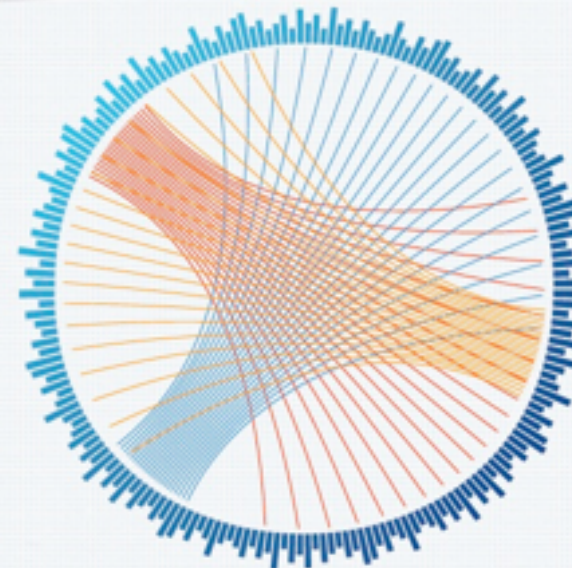
ACQUIA POWERED. COMMUNITY OWNED.



consumer of the social web,  
and a provider of content to  
the social web.

## ECONOMY OF SCALE, REALIZED

JOIN THE EFFORT ▶



HOME ▶  
ABOUT ▶  
CONTACT ▶

### Collaboration is power

We are the community of the largest Drupal users, the most influential content generators, and home to the future of world's most powerful open source social web platform. In the true spirit of open source, the community is owned by it's participants.

JOIN THE EFFORT ▶



### The benefits of being in a position of power

#### MONTHLY EDUCATION AND TRAINING SERIES

- ▶ Q&A with Drupal leadership
- ▶ Webinars by subject matter
- ▶ Product previews - sneak peeks

#### MONTHLY PROGRAM UPDATES

- ▶ Program announcements
- ▶ Upcoming LSD events:

#### INVITE ONLY QUARTERLY PRIVATE CONFERENCES

- ▶ Co-located with larger Drupal events

#### Q&A WITH DRUPAL LEADERSHIP

- Get to know the leaders in the Drupal community
- Share and give input on your needs and concerns
- Be in the know on the latest developments and initiatives



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the social web.

# LSD Internet Presence: Public Info

- Mission, guiding principles, goals, etc.
- Active projects and where to find more info (d.o)
- Public list of members, staff, vendors, and sponsors
- How to join, the benefits, and how it works



HOME  
ABOUT  
CONTACT

We are the community of the largest Drupal users, the most influential content generators, and home to the future of world's most powerful open source social web platform. In the true spirit of open source, the community is owned by it's participants.

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### MONTHLY PROGRAM UPDATES

- ▶ Program announcements
- ▶ Upcoming LSD events:





# LSD Internet Presence: Private Info

- Networking and Knowledge Sharing
- Directory and contact info / tools
- Calendar of events
- Private forums and online collaboration tools
- Polls: Suggest & vote on potential projects and events
- Library: resources & materials (webinars, events, etc.)





# LSD Internet Presence: Tools

- News letters
- Events:
  - Registration and management
  - Better software to power our events
- Mailing list:
  - Adding and engaging more people at member organizations
  - Folding this into our Forums







consumer of the social web,  
and a provider of content to  
the social web.

# LSD Internet Presence: Next Steps

- After DrupalCon Munich...
- We'll send you login details and information
- Add content: past video recordings, listing future events
- Collect feedback and work to refine and improve the site
- In the meantime... keep using the mailing list!
  - Special thanks to NPR and Disney for their use of the mailing list to work together! Post result to new site :)





# Content Staging Initiative

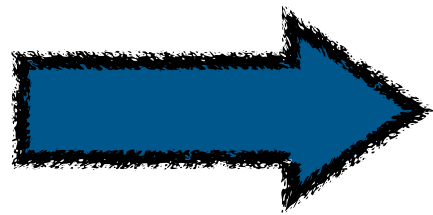




# CSI Progress

*Reviewing our project life-cycle*

We  
are  
Here





# Project Inception - Brainstorming

- Each member was surveyed to build initial list of projects
- Projects were compiled in an overall LSD “roadmap”
- Discussion took place at the next quarterly meeting
- Top Projects:

Auto content relations	New layout engine
Content staging, preview	Image editing
Content repository (centralized, or replicated)	Better content structuring
Client context / personalization	Content personalization
Drupal as web service/API	Publishing states
In-line editing	Media management
Responsive, display/device detection	Workspaces, content admin interface



# Project Discussion

- Members ranked the 38 projects, the top 14 were chosen for review
- The goal was to select a project that made an impact and was most relevant to members
  - Project was relevant to the LSD members and Drupal community
  - Filled a current gap in Drupal
  - Widely applicable to various sites
  - Large size and scale - something big & meaningful for program launch



# CSI Discussion & Scoping

- Projects selected required basic scope
  - Deliverable was a short outline of each problem and proposed solution
- Proposals were created by Angie Byron and Chris Strahl
- Used as the foundation for project acceptance and vendor selection

Original proposal at:

<http://groups.drupal.org/node/198223>





# CSI Resourcing and Discovery

- Phase 2 was selected as the primary vendor
- Palantir participated as subject experts during discovery
- Project discovery was approximately one month
- Total project cost - \$20,000

Deliverables available at:

<http://groups.drupal.org/large-scale-drupal-lsd-projects-and-plans/content-staging>



# CSI Development

- Development kicked off on June 11
- Check-ins at key milestones / sprints:
  - Framework completion, UI Integration, Implementation Readiness
- Product is now released on drupal.org and ready for implementation

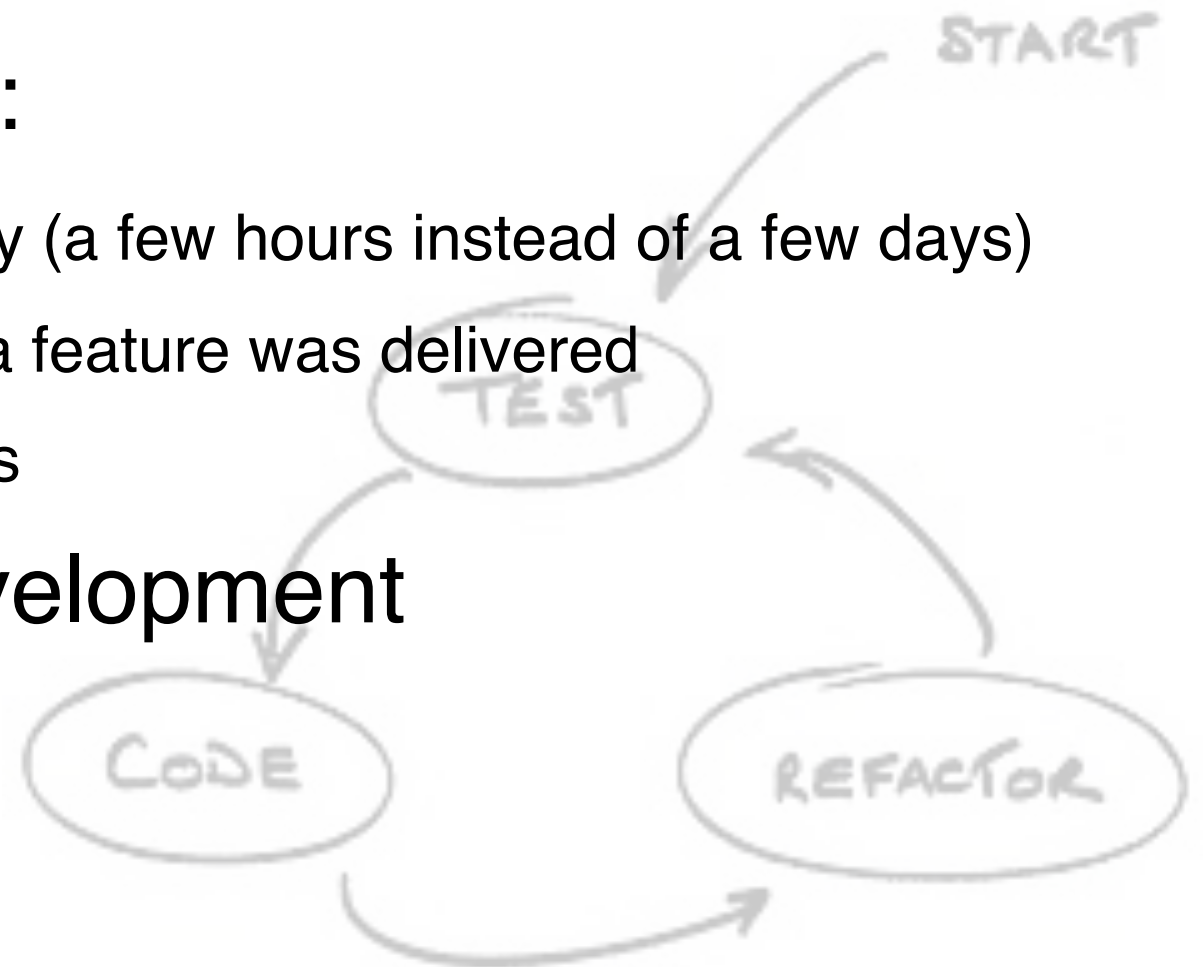
Deliverables available at:

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# Test Driven Development

- TDD principals applied from the start of the project
- Comprehensive test coverage for all project features based on user stories (SimpleTest)
- Tests provided advantages:
  - Shortened integration time significantly (a few hours instead of a few days)
  - Provided clear benchmarks on when a feature was delivered
  - Supported development best-practices
- A model for community development





# Designing for the Future

- Implements the PSR-0 standards for easy portability to Drupal 8
  - More info: <http://drupal.org/project/xautoload>
- Test coverage written in SimpleTest - the same testing framework used for Drupal Core
  - More info: <http://drupal.org/simpletest>



# Building CSI Publicly

- Day 1 goal - use drupal.org for all major parts of the development process
  - All code commits were made to a public sandbox or module page
  - All documentation was published on groups.drupal.org
  - Sprint recaps were published summarizing phone meetings
  - Development communication on a public IRC channel (#drupal-lsd)
- Advantages
  - Transparency and community “comfort” with the LSD program
  - Community review and long-term support for CSI
  - Adoption beyond the LSD membership



# Building CSI Publicly

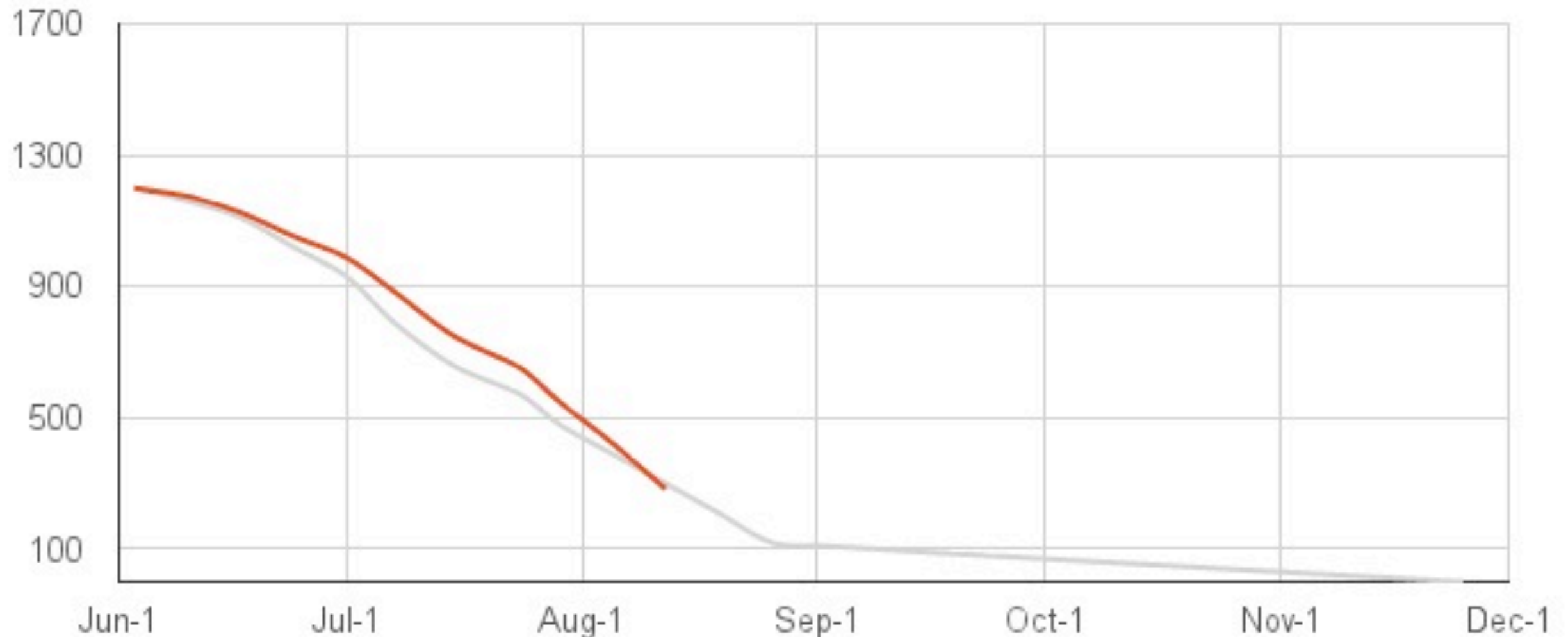
- What wasn't public
  - Project proposals prior to approval / selection by the group
  - Financial information (rates, cost, fundraising information)
  - Private discussions and demonstrations
  - Member feedback
  - Anything you asked us to keep private
- Overall, a good balance between privacy and developing in the community





# Budget Burn-Down

Total Project - Hours burndown Sprint 1-4 & Support

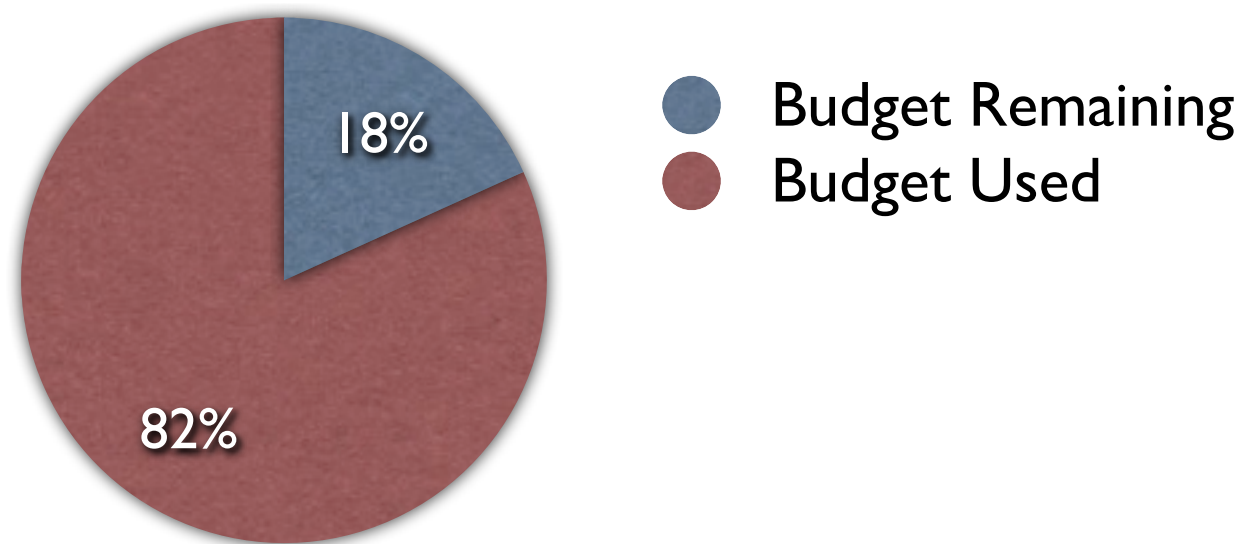


- 917.25 of 1080 development hours used (August 11)
- Support has 120 hours budgeted after development
- Overall budget is tracking right on target



# Financial Outlook

- Total project cost: \$152,560 (we cut \$50k around D8)
- Project billings to date (August 11): \$124,746
- Two weeks of billing remaining + implementation support
- Financial outlook is exceptional - full project delivery is expected within or under budget



# Delivery Timeline

- Development was scheduled - June 11th to August 31
  - Total time frame of 12 weeks
  - Initial project release on August 24th
  - Project feedback, additional QA, and enhancements by August 31
  - Implementation support for 90 days after (Sept 1 - Dec 1)
- Project broken down into four sprints
  - All key milestones were hit for the project
  - Major deliverables were 100% on-time
  - Minor schedule slip occurred due to resource constrains - scope and resources adjusted to compensate





# Content Staging Initiative

## Neil Hastings



**phase://**  
technology



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# Q & A



# Next Steps - Implementation Support

- Implementation review meeting conducted on August 16
  - Recording available here:  
<https://acquiameetings.webex.com/acquiameetings/lsr.php?AT=dw&SP=MC&rID=12006827&rKey=affe37ce6e4bbc>
- Please let us know when you're planning your implementation
- Work with us to get your questions answered
- Additional feedback and implementation planning session will be held in early September





# Next Steps - Implementation Support

- Support for CSI implementations / code will be delivered via drupal.org.
  - All support for implementations will take place in a public space unless it is absolutely essential to remain private.
- Available avenues for support
  - Drupal.org issues
  - IRC chat room (#drupal-lsd)
  - Contacting Chris Strahl ([chris.strahl@acquia.com](mailto:chris.strahl@acquia.com))
- Support is for 90 days after delivery or 120 billable hours (whichever comes first)



# The Project Team

## Management Team



Chris Strahl  
Program Mgr, Acquia



Nicole Lind  
VP, Phase 2

- 14 people
- 3 partners + members
- 1500+ hours and counting

## Discovery and Project Support



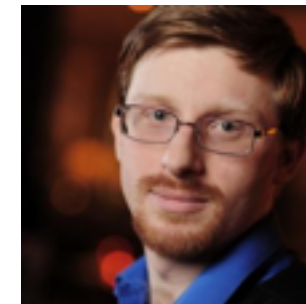
Roger Lopez  
Dir of Eng, Phase 2



Chris Johnson  
Dir of Eng, Phase 2



Laura Schoppa  
Sr. Web Designer, Phase 2



Larry Garfield  
Sr. Architect, Palantir

## Primary Development Team



Kellye Rogers  
Project Mgr, Phase 2



Neil Hastings  
Architect, Phase 2



Erik Summerfiled  
Architect, Phase 2



Josh Caldwell  
Sr. Developer, Phase 2



Fredric Mitchell  
Developer, Phase 2



# Special Thanks

## Executive Sponsorship



Dries Buytaert  
CTO, Acquia



Jeff Walpole  
CEO, Phase 2



Tiffany Farriss  
President, Palantir

## Technical Review / Community Liason



Angie "webchick" Byron  
Dir. Community Dev, Acquia



Steve Persch  
Engineer, Palantir





# Thank You for Contributing

## Funding Contributors

**NBCUniversal**



## Resource / Code Contributors

**Disney**

**Time Inc.**

**NBCUniversal**



# LSD Member Presentations



# Building a Distribution for Enterprise Publishers



**Paul Lomax, CTO  
Dennis Publishing**



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# How and Why Enterprises Contribute to Drupal



**Alan Doucette**  
**Snr. Developer**  
**Riot Games**



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# Closing Remarks



# Closing Remarks

- **Upcoming Events**

- 9/18 @ 12p ET - Q&A with Angie Byron - Community & Contribution
- Upcoming Webinar: Performance & Scalability (date tbd)
- More events being planned... email me re: topics or speakers

- **Q4 Member meeting**

- Co-located with BADCamp in Berkley, CA November 1-4
- Happy Hour Thursday Night, Nov. 1st w/ Dries and community leaders
- Q4 Member meeting Friday, November 2nd at 10am





# Providing Feedback

- Go to: <http://isdmeeting.drupalgardens.com/feedback>
- Survey is less than 5 minutes in length
- We take your feedback seriously and use it to improve future events!



GRACIAS  
ARIGATO  
SHUKURIA  
JUSPAXAR  
DANKSCHEEN  
TASHAKKUR ATU  
YAQHANYELAY  
SUKSAMA  
EKGHMET  
THANK  
YOU  
BOLZIN  
MERCII  
BIYAN  
SHUKRIA  
TINGKI

