



Ektron to Drupal Website Migrations: A Guide

— by Greg Kihlström, CEO, Carousel30

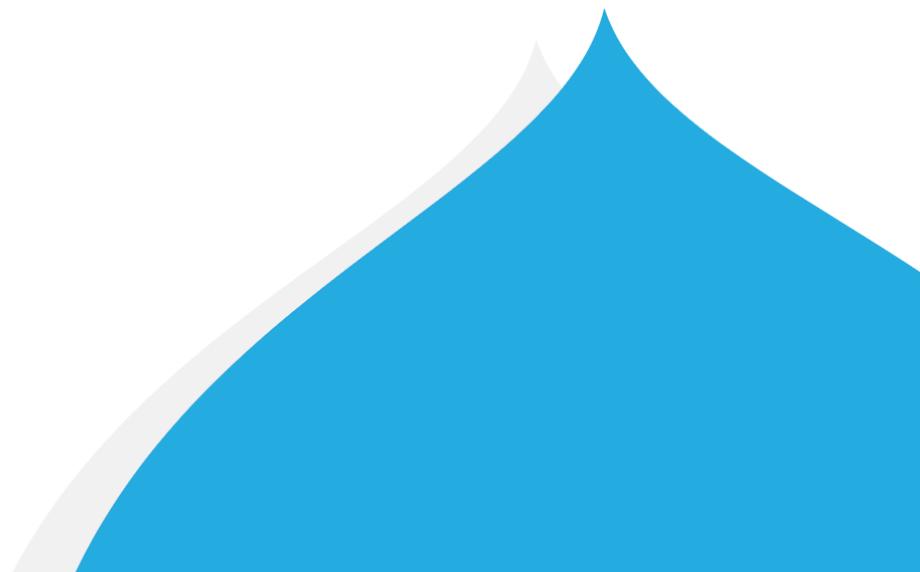


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Introduction

In January of 2015, Accell-KKR, a private equity firm, combined Ektron and the Swedish company Episerver into a single company and CMS platform. Between the high cost of an Episerver license upgrade and the fact that the open source landscape had evolved significantly over the prior decade to the point where many enterprise organizations (from private and public corporations to government entities) had embraced Drupal and the open source community, this has caused many organizations to choose to migrate off of the Ektron platform and onto a CMS like Drupal.

Who is this Ebook for?

Anyone who is either planning or considering a move from their current Ektron Content Management System to another CMS can benefit from reading this. If Drupal is anywhere on your consideration list, you can determine if it is the right fit for you. Even if Drupal is not at the top of your list, there are still several important points that can be helpful as you plan your transition.

Knowledge of Drupal is helpful, but certainly not required to appreciate the following thoughts, and neither is a knowledge of Ektron. In fact, developers and consultants not familiar with Ektron (but perhaps much more familiar with Drupal) will find some of the insights and definitions particularly helpful.

Credits

This ebook wouldn't have been possible without the support of Acquia and their incredible content marketing team. The content for the ETL migration section was provided by Brian Browning, SVP of Ameex USA, an Acquia partner and fellow Drupal development company.

Part 1: Why Drupal?

As one of the top 3 most-used Content Management Systems across the Web, Drupal is a natural choice for many organizations based on its popularity alone. But there are several other reasons that Drupal earns top consideration. Since you are reading this eBook, we assume you are either considering a switch from Ektron to Drupal or are perhaps already decided and looking for some further advice. Let's briefly discuss some of the benefits of Drupal versus Ektron, or in choosing a different licensed Content Management System.

Benefits of open source

In your consideration and ultimate decision to move from Ektron to Drupal, one factor that no doubt was a cause of discussion was the fact that you'd be moving to an open source platform. There has been much debate in technology circles of the pros and cons of open source versus proprietary systems, and Drupal has been a major winner in a world that seems to be continuing to shift in the direction of a more open software community.

Developer Community

Drupal's worldwide community of over [one million users](#), and an active contributing developer community of over 100,000, is a major asset. Compared to the much smaller communities supporting licensed proprietary systems, this large global community means that a diverse range of ideas, issues and challenges are identified, solved, and overcome on an accelerated timeline. This is accomplished through contributed modules, security updates and feature ideas that are sourced from website users and developers in many diverse situations.

Long-term Roadmap

Another benefit of a large worldwide developer community is the product roadmap. This is another place where open source, and in particular Drupal, shines. Instead of being beholden to shareholders looking for increased profits, an open source community often has different priorities, and this benefits the owners and users of the product.

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Consider Ektron as an example. As of its consolidation with Episerver, the platform appears to be making a move upmarket, which is alienating some of its former customers. What does this mean for current Ektron and Episerver customers? It means that new features and functionality will be built around what a core product team at Episerver believes to be the best path forward. It's not that there isn't a long-term product roadmap, but the challenge for many product owners is that they may be paying for development and features in a product they're licensing that they may never need or use.

Drupal, on the other hand, has a product roadmap that is informed by an entire community of Drupal developers and users. This, coupled with a growing comfort with open source products amongst a more and more diverse set of IT teams, has positioned Drupal front and center among an increasing amount of enterprise organizations. Better yet, the features in each new core update or new versions of contributed modules are technically free, with only the effort needed to add them to your site as the cost.

Gartner magic quadrant

As if the above wasn't enough, Gartner, in its 2016 Magic Quadrant for Web Content Management (WCM), named Acquia a leader in enterprise web content management for the third year. This places Acquia and its enterprise platform for Drupal alongside such enterprise leaders as Adobe and Sitecore. Gartner believes leaders such as Acquia are well positioned for tomorrow and are executing well against their corporate strategy. The enterprise web content management space has long been dominated by licensed proprietary systems, but this change is a major "win" for Drupal and the open source community.

Total cost of ownership

Compared to the cost of licensing a proprietary product such as Ektron, open source products offer a different type of value and can often provide a lower total cost of ownership. With a licensed product such as Ektron, your licensing fees cover the costs of development and improvements to the platform, as well as security updates. What it often does not cover, however, is the cost to implement these updates.

Compared to the cost of licensing a proprietary products, open source products offer a different type of value and can often provide a lower total cost of ownership.

In addition, with a smaller developer community, proprietary systems are often more expensive to maintain because developers are fewer in number and can charge a premium for their niche expertise. Also, documentation for these systems can be harder to access and in some cases less plentiful, meaning that even an experienced developer may find it takes longer to solve problems or find solutions for seemingly simple problems.

Now compare that to an open source system like Drupal. With a huge open worldwide community, meaning that there is a large base of knowledge that is well-documented, development expertise is easier to find, and so are solutions to many challenges that organizations might have. In addition, there are no fees to access new features, security updates or other improvements. This means that technical resources (time, money or a combination of both) can be allocated to infrastructure, and implementation of new features and enhancements on your site, not simply paying a license for features you may or may not need or want. All of this adds up to a lower total cost of ownership for enterprises, or overall value, which should be the ultimate metric by which a software platform is judged.

Part 2: Ektron to Drupal Migration

Now let's discuss some of the important factors in a switch from Ektron to Drupal. We're going to go through a few topics here that apply to anyone, whether they are changing platforms for their existing site or redesigning and developing a brand new site on the Drupal platform.

Content Migration

When performing an Ektron to Drupal migration, there are several factors to keep in mind which require proper planning and careful consideration. The first one we'll discuss is content migration, or how current text and images will be transferred from the older Ektron site to the new Drupal one.

Content Migration is always a major part of any website conversion or migration, and depending on the size of your current site and the amount of content you wish to bring over to the new platform, this can require different approaches.

What is Content Migration?

Content Migration is always a major part of any website conversion or migration, and depending on the size of your current site and the amount of content you wish to bring over to the new platform, this can require different approaches.

An important consideration to keep in mind is that most sites have a combination of structured and unstructured content. Structured content follows a similar, familiar pattern, like a press release or a product page in an e-commerce catalog. These kinds of content items lend themselves very well to automation because they follow a predictable pattern. Unstructured content typically takes the form of basic web page content authored in HTML, for the most part. Many customer web sites contain content of both types – in these cases, it is extremely important to develop a comprehensive plan to address each kind of unique content structure.

Even if you plan on rewriting major pages of your site, there are many types of content which generally do not get modified or rewritten when converting or migrating a site, such as blog posts, press releases, and supporting content or documents. In these cases, you need a good way to get content “as is” into your new system.

There are a few different ways to approach this, including the following:

1. Manual migration, which is the simplest technically speaking, but can be the most time-consuming if you have a lot of content on your site
2. Exporting an XLIFF (XML Localisation Interchange File Format) file from Ektron
3. A custom ETL process, which is the most complex of the three, and will require custom code to be written

Let's discuss each so you can see which approach(es) make the most sense for you. In many cases you will most likely want to use different methods for different types of content.

Manual content migration is very much what the term implies: a team of humans, copying and pasting content, reformatting styles, moving images and files and re-linking content pages to one another.

Method 1: Manual Content Migration

The first method we'll discuss is by far the easiest technically, though in most cases (for anything but small websites), is time-prohibitive to use as the sole method. While it is often true that even if you automate most of your content migration, you are going to need to manually migrate at least some of it.

Manual content migration is very much what the term implies: a team of humans, copying and pasting content, reformatting styles, moving images and files and re-linking content pages to one another. It's tedious but necessary work and is best done by people with basic levels of HTML and CSS skill, as oftentimes part of the migration requires removing tags and replacing them with CSS styles.

Experienced manual content migrators can average as much as 4-8 pages of primarily text content per hour if the pages are relatively simple to construct and the amount of linking is at a minimum. More complex pages can take longer to complete.

While every organization may have a slightly different way of approaching a manual content migration, the best approach by far is the most organized one. We suggest creating a map of some kind from existing URLs in a spreadsheet to track progress and ensure that any structural changes needed will be accounted for. For instance, if the old "our team" page used to live in the "about" section, but now will live in a new section when migrated, a spreadsheet can be used to track things like this.

	A	B	C	D
1	Old URL	New URL	New Page Name	Action
2	xyzcompany.com/about	xyzcompany.com/about-us	About Us	Migrate-As Is
3	(none)	xyzcompany.com/history	History	New Page

Using a spreadsheet to track current URLs and new URLs for content migration is particularly helpful. You can also track other actions that need to be taken (such as rewriting, migrating the content verbatim, etc.)

Using the XLIFF (XML Localisation Interchange File Format) files available through the language export feature, you are able to access and export the current content of your site, even if you do not have a multilingual site.

Method 2: The Ektron XLIFF Format

The second method of content migration we'll discuss utilizes Ektron's localization feature to get the content we need. Using the XLIFF (XML Localisation Interchange File Format) files available through the language export feature, you are able to access and export the current content of your site, even if you only have content in a single language and do not technically have a multilingual site. Through a little manipulation, this makes the content migration process relatively straightforward, especially into a CMS like Drupal.

The localization feature will export into the XLIFF format and will include all content, menus and taxonomy. The trick is understanding the files and what to do with them. While the XLIFF file will unfortunately not contain everything you may wish to have during a content migration, it will tell you several things, such as:

- Published status
- Page URL
- Meta Information
- Page Title
- Page Text Content

For several reasons, the format will not tell you where the page exists in the site structure, so we recommended exporting pages in segments or groups. Think in terms of creating sets of XLIFF files that are of the same content type, or in the same section. We will call these "migration sets."

Before we explore the concept of migration sets a little bit further, let's take a look at some of the <body> information of an XLIFF file:

```
<body>
<group resname="Title">
<trans-unit id="1" datatype="plaintext">
<source>Lorem ipsum dolor sit amet.</source>
<target>Lorem ipsum dolor sit amet.</target>
</trans-unit></group>
```

Migration sets help you separate content types or sections to make the XLIFF migration process simpler and more straightforward.

```

<group resname="Html">
<trans-unit id="4" datatype="plaintext">
<source>Lorem ipsum dolor sit amet.</source>
<target>Lorem ipsum dolor sit amet.</target>
</trans-unit>
</group>

<group resname="Teaser">
<trans-unit id="50" datatype="plaintext">
<source> Lorem ipsum dolor sit amet.</source>
<target> Lorem ipsum dolor sit amet. </target>
</trans-unit></group>

```

As you can see, this is pretty standard XML formatting, which helps legibility. Also, each content area (Title, HTML, Teaser) are clearly labeled to make it easy to understand how to best map the content to an area in your Drupal CMS. This helps in identifying where the pages should go.

Meta Information

```

<group resname="MetaData">
<group resname="11">
<trans-unit id="51" datatype="plaintext">
<source>Lorem ipsum dolor sit amet.</source>
<target>Lorem ipsum dolor sit amet.</target>
</trans-unit></group>
<group resname="116">
<trans-unit id="52" datatype="plaintext">
<source>Lorem ipsum dolor sit amet.</source>
<target>Lorem ipsum dolor sit amet.</target>
</trans-unit></group>
<group resname="118">
<trans-unit id="53" datatype="plaintext">
<source>Index, follow</source>

```

By adding migration set data to your pages, you can easily see critical information that will help your team during the migration process.

```
<target>Index, follow</target>
</trans-unit></group></group>
</body>
</file>
</xliff>
```

Similar to the previous code snippet, you can see a properly XML-formatted document that, in this case, shows the meta information.

Migration Sets

When importing the sets of XLIFF files, you will then migrate each in a distinct set so that you can separate content types, sections or use other methods to categorize the imported content.

To make the migration process using XLIFF simpler, we recommend modifying your Drupal content types to include a field for “migration set.” We also create a view that allows filtering of content within the Drupal “Content” menu to sort by migration set. This will help you identify content as you finalize your site.

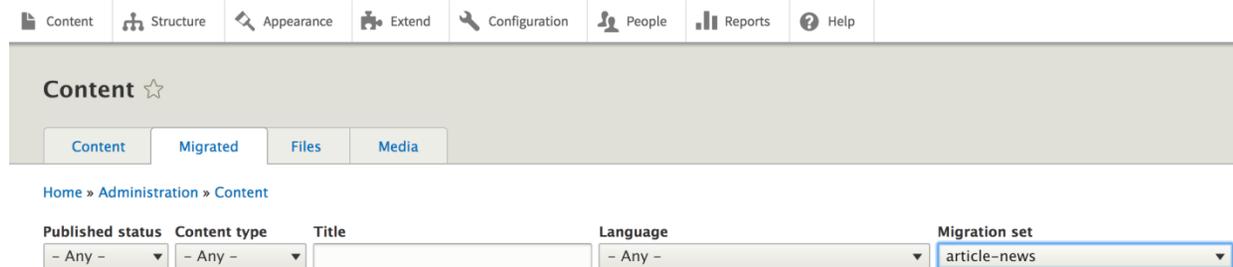


Figure 1: Migration set view added to the content menu

We've also made it easy to see the origin of each imported page by adding an admin-only view that shows the migration source when viewing each page while logged in (Figure 2). This even includes the original Ektron ID.

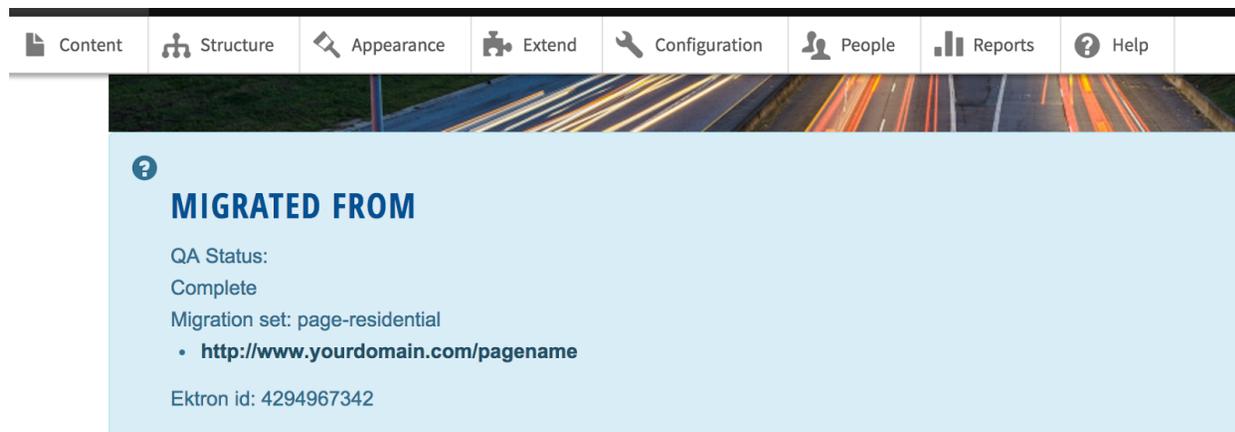


Figure 2: Ability to view migration source while viewing a page as an admin

Finally, while editing a migrated page in the Drupal CMS, we have set things up so that an administrator can view all of the migration data:

- Migration Source URL
- Ektron ID
- Migration Set

This makes it easy, at a glance, to see this information while you're editing, testing, and finalizing pages on the site.

Note also that we added a "QA Status" field to each content type which also made our review process much easier, especially when review is spread over a large team. While not directly related to the content migration process, having this QA Status field allows your team to quickly and easily see and sort by pages that have passed review.

The custom automated approach uses technology to conduct an Extract, Transform and Load (ETL) process. A series of scripts is developed by programmers to extract content from the source database and temporarily move it to a database, sometimes referred to as a Transform database.

Content Structure Appearance Extend Configuration People Reports Help

Migration Media Accordion Tiles Blocks Teaser

QA Status
 N/A
 Complete
 Needs work

[Show row weights](#)

MIGRATE SOURCE URL

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page.

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page.

Original URL in Ektron that this page may have been migrated from. This is our best guess -- in some cases there may be more than one link.

[Add another item](#)

Ektron id

Identifier for this content in the original Ektron CMS

Migration set

Figure 3: Editing a page in Drupal as an admin

Method 3: Custom Automated ETL Process

The third method of content migration is the most complex of the three, because it will involve writing the most custom code. The custom automated approach uses technology to conduct an Extract, Transform and Load (ETL) process. A series of scripts is developed by programmers to extract content from the source database and temporarily move it to a database, sometimes referred to as a Transform database. It's not usually possible to simply pull content out of the old CMS and directly insert it into the new CMS for a number of reasons. First, most content must be scrubbed, or parsed, to remove things like inline styles or malformed HTML. In some cases, HTML and other DTDs are enforced against the Transform database to ensure that the HTML that will be loaded into the new site is properly structured and will render correctly.

Your existing technology infrastructure can be a major consideration when evaluating new content management systems.

In addition, the structure of the information of the source web site often won't match the same structure in the new site – this is especially the case in redesign projects that include content migration. To accommodate this need, the ETL scripts follow a data mapping process that maps source content into the destination location. This mapping is taken into consideration before it can be loaded into the new CMS. With the Transform steps completed, the next step is to load the content using the Drupal API, where the scripts take the re-formatted HTML code and automatically load it into the CMS in the appropriate location.

While automated methods are incredibly valuable as they are able to quickly complete the physical movement of the content, it often takes multiple runs of the content migration scripts to complete the entire process. One of the main reasons for this is that source content is rarely the same across the site, and oftentimes content that can be easily migrated from one section of the site has different problems when you go to migrate other sections of the site. For example, the first run of the migration scripts may work with a 75% - 80% accuracy state, but inevitably, there will be a number of exception rules that must be included into the core automation scripts. These exceptions essentially address the one-off sections or pages that contain different rules for how they are migrated.

There are benefits to this multiple pass approach, however. Chief among them is the fact that once major exceptions have been identified and mitigated, the same script can be used to perform a master migration that contains the bulk of the content for the site. To avoid lengthy content freezes, the same script can be run again, this time only picking up newly changed or authored content, effectively delivering a delta content migration, reducing downtime and allowing for fast-changing content to be included in the automated approach. This is especially important when considering specialized content, like user-generated or social content that can't have any kind of real downtime.

Template Conversion & How to Maintain SEO

Another question to ask yourself is whether you are doing a full website redesign, or simply changing the technology platform. Ektron has some very particular ways of handling template-level items such as responsive/adaptive using its Page Builder, so in some cases you may find yourself doing a little bit of work from scratch to get the front-end templates just right, especially when converting to a more standard Bootstrap approach.

Having multiple server environments is incredibly beneficial to an organization as it allows you to utilize different locations to do specific things and use them strategically to be most efficient.

How To Maintain SEO

Naming conventions are also important to consider. In the case of a redesign project, SEO-friendly URLs are typically implemented. For existing sites that switch back-end CMS tools, maintaining the existing URL structure is incredibly important. Ensuring that those names have been identified up-front and incorporated into automated migration steps allow for complex URL patterns to be created and implemented as part of the content migration process itself, saving effort and energy.

While we talked at length earlier about how to migrate all of your important content from your Ektron website, make sure that migration includes all of your important search engine optimization content. When you set up your Drupal content types, make sure that any specific content areas you were using for SEO are maintained, paying attention to structured content that may have your header tags (H1, H2, etc.) automatically formatted.

Part 3: Maintaining Functionality & Technical Infrastructure

Existing technology infrastructure is another major consideration to take into account when doing a CMS replatforming. Many organizations currently using Ektron have a Windows infrastructure already. We've seen an Ektron to Drupal conversion work even for these organizations. Many times they adopt a Drupal-centric hosting platform like [Acquia](#) that takes the infrastructure maintenance off of their internal staff, and provides robust uptime and technical support when needed.

One additional consideration to keep in mind is that the fundamental architecture of CMS platforms also needs to be reviewed and architected around. For example, Ektron's CMS is an example of a .NET-based commercial tool that is compiled and includes integrated featuring. Drupal, by contrast, is a LAMP-based open source tool that is not compiled and uses a core+module model for delivering functionality. While most content can be easily translated between the systems, anything that is feature-dependent on Ektron (for example, E-Commerce) needs to be carefully considered. At a

very high level, Drupal will provide functionality through the use of modules. Each module should be carefully reviewed and architected to support automated content migration.

Some modules offer their own API to leverage for this purpose, whereas others do not offer any kind of method for removing programming. It's of critical importance that each module be thoroughly vetted for these kinds of methods and that an experienced Drupal architect should be involved throughout the process to ensure a smooth migration. Finally, some features of Ektron can't be simply replicated within Drupal. In these cases, we have often found that if a contributed module can't be found to provide that function, there are commercial tools that can do the same thing. In other cases, developers and implementers of Drupal can develop their own custom module to provide this kind of functionality.

eSync and the Benefits of 3-Stage Environment

One example of a useful tool for enterprise clients is Ektron's eSync tool, which automates the movement of content and file system assets throughout a hosting infrastructure.

Why multiple environments?

Having multiple server environments is incredibly beneficial to an organization as it allows you to utilize different locations to do specific things and use them strategically to be most efficient:

- **Private: Development**

Used primarily by technical teams to deploy code that is in progress, this environment is rarely used or seen by non-technical teams at an organization

- **Private: Staging**

Used to do 2 primary things:

- o Test code that ranges from feature enhancements to security updates before they are promoted to the production environment
- o Test large content updates in a "safe" environment that is not publicly accessible

- **Public: Production**

As the publicly-facing server environment, this is the one you want to tread mostly lightly with, but content updates are often made on this environment. No code changes are made directly here without testing on the staging environment.

Drupal benefits:

Drupal is not subject to arbitrary licensing costs and a product roadmap determined by shareholders

Why eSync?

The ability to easily move content and code from one environment to another is essential when managing and maintaining a sophisticated enterprise website environment. Ektron's eSync tool made this relatively painless by providing users the ability to push content bidirectionally between different environments to accomplish testing on a staging environment before pushing to production, and/or taking production content and bringing it into the "safe" staging environment to modify it.

When eSync was introduced, it was a pretty innovative feature for its time. It's perfectly reasonable for Ektron users to want to maintain that level of sophistication and ease of use when migrating to Drupal.

Maintaining a 3-Stage Environment with Drupal

While there is nothing stopping any Drupal developer from setting up 3 unique environments for a Drupal site, there is a great way to maintain this setup and the benefits of a feature like eSync.

Acquia's platform is a natural fit to solve the same challenges, and in many ways it offers a vastly superior experience to use. In addition to the ability to push content between development, staging and production environments with a drag-and-drop interface, you can do the same thing with code and databases.

This allows testing and deploys to be done with ease and takes the mystery out of what code is on which environment.

Drupal's ease of integration with other systems and wealth of features and modules provides long-term cost-savings and stability

Drupal's ease of use provides administrators the access they needed to much-used features and content areas

The screenshot displays the 'Environments' management interface. At the top, there's a search bar labeled 'Filter Environments'. Below it, three environment cards are shown: 'Dev', 'Stage', and 'Prod'. Each card contains the following information:

- Dev:** carousel3088jmqbcl.devcloud.acquia-sites.com, master
- Stage:** carousel30jn6vaztfkv.devcloud.acquia-sites.com, tags/WELCOME
- Prod:** carousel306vt8kjp.devcloud.acquia-sites.com, tags/WELCOME

Each environment card has a blue header with a list of components: Code, Databases, and Files. Below this is a section for 'Acquia Insight' with a 'Connect to Insight now' link. At the bottom of each card is a 'Manage' button with a dropdown arrow. A 'Task Log' section at the bottom of the page contains the text: 'Perform an action on this application and its progress can be tracked here.'

Acquia's 3-Stage environment makes things as easy as dragging and dropping from one environment to another.

Using the Acquia Cloud Platform to host a Drupal website, you can maintain your good habits of fully utilizing your development, staging and production environments, and gain the other many benefits of the Acquia platform as well. This is the best solution for enterprise Drupal users on the market who are wishing to maintain the same level of sophistication of much more costly licensed and proprietary content management systems.

Part 4: Case Study

Now we are going to talk through a real-life example of an Ektron to Drupal migration. For this project we did a true migration, no redesign or major changes. One of the goals was in fact to make the site look as close to the current one as possible, with only a few changes.

For the purposes of this example we are going to keep the name and a few details confidential. So let's call this XYZ Company, which is a professional services company. XYZ Company had a website built on the Ektron platform that launched in late 2014/early 2015, before Ektron was acquired.

Even before 2015, the XYZ Company was considering a long-term platform shift from Ektron, but the news that Ektron was being combined with another platform accelerated their decision process. Drupal was ultimately chosen for several reasons:

- As an open source software platform, Drupal is not subject to arbitrary licensing costs and a product roadmap determined by shareholders
- Compared to other open source content platforms, Drupal's ease of integration with other systems and wealth of available features and contributed modules provides long-term cost-savings and stability
- Drupal's ease of use from an administration perspective well exceeded Ektron's abilities to provide administrators the access they needed to much-used features and content areas

Coincidentally, another one of the parent company's brands had made a decision to move from Ektron and had chosen Drupal after much consideration. This presented an opportunity. By migrating to Drupal at the same time as its sister brand, this would create several efficiencies. From a business perspective, it did not make sense to redesign their website since it was not even 2 years old at the time the decision to change platforms was made. Instead, they chose to keep the same website but rebuild it on the Drupal platform.

As a leader in the development of Drupal websites, and given Carousel30's existing familiarity with the Ektron CMS, we were the perfect choice to assist with this replatforming.

Challenge

Our challenge with the XYZ Company website was to maintain the appearance and functionality from this Ektron site, but convert it to the Drupal 8 CMS. In addition, because this site was going to share a Drupal codebase with its parent company (who was getting a new site built from scratch), we needed to build it as a Drupal multisite and make that process as efficient as possible.

Solution

With our challenge set, we set forth and did the following (in addition to many other tasks we follow in our web development process):

- **Analyzed the current page templates and content types in Ektron**
 - o How many unique page templates exist on the site?
 - o What content types need to be created in Drupal and what content fields do they need to contain?
 - o What content types can be shared with XYZ Company's parent company since this will be a Drupal multisite? How can we create the most efficiencies possible across both sites?

- **Analyzed all features and functionality on the site**
 - o Are there Drupalcontributed modules that can replicate the functionality?
 - o What custom functionality needs to be created?

- **Analyzed all content on the site**
 - o How much content can be migrated through an automated process versus a manual one?
 - o How will page-naming structures be maintained where necessary?
 - o How much content on the site is structured vs. unstructured content?

After performing this analysis, we were able to create a map of all templates, features and content on the current Ektron site. Knowing that our goal was to have a site that as closely as possible mirrored the existing site, we knew that we could refer to the current production site to serve in many ways as the standard we were trying to reach.

In order to migrate content, we utilized two of the approaches mentioned earlier: manual content migration and XLIFF migration. Where possible we exported XLIFF files into migration sets for specific content (e.g. press releases, staff bios, etc.) to ease the importing process. In other cases, we manually migrated content when it required manual formatting.

Results

With a new Drupal multisite in hand, XYZ Company is now able to benefit from having a world-class CMS powering their website. Free from the restrictions of their licensed Ektron platform, they can now benefit from the open source community powering Drupal and benefit from the ease of use the administration interface allows.

In many cases, Drupal has allowed XYZ Company to more easily maintain and edit content across all areas of their site. Certain tasks which previously required a developer to modify code or work with Ektron's configuration settings are now easily editable within the Drupal administration interface. This saves both time and money for the organization and allows edits to be made more quickly.

Additionally, by integrating XYZ Company's site with its parent company's as a Drupal multisite, there are even more efficiencies created when adding new features, updating Drupal core and modules, and in planning new features and integrations as needs arise. XYZ Company now has a platform that will support it now and into the future.

Conclusion

In this eBook we've explored several topics related to a conversion from Ektron to Drupal:

- The business case for Drupal
- How to best migrate content and convert from Ektron
- How to maintain your server environments while switching to Drupal

By looking at these, in addition to the case study example shared, I hope you have a better understanding of some of the factors to consider, the processes that will need to take place, as well as some of the benefits you can enjoy with a switch from the Ektron CMS to Drupal.

While there are many potential platforms to consider, the case for Drupal is a strong one for organizations of all types and sizes, and it allows organizations that need enterprise-level features to benefit from an open source platform. Many organizations have already taken the step to migrate off of the Ektron platform and onto Drupal, and I hope this ebook has helped with your decision process as well.

About Greg Kihlström

Greg is the Founder and CEO of Carousel30 and has worked with top brands on a number of campaigns, including AOL, AARP, Ben & Jerry's, Geico Direct, MTV, Starbucks, The Nature Conservancy, Toyota, TV One and Washington Wizards. He has received numerous awards and honors from the Webby Awards, ADDYs, American Marketing Association, iMedia's Digital Agency Awards, Summit Creative Awards, and others. He has been featured in and interviewed by several prominent news outlets and publications such as Advertising Age, The Kojo Nnamdi Show, SmartCEO, Website Magazine, Web Designer Magazine, Bisnow, The Washington Times and The Washington Post.

Greg has participated as a judge in renowned design competitions around the country. He frequently speaks at industry events on a global basis and has served as keynote speaker, presenter and participant in panel discussions at such events as Internet Week New York, Internet Summit, SMX Social Media, Mid-Atlantic Marketing Summit, Digital Capital Week, EventTech and DMAW's Digital Day. His first book "The Agile Web," discusses the application of agile marketing approaches to websites. He has written several white papers on industry topics and has written articles for Target Market Magazine, Website Magazine, Capitol Communicator, and is a regular contributing writer to Washington Business Journal, Search Engine Watch, iMedia Connection, and Social Media Today.

He is on the Advisory Board of Directors at Virginia Tech Pamplin College of Business' Marketing Industry Mentoring Board, and is Past President of the Board of Directors of AAF DC — the Washington D.C. chapter of the American Advertising Federation. Greg also served on the National Board of Directors of the American Advertising Federation, and has served on the Board of Trustees of the Trust for the George Washington Memorial Parkway, The Trust for the National Mall's Communications Advisory Committee and the board of AIGA DC, the Washington, D.C. chapter of the world's premier design association. He is also an active member in the American Marketing Association, and the International Academy of Visual Arts.

In addition, Greg frequently helps young professionals in the advertising industry with career development, by serving as a mentor to young advertising and marketing professionals through the DC Ad Club's Career Catalyst program, speaking

to college students at events such as the American Advertising Federation Student Conference, and speaking to classes at colleges and universities such as Georgetown University, American University, Virginia Tech and Westwood College.

Twitter: <http://www.twitter.com/gregkihlstrom>

LinkedIn: <http://www.linkedin.com/in/gregkihlstrom>

About Carousel30

Carousel30 is an award-winning digital marketing and technology agency based in the Washington, DC area. Working with national brands on marketing and advertising campaigns, websites and other interactive experiences, the agency works with top organizations across many industries, including membership associations, nonprofits, financial services, and education. Founded in 2003, Carousel30 continues to be a leading innovator in the digital marketing and technology fields. The company is led by Founder and CEO Greg Kihlström.

In addition to the industry verticals mentioned above, Carousel30 has worked with several location-based clients and organizations to enhance the user experience through digital media. Some of these organizations include the Trust for the National Mall in Washington, DC; Allegheny County, Pennsylvania; Union Station in Washington, DC; the City of Alexandria, VA; the Golden Triangle neighborhood in Washington, DC; and the Trust for the George Washington Memorial Parkway. Through Carousel30's experience with these locations and clients, the agency has built a unique practice area that connects people to places in new and innovative ways.

Honored by awards such as the Webbys, ADDYs, iMedia Agency Awards and others, Carousel30's work continues to break new ground in the digital marketing field. Carousel30 has also been featured in Advertising Age, Capitol Communicator, Web Designer Magazine, Washington Business Journal, The Washington Post, and Website Magazine.

Driven by a set of core values, the agency has been honored by SmartCEO in its Corporate Culture Awards as a great place to work with a strong, collaborative team. Its work spans all mediums and marketing channels and has served clients such as AARP, AOL, Ben & Jerry's, National Guard, Starbucks, The Nature Conservancy, Toyota, and the United Nations.

More information is available here:

Website: <http://www.carousel30.com>

Twitter: <http://www.twitter.com/carousel30>

Facebook: <http://www.facebook.com/carousel30>

About Acquia

Acquia is the leading provider of cloud-based, digital experience management solutions. Forward-thinking organizations rely on Acquia to transform the way they can engage with customers -- in a personal and contextual way, across every device and channel.

Acquia provides the agility organizations need to embrace new digital business models and speed innovation and time to market. With Acquia, thousands of customers globally, including the BBC, Nasdaq, Stanford University, and the Australian Government are delivering digital experiences with transformational business impact.

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