



Setting the Record Straight on Drupal Myths

What's Real, What's Not, and How Acquia Has
Redefined Drupal for the Enterprise



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The Power of Continuous Evolution



Drupal began as a small message board created by Dries Buytaert in his college dormitory 22 years ago. From there, the project took off, growing into an enterprise-grade content management framework that is used by more than a million websites across the world.

Why do one in 10 enterprise sites run on Drupal today? Many reasons. The Drupal platform is open source, more flexible, highly secure, more innovative — and doesn't lock users in like other vendor solutions do.

But this growth has not always been easy. Along the way, certain myths became associated with Drupal.

According to these myths, Drupal is:

- ◆ **A complex IT tool**
- ◆ **Difficult to use and requires specialized resources to maintain**
- ◆ **Difficult to scale**
- ◆ **Not secure**
- ◆ **A traditional CMS only**
- ◆ **Not for marketers**

In this e-book we will examine these myths and their origins.

Where there is a kernel of truth, we'll acknowledge it. Where there are misperceptions or new information to consider, we'll clarify them.

We will also highlight how Acquia tools, for both developers and marketers, help address many issues at the core of these myths. By the end of this e-book, you'll have a better appreciation for Drupal — and why organizations like Nestlé, AB InBev, UNICEF, and the United Nations Development Programme select Drupal and Acquia to power their digital experience platform (DXP).





Myth #1: Drupal Is Hard to Use



This myth may be framed a couple of different ways depending on who it's coming from. If they are a developer or IT admin, you might hear something like, "Drupal provides a poor developer experience." If it is someone in marketing who is charged with creating or updating digital content, the myth may persist as, "Drupal offers a poor user experience." We will address both of these myths in turn.

“Drupal Is Complicated”

Due to its alleged complexity, Drupal is often considered “an IT tool.” Ironically, this supposed complexity can also influence IT professionals who have to work with it. They may wonder which module they should use, if it is secure, and if it can be maintained. But where did this complexity myth originate, and is there any truth to it?



From a developer perspective, there tends to be three reasons this myth persists:



Some people think that Drupal has a large codebase, and that may be intimidating to developers.

A developer may not understand why the codebase is so massive, how different elements of it work together, or all the features and abilities that it provides. The fact of the matter is, Drupal 10 follows modern, object-oriented patterns, has superb comments and documentation, and is easy to understand and extend.

It's also worth noting that Drupal is built on Symfony (and other open source projects).

The inclusion of Symfony's libraries for core and contributions does add to the size of the codebase. However, this is not an issue because the system only loads the code it needs, when it needs it. This allows a high degree of functionality and performance. It also means the system is optimized to let developers easily apply additional customizations with less code. Consistent programming APIs are provided, so developers can switch between different parts of the system quickly and easily.



Some worry that Drupal uses more memory than other frameworks.

If you are used to working with a different framework, this can feel like a real drawback; out-of-memory errors are one of the hardest-to-fix problems developers can run into — especially with applications that process large amounts of data. However, this usually ignores the lazy loading design pattern and the opcode caching built into modern PHP. This leads us to the next part of this myth.

php

Developers may have an outdated understanding of PHP, which is the language Drupal is written in.

Some see PHP as insecure and many more have never worked with it. For the record, modern PHP is an object-oriented programming language, so, if you have used any other such languages, it can be relatively easy to pick up.

While these concerns may seem reasonable at first, they signal that the developer may not be up to date on the recent versions of Drupal. In fact, major reasons that IT teams love Drupal 10 include its ease of use, full breadth of capabilities, and the overall developer experience.

“Drupal offers a subpar UX for non-technical users”

As challenging as technical users may find Drupal initially, competitors have frequently claimed that non-technical users

will find it even more challenging. The kernel of truth in this is that for marketers and other content creators, Drupal has not always offered the best user experience.

But, Drupal 10’s Claro admin experience is a big improvement from previous versions, and the

additional Gin admin theme is even better. The fact is, Acquia has introduced a number of tools over the years to improve the user experience for everyone.



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Drupal is an incredibly powerful and flexible system that enables content managers to create engaging and meaningful digital experiences with virtually limitless customizability. As Drupal is customized, care must be taken to ensure that the platform has a user-friendly and intuitive content management experience. After all, content managers are users too.”

bounteous

Scott Weston, Senior Director, Drupal Engineering at Bounteous

Myth #1 Busted Drupal Is Not Hard To Use

The notion that Drupal is not user-friendly for developers, IT, or non-technical users is out of date and inaccurate. This notion fails to take into account the evolution of Drupal over the years and its similarities to other common frameworks. It also overlooks the power and support of the Drupal community, which has put Drupal on par with other enterprise CMS platforms.

Every new version of Drupal up to Drupal 10 saw major changes to the codebase. Drupal 8 was a complete rewrite into object-oriented code that leveraged other popular open source projects. This myth that Drupal

was hard to use was actually one of the reasons the Drupal 8 rewrite took place. It's also why Drupal 9 and 10 didn't involve a rewrite at all.

To enhance your Drupal-related initiatives, Acquia has developed powerful, complementary, and intuitive solutions that help address these issues, and are easy for anyone to use, regardless of their level of technical expertise. Acquia Site Studio, for example, with its revolutionary low-code, visual method of site building, has taken Drupal to a level beyond that of any other enterprise CMS platform, making the platform remarkably easy to use for everyone in the organization.

Acquia has also created other tools, including Acquia Personalization and Acquia Site Factory, that allow for drag-and-drop web personalization, reusable assets and templates that can be applied to hundreds or even thousands of sites, and guardrails to ensure brand compliance across all digital properties. Thanks to these tools, developers, designers, marketers, content writers, and all other stakeholders in the organization can play an active role in getting content live, and personalizing it the way they want to.



Myth #2: Drupal Is Expensive to Maintain



The myth that Drupal is expensive to maintain is related to the supposed complexity we mentioned above. Many believe that if you are going to build, update, or simply manage your digital presence on Drupal, then you need to hire specialized Drupal developers focused on maintaining modules and manually updating your digital properties. Among their other duties, these developers would

also have to oversee the time-consuming migration from one version of Drupal to the next. Indeed, prior to the introduction of Drupal 8, it was true that migrations essentially required a site rebuild on the new version.

Myth #2 Busted Drupal Is Not Expensive

Luckily, just like the ease-of-use myth, the expensive maintenance

myth is also outdated and inaccurate. In fact, the truth is just the opposite.

First, organizations can take advantage of managed cloud hosting through Acquia, which includes aggressive SLAs, Drupal core updates, and a wide variety of support services.

Additionally, Acquia has created a range of tools to streamline

and simplify the development process. These include Acquia CMS Starter Kits for rapid site development, Acquia Code Studio for full stack Drupal development, Acquia Site Factory for multisite management, and Acquia Edge for improving site performance and security.



Bayer Consumer Health realized \$15 million in savings in IT and third-party costs over three years and reduced time to market by 40% by replatforming 437 sites onto Drupal with Acquia solutions.

**THIRD AND
GROVE**

“

Drupal is a strong anchor for a composable DXP strategy, allowing businesses to cherry-pick the technology they need and save on maintenance costs with reusable components. Plus, Drupal’s multisite capabilities simplify maintenance and content editing across complex sites, lowering expenses.”

Justin Emond, CEO and Founder, Third and Grove

Drive Growth While Reducing Costs

What’s more, by making it easy for non-technical users to work with site content, Acquia Site Studio frees up developer time so they don’t have to get involved in relatively simple tasks like page updates and posting content.

Ultimately, Acquia gives you the best of both worlds: The flexibility and innovation that the Drupal

community modules provide and Acquia’s own enterprise tools that make it simple to work with Drupal.

This approach results in greatly improved time to market, significantly reduced total cost of ownership (TCO), and more developer time that can be spent on high-value activities that drive revenue growth and reduce operational costs.



Migration Expenses Eliminated

As for the expense associated with migrations, the rollout of Drupal 8 eliminated this challenge by [introducing a continuous upgrade path](#). Now, updating from one major version

to the next is as easy as moving between minor versions, like Drupal 9.4 to Drupal 9.5. For instance, Drupal 10 included all the functionality from the last minor release of Drupal 9, but is cleaner and with deprecated code removed.

Both the evolution of Drupal itself and the tools and services that Acquia has created to support Drupal deployments have addressed the resource issues that could make building, maintaining, and migrating Drupal sites expensive. By empowering

non-technical users, from designers to content authors, Acquia has drastically reduced the amount of time and resources that maintaining and updating Drupal-based sites require.



By consolidating a dozen legacy websites onto one enterprise platform on Drupal and Acquia solutions, nVent saved \$1 million a year in WebSphere and Adobe licensing fees.



Myth #3: Drupal Is Not Scalable or Secure





The next myth we should examine involves Drupal's scalability and security. The fact that enterprises from Bayer to Paramount – not to mention government sites in 150 countries – rely on Drupal, serves as evidence that these myths are unfounded. Unfortunately, they have persisted.

Scalability

As mentioned, Drupal originated as a developer tool used to create a message board. An avid community of contributors led to its ongoing evolution over the last couple of decades. Because Drupal was not built by a team of engineers with a defined

roadmap, some people jump to the conclusion that it is not an enterprise tool. They may rationalize that if it is not an enterprise tool, then it can't be highly scalable.

As we will see, this is not based on reality.

Security

So many highly visible brands, as well as state and federal governments, rely on Drupal for their digital presence. Based on that alone, it's self-evident that

the myth of Drupal security issues is overblown.

So where did these security concerns originate? Generally, questions around security with

Drupal are associated with Drupal 4 and 5, the latter of which was released over 15 years ago. These concerns are also associated with Drupal's reliance on PHP, and even fears about open source software in

general. Open source software can induce some anxiety simply because of the word "open." The term can be misinterpreted as "exposed" or not protected — but nothing could be further from the truth.

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All websites face risk; maintaining day-to-day security is a critical responsibility. Drupal's security advisory process empowers web teams to understand and address risks as they happen, by providing timely notifications and clear and consistent criteria to evaluate impact. This is particularly helpful for architecting complex websites and integrating, monitoring, and assessing risk of third-party modules. Drupal's support for robust DevOps practices and platforms enables the quick and accurate deployment of updates and issue resolution.”

Aaron Clemmer, Acquia/Drupal Solution Architect, [Whereoware](#)



Myth #3: Busted Drupal Is Highly Scalable and Secure

There are two key questions to ask when determining whether or not a web platform is sufficiently scalable:

- ◆ **Can your website's capacity scale up to handle rapid increases in traffic?**
- ◆ **Can your platform handle a proliferation of additional sites?**

To answer the first question, consider this: Global medical technology innovator, Hologic, used Acquia Site Studio and Drupal to build a scalable campaign site designed to handle

large traffic loads in a very short timeframe before the Super Bowl.

In just the month after the debut of their planned “All-Woman” campaign spots, there were 260,000 visits to Hologic.com and screeningsforher.com. Plus, the brand garnered over a million impressions and tracked high engagement across all social content.

To answer the second question, consider how confectionary brand Mars implemented a unified strategy across all their different brand websites.

By first creating a “starter kit” featuring shared core functionality, a flexible and configurable front end, display components, and a library of

pre-built integrations, internal development teams and third-party agencies were able to easily launch, manage, and enhance Mars sites built on Drupal. From there, Mars scaled the starter kit platform to build, deploy, and operate their CPG brands’ digital properties.

By using Drupal and solutions like Acquia Site Factory, Mars was able to reduce costs, duplicate efforts, and development time. Over the span of just 10 months, Mars’ digital partner was able to launch more than 55 brand sites — and now they are able to launch full-fledged brand sites with key capabilities within three to four days.





Many of the tools that Acquia has created, particularly Code Studio, Site Factory, and Acquia CMS, support scalability on the site development side. This enables multisite enterprises to build new sites in weeks, not months. With Site Studio supplementing efforts like these, non-technical team members can spin up new websites at scale that are 100% brand-compliant, without reliance on development resources. This new way of building sites with Drupal was never possible before.

When it comes to security, it's a bit of an understatement to say that subsequent releases of Drupal have improved security. Today, Drupal is considered the most secure CMS available.

To illustrate this point, it's worth noting that IRS.gov, the official website of the United States' Internal Revenue Service, uses Drupal. It's hard to imagine a better testament to Drupal security – or open source security in general – than the fact that an agency dealing with so much sensitive, personal data selected Drupal as its digital platform.

On top of that, Acquia offers an array of security features including layered firewalls, multi-factor authentication, vulnerability management, event monitoring, and permissions management. Acquia also offers a range of services related to site backups and disaster recovery.

What's more, Acquia maintains a comprehensive compliance portfolio, which includes a variety of industry-specific audits and certifications performed by independent third parties, including SOC 1, SOC 2, PCI, FERPA, ISO 27001, HIPAA and FedRAMP accreditation.

Acquia achieves robust security through innovation.

Recent innovations include our Edge products as well as Shield, an isolated section of Acquia's cloud. Finally, to ensure users always have the support they need, Acquia's world-class security team is available to respond to critical issues 24/7.

Myth #4: Drupal Is Only for Content Management





As we've pointed out, enterprises around the world already rely on Drupal, including the many who have chosen Acquia DXP. So, where does the idea that Drupal cannot support an enterprise-ready DXP come from?

Sometimes this perception is industry-related. But often it is more a case of proprietary vendors trying to differentiate themselves from Drupal on its own. In other words, they might not want to acknowledge the value of Acquia and Drupal combined. In healthcare, for example, most electronic health record (EHR) systems are based on .NET. An open source solution here would involve replacing decades of legacy technology, and IT teams might mistakenly

believe that Drupal can't integrate with their existing systems.

Decision-makers in industries like finance may also be reluctant to choose an open source solution. They tend to be less agile technologically, which might discourage them from moving forward with new solutions until they see a number of their peers doing the same.

On the e-commerce front, there has been a common misperception that Drupal is not a good match for direct-to-consumer brands. This misperception might persist because, for many legacy e-commerce platforms, it was common that the CMS and platform itself were unified.

Finally, from an enterprise marketing perspective, Drupal has had to compete with some very high-profile platforms featuring a full suite of marketing

tools. The downside to these solutions, aside from their high sticker price, is that if one of the tools in the suite is not best of breed, or if a brand has a niche

requirement, integrating new tools means incurring additional costs. Unfortunately, many proprietary vendors intentionally make it difficult to integrate tools

outside of their own martech stack, and many organizations assume that “best of breed” is not achievable.

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Yes, Drupal is a powerful, flexible CMS because we use it to publish content on our websites. But Drupal is much more than just a content publication tool. We call it a ‘platform’ because it can also integrate with other technologies you’re using. It’s a highly customizable platform for building out apps or multiple sites. Besides all this tech talk, using Drupal also unlocks access to a global community of designers, developers, managers, and users working together to make it ever-better. Open source means an open community!”

Leanna Parekh, Content Strategist at [Evolving Web](#)



Myth #4 Busted Drupal Facilitates Access to Compelling DXP Capabilities

When you kick off a project with Drupal, you have so much choice and flexibility from the start. First of all, installing and running Drupal is [completely free](#). It's also open and composable, with 50,000+ [modules](#) available to extend its functionality. That means you can certainly build a DXP that is customized to your needs.

For example, healthcare organizations that run .NET-based EHR systems can still very easily use Drupal because it seamlessly integrates with these systems. Going even further, the hybrid nature of

Drupal components frees IT professionals from the limitations set by proprietary vendors, giving healthcare IT departments more choice and flexibility. Likewise, direct-to-consumer brands can set up and manage their own online stores by integrating [Drupal Commerce](#) for free.

When you add Acquia solutions to the equation, you can achieve even more.

Acquia DXP is more than enterprise-ready; its composability gives you almost limitless flexibility. It features personalization tools, a customer data platform (CDP), and capabilities for campaign and

digital asset management that are designed to operate with Drupal. The fact is, Acquia's API-first approach allows you to pick and choose the tools that work best for your organization.

The breadth of capabilities Acquia DXP offers has led to recognition from many industry analysts. In fact, for the last four years running, Acquia has been named as a [Leader in the Gartner Magic Quadrant for Digital Experience Platforms](#). Acquia DXP is demonstrably scalable, the most secure on the market, and empowers marketers with far more flexibility, agility, and simplicity than other enterprise tools.



Let's take a closer look at why Acquia DXP has earned so much praise. Markets, technology, and the way companies relate to customers are constantly in flux. From the perspective of an industry analyst – or a business

decision-maker – any platform or solution they are evaluating must help them stay agile and adapt quickly to all that change.

That adaptability and composability are core strengths

of both Drupal and Acquia DXP. The combination delivers maximum flexibility for marketers, web developers, and IT professionals. You can easily add, remove, or change the pieces of your architecture as your needs

evolve. In a fast-changing world where the quality of the customer experience (CX) you deliver is a competitive advantage, this kind of radical innovation can help you lead and succeed.



Myth #5: Drupal Is a Traditional-Only CMS





As the recent trend toward headless content management systems and decoupled applications has spread, some competitors have tried to reinforce a perception that Drupal is a traditional-only CMS that can't facilitate headless implementations. Some may even have suggested that Drupal is a "legacy solution" or "antiquated."

The roots of this myth may grow from the fact that for most of the 21st century, most websites have been built with a "traditional" unified architecture. In this model, a CMS manages both the front end and the back end of a web application, giving users a great deal of power right out of the box.

The drawback, perhaps, is that it's not quite as easy to deliver and display content to apps, smart TVs,

or other screens where it can be useful. For example, with a headless CMS, users can create content through an editor and store it in a standalone database fronted by APIs. That content can then be retrieved by an entirely separate front-end rendering layer via those APIs. Meanwhile, a hybrid CMS combines aspects of both traditional and headless. Users can create content through an editor and store it in a database. Then, the content can be served through the existing front-end rendering layer — or retrieved by an entirely separate front-end rendering layer via APIs.

In any case, because it's been around so long, some people may simply assume that Drupal's architecture must be traditional compared to some headless-only tools that have appeared recently.



Myth #5 Busted Drupal Serves as a Compelling Headless and Hybrid CMS Option.

From its inception, the fact that Drupal was based on structured data with flexible input and presentation has been a real strong

point. So, for those who think that a traditional architecture is all they might ever need, Drupal has always offered a lot of power. But, when demand for headless and hybrid CMSs increased, the architecture allowed Drupal developers to quickly adapt its codebase to fully address those needs.

Drupal's hybrid CMS allows marketers and other non-technical users to create digital experiences without relying as heavily on developers or other specialists. Certainly, developers will need to tackle some challenges related to where specific bits of content will be

delivered outside of a traditional website. But once that is achieved, they can spend more time on their priorities rather than supporting marketers on ad hoc tasks.

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Drupal offers a robust and adaptable front-end theming solution that dictates what people see when they visit a 'Drupal website,' so it's typically not considered headless. Why create a bespoke front-end solution when Drupal already provides one out of the box? Since Drupal 8, Drupal core has leveraged APIs to access content created via its content creation UI to display within its theme. It's already headless; it's just using its own head. Replacing that Drupal theme with a bespoke ReactJS or comparable solution is a practical and supported option in modern Drupal.”

Duncan Worrell, Senior Technical Lead, [Cyber-Duck](#)





So, the foundation that Drupal has carefully built over two decades is a clear strength; Drupal is perhaps the most powerful, flexible, and secure CMS. What's more, it's available as a traditional, headless, or hybrid platform.

Basically, Drupal can support the whole organization. You'll be better positioned to serve up content through mobile apps, digital signage, chatbots, and IoT devices — and it gives you limitless possibilities when it comes to creating personalized experiences.

Once again, when you pair Acquia solutions with Drupal, you have an even more powerful headless and hybrid CMS toolbox. For example, the Acquia CMS Headless Starter Kit — with best-in-class Drupal modules from the community — enables you to kick off your

headless project quickly and then accelerate your time to market. Industry analysts seem impressed with strengths like these, as Acquia was recently named as a leader in the [2023 IDC MarketScape for Hybrid Headless CMS](#).

Myth #6: Drupal Is Not For Marketers



This is another angle on the “Drupal is hard to use” myth we covered earlier, but it’s worth taking a closer look at because marketers are a very important user audience for Drupal.

Since earlier versions were not quite as easy to use as modern Drupal, marketers may have had to rely more on their developer and IT teams to help them accomplish what they wanted. In a highly competitive climate, marketers typically don’t want to feel constrained from applying adjustments to their content or campaigns as they are needed.

Myth #6 Busted Drupal Gives Marketers Great Control and Flexibility.

The reality is that Drupal has become dramatically easier to use. In fact, there’s really no reason to shy away from shouting that loudly and clearly. Drupal is now a marketer-friendly end-to-end CMS – and the latest release, Drupal 10, has received rave reviews from new and veteran users alike.

As an open framework, marketers are more free to integrate their preferred marketing tools with Drupal without fear of being locked in.



Drupal plays nice with your organization's existing email, analytics, and marketing automation solutions — as well as other components of your tech stack. So alongside Drupal, you can continue to use the familiar marketing tools that your team relies on. Among the 50,000+ integrations cited earlier, you can choose modules that enable:

- ◆ **Form creation**
- ◆ **Personalization**
- ◆ **Customer relationship management (CRM)**
- ◆ **Commerce**

- ◆ **Digital asset management (DAM)**

- ◆ **Marketing automation**

- ◆ **Cookie management/GDPR compliance**

- ◆ **Social media marketing**

- ◆ **Analytics**

Powerful solutions from Acquia – including Acquia CDP, Campaign Studio, and Personalization – also integrate seamlessly with the platform.

Consider the contrast between having Drupal's flexibility versus not. By taking a proprietary approach, perhaps four out of 10 available tools may be truly useful, while the remaining tools are either sub-optimal or irrelevant to the business. Meanwhile, you still have to pay for all of them. With Drupal, you can pick and choose the marketing tools that meet your organization's unique needs.



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Drupal sometimes has a bad rep with marketers, and not without good reason. There are some really poorly built sites out there. But with the right approach, you can build a Drupal DXP with not only content management in mind – but content managers, too.”

“It depends on who builds it. Seriously. Developers can build Drupal sites for developers, or they can build Drupal-powered enterprise marketing platforms designed with marketing professionals in mind. The technology is there. It just needs to be applied with a B2B, customer-centric approach.”

Judd Mercer, VP of Creative Strategy, [Elevated Third](#)



Creating content is now fast and easy. Drupal offers an accessible, user-friendly interface that allows marketers to create and publish digital experiences quickly without complex back-end coding. In fact, no-code and low-code content creation options mean that marketers don't have to rely on developers or be held back by time-consuming content production processes. For example, Layout Builder lets marketers and content editors build and modify pages on the front end via drag-and-drop functionality — no coding required.





Drupal also facilitates content components to streamline and expedite content creation. Once developers build the components that support your organization's content needs, they are reusable and can be repurposed by marketers and content managers.

While marketers are constantly under pressure to create more content, they also must ensure that it's actually seen by the right people. Drupal addresses the importance of optimizing for search and regularly refines its SEO and metadata features to ensure your content ranks highly with search engines.

Though perhaps not as important as all the above, the admin theme and default front-end theme have evolved in the latest version of Drupal as well.

First introduced in Drupal 8, Claro is a responsive, accessible, and user-friendly back-end administration theme that provides a clever interface for all Drupal users to navigate.



The Power of Continuous Evolution

Drupal has come a long way since its humble beginnings. Drupal 8 was designed from the ground up to be scalable, secure, modern, and enterprise-grade. Recently released Drupal 10 is one more step in this evolution, ensuring that Drupal continues to keep pace with the demands of the changing marketing landscape.

Today, Drupal is a mature technology supported by a community of over 10,000 contributors and designers from various contributing organizations. Like many open source technologies, large enterprises were initially slow to adopt it. This was due to general fears about

open source and some common myths about Drupal that, as we have shown here, do not hold up to close scrutiny.

The fact of the matter is that thousands of companies, from global leaders to the mid-market have chosen Drupal because it consistently and securely meets their needs. Acquia has also earned [praise from industry analysts](#) for its ability to deliver what customers might need three to five years down the road.

The perception that Drupal was not easy to work with led to concerns about its costs and

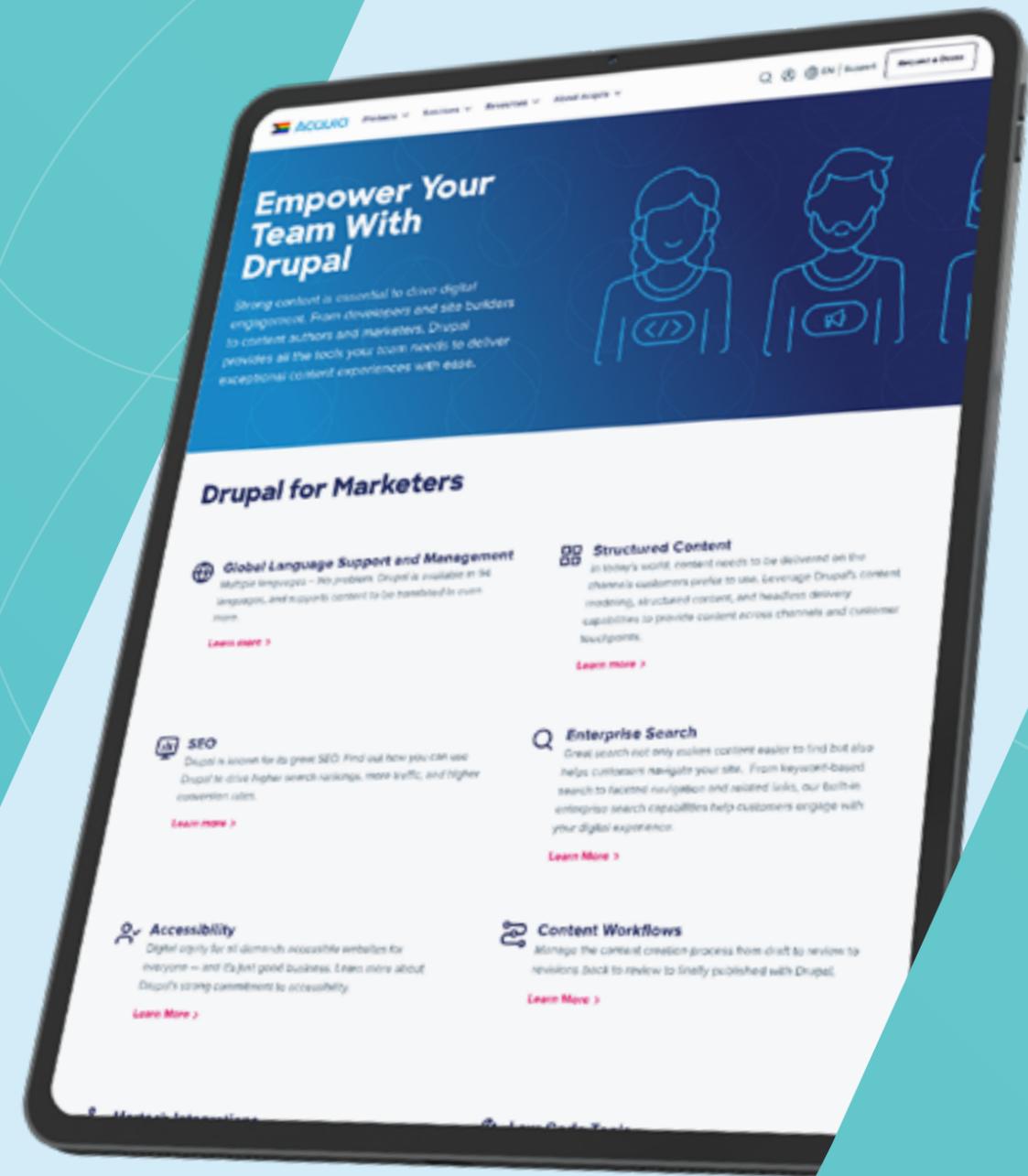
whether or not it was fit for the enterprise. Acquia has eliminated these concerns by developing tools that address Drupal's usability and bring demonstrable savings and ROI, and by facilitating Drupal's deployment in enterprise-level organizations.

Acquia offers an affordable, best-in-class solution that provides the flexibility and reliability enterprises need. With its combination of openness, scalability, and security, Acquia DXP stands above and beyond any other enterprise CMS on the market.

Want to give your team all the tools they need to deliver exceptional content and experiences with ease? Empower your team with Drupal.

[Learn More](#)

For future reading, we also recommend our [Ultimate Guide to Drupal 10](#).



Acquia

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About Acquia

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter.

With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers, and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions, and help businesses stand out.

