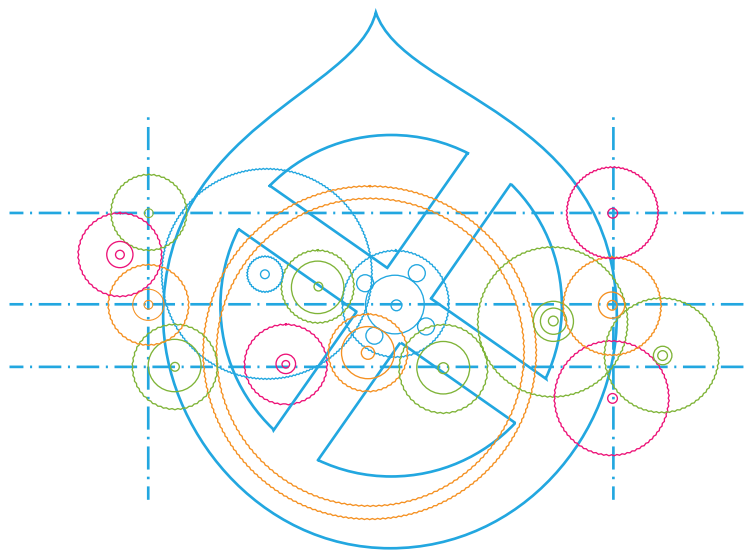


Assembling a Next Generation Enterprise Web Infrastructure with Drupal and Acquia

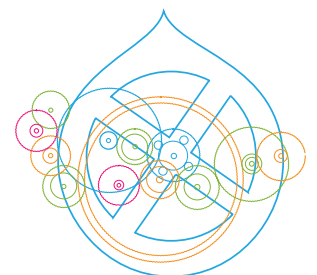


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FOR THE SITE ARCHITECT

TABLE OF CONTENTS

Executive Summary	3
It's Currently a Mess	4
But Wait, It Gets Worse	5
One Drupal to Rule Them All	6
Rapidly Model Architecture	7
Deliver the Drupal Platform as a Cloud Service	7
Enable Rapid Microsite Development	8
Host Your Own Sites, if You Prefer	8
No Lock-in with Open SaaS	8
Conclusion	9



Executive Summary

In the past decade, the web has changed completely. What was once merely a content distribution channel is now all about social content—rich, interactive blends of media types shared by diverse groups of individuals and delivered to a variety of devices.

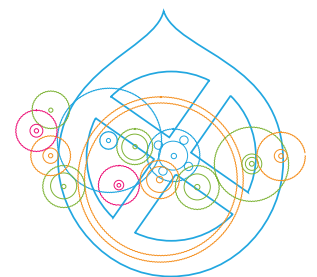
This sweeping change brought a new set of challenges. Many organizations' websites now have blogging functionality, internal collaboration sites, customer support via technical forums, commerce functionality, and support for various devices, such as iPad and Android.

But supporting technologies have become increasingly complex and difficult to manage. The total cost of ownership remains high, despite the success of open source software. Technologists and business leaders require a simpler, more elegant solution that still meets the enterprise standards for performance, availability, reliability, and scalability (PARS).

Further, organizations have more websites than they did ten years ago. Some organizations have hundreds, or even thousands of sites. They differ in scale, functionality, complexity, and longevity. As a result, the level of investment and the time-to-market requirements vary greatly.

This white paper shows how Drupal, together with services from Acquia, delivers the solution that both simplifies management of multiple sites and lowers their total cost of ownership. Drupal is one of the world's largest and most successful open source software projects. It powers more than a million websites, and the community on Drupal.org has over one million members. The core Drupal software includes robust content management features: integrated social-publishing capabilities and management for multiple website environments, such as multilingual sites, microsites, and intranets.

Acquia is a commercial open source software company focused exclusively on the Drupal platform. Founded by the Drupal's creator, Acquia provides Drupal expertise, answers, and tools to help organizations adopt and standardize on Drupal, with website management tools to build, manage, and extend Drupal websites.

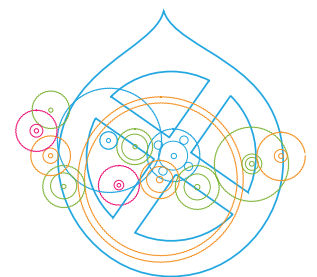


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It's Currently a Mess

For most organizations, one tool cannot get the job done, so they keep multiple tools in their toolbox—whether they intend to or not. Unfortunately this is a common scenario in many enterprises, and the results are always startling.

We see many organizations that run on Vignette for content management and collaboration, but they add WordPress to power their blog, and use SharePoint for their intranet. Managing integration and multiple (proprietary) solutions is not only costly but it acts as a roadblock to innovation and slows time to market when changes are needed.



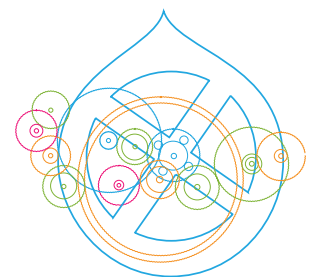
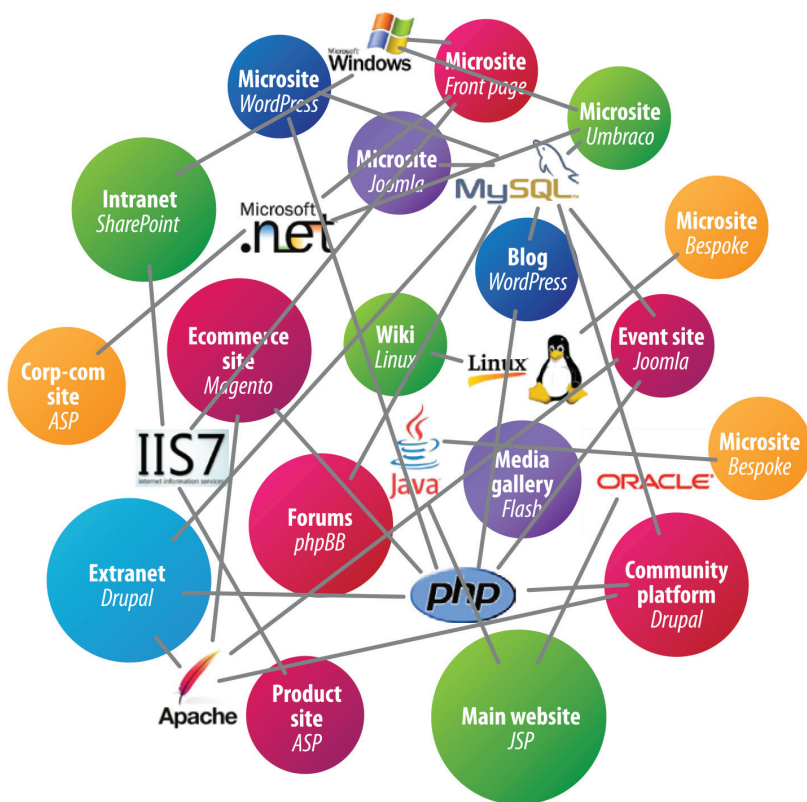
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But Wait, It Gets Worse

Traditionally, as a website or project goes through its lifecycle from idea to finished product, a lot of key stakeholders and touch points are involved. During the site's digital lifecycle, marketing and sales usually kick off the project, moving it from idea to development to stage and then to production. By the time it reaches IT, a lot of information has fallen through the cracks.

Once the sites and web applications are released, how do you manage them? Who owns them? How are they audited for security?

With Drupal and Acquia, that Digital Lifecycle Management process is easily defined and enables better communication between departments.



One Drupal to Rule Them All

As the site architect, you need to enable your team to quickly understand a codebase for many sites. Understanding the capabilities of Drupal will empower your team to solve real problems at a faster pace.

Your team wants something more than a content management system. They need a single platform that meets their needs. They need Drupal.

And more simply, they need a solution that will allow them to:

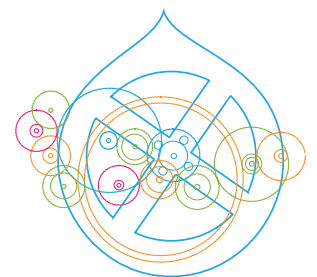
- Standardize deployment and maintenance
- Learn and use one tool to build any application
- Leverage code and configuration across implementations

Unlike the tangle of middleware stacks and web applications that many organizations are dealing with today, Drupal has the breadth of capability needed to assemble almost any kind of website quickly. Drupal is infinitely extensible—developers can add their own custom functionality to Drupal easily or modify the behavior of the product's core.

Drupal is both easy enough to develop and deploy small sites quickly, yet powerful enough for the world's largest and busiest websites.

The Drupal community continues to improve performance and expand the functionality of the Drupal platform. In early 2011, Drupal 7 was released—the result of efforts from nearly 1,000 developer contributors, and testing from the community at large, which at the time of this writing is over 1,000,000 strong.

Today, Drupal powers about 1.5 percent of the web. We see Drupal driving 5 percent or more of the web as the platform and the pace of innovation continue to power up. We believe Acquia will play a key role on this exciting journey.



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Rapidly Model Architecture

Drupal has an open, modular architecture and proven ability to scale and perform under high traffic volume, with the depth and breadth of functionality to support thousands of different use cases.

Through Drupal's vast library of contributed modules and powerful APIs, you no longer have to rewrite or build functionality from the ground up. Each web experience can be assembled.

With entities and fields, you don't have to worry about the process, sanitation, or display. You can easily go to drupal.org and download a new widget to assemble new functionality. You can go from UI/UX to finished result as quickly as possible and with a reusable process and product—thanks to the ability to assemble personalized web experiences with Drupal.

Further, you can jump start your development with special-purpose distributions to meet specific web application requirements created by Acquia and other active and dedicated Drupal entrepreneurs. For example, Drupal Commons is a freely available distribution for social business applications and collaborative communities. Acquia Drupal supplements core Drupal with over 20 key contributed modules to support administration functions, image management, spam filtering, and core social publishing capabilities, such as comment notification, tagging, and voting (to name a few).

Deliver the Drupal Platform as a Cloud Service

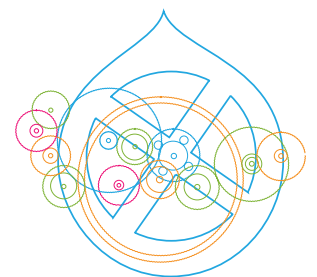
For large websites that require custom code, high availability, on-demand elasticity, or release management tools (that is, staging and production workflows), Acquia Cloud serves Drupal platform as a cloud service.

Hundreds of business-critical sites that require a fully redundant, highly available environment are managed 24x7 by Acquia staff on Acquia Cloud.

Acquia Cloud extends the Acquia Network, so if you need help scaling your site or debugging a problem, the Acquia Client Advisors are always available to help.

To assist organizations adopt and standardize on Drupal, the Acquia Network provides a suite of Drupal support and website management tools to build, manage, and extend Drupal websites.

Going forward, you can expect us to continue supplementing these offerings with even more developer tools and self-service tools to augment Acquia Dev Cloud and Acquia Cloud offerings.



Enable Rapid Microsite Development

All sites are different. Some of your web properties will be extremely demanding, while others will have less traffic, or may operate only for a short period of time—for instance to support a limited-time promotional campaign. You need to be able to roll out these “perishable” websites quickly, preferably without having to involve IT.

You need Acquia Cloud Site Factory, which is a Drupal-as-a-service platform. It makes building Drupal websites as simple as point and click. Built on Drupal 7, Acquia Cloud Site Factory brings the freedom and innovation you expect from open source without having to worry about installing, hosting, or upgrading your Drupal site.

Our mission is to allow site builders to go from design to online in minutes instead of days or weeks. To help, we provide an ever-growing library of site templates and themes to start from. We believe it will be the best platform for your smaller sites that complement your primary web properties.

Host Your Own Sites, if You Prefer

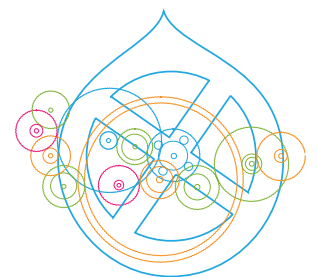
One of the biggest advantages of using open source software is that there are no limits to how you use the software. You might prefer to host some of your own sites. The Acquia Network is able to plug in to your site, regardless of where it is hosted.

No Lock-in with Open SaaS

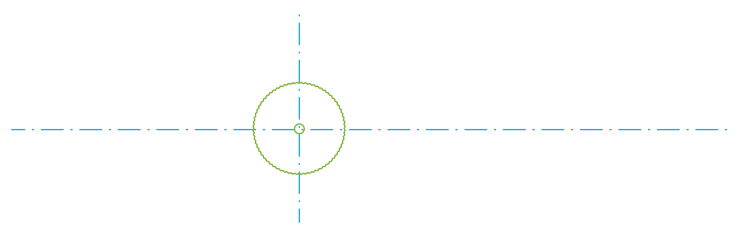
Almost all Software as a Service (SaaS) providers employ a proprietary model—when it comes time to move on from a specific SaaS solution, they might allow you to export your data, but they usually don’t allow you to export the underlying code. This additional cost in switching might mean staying with a solution that no longer meets your needs—a lock-in.

Start with Acquia Cloud Site Factory, and when your needs require a move to Acquia Cloud hosting, onsite hosting, or a third-party service, take everything—the code, the theme, and the data—and move it all with you. You have easy on-ramp, but the ability to grow without the dreaded lock-in.

We call this “Open SaaS” or Software as a Service done right. Based on open source principles, it offers a much more secure and low-cost alternative to proprietary counterparts.



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Conclusion

At Acquia, we believe in the value and the potential of the Drupal social publishing platform as a strategic foundation for your organization's web content infrastructure. We built our business around the belief that we could help our customers free themselves of the bonds that traditional, proprietary enterprise software imposes.

Core Drupal, now in its seventh major release, offers an extremely powerful foundation. Thousands of available contributed modules allow Drupal administrators and developers to build highly interactive social websites, with all the latest bells and whistles. Commerce capabilities are simple to add; integration with customer relationship management platforms is commonplace.

The New York Stock Exchange launched 30 sites on Drupal. Turner Broadcasting migrated 80 sites to Drupal. The U.S. House of Representatives made Drupal available to all 435 members. Why? Because Drupal provides an agile platform to deliver new sites quickly with the breadth of capabilities to meet their needs, but broad enough in scope to serve as a robust web platform, too.

Join our community and sign up for this exciting journey. The ride will be thrilling, and the destination will be rewarding for all of us.

Call us and let's talk about how we can get your first site up and running—today!

888-922-7842

Learn more
acquia.com



 LETS TALK