DRUPAL & ACQUIA

{HSL}

WHAT IS DRUPAL?

THE BEST TOOL TO DRIVE SUCCESS

Drupal is an open source WCM system that has been around since 2000 and was started by two students, Dries Buytaert and Hans Snijder. Since then it has grown in use throughout the world, with large organizations like NGOs, governments, ecommerce, healthcare and more. Just what makes Drupal so popular and why does its popularity seem to be increasing, especially when compared to other WCMs on the market? For a few reasons. First, it is supported by an ever growing community of developers and 3rd party vendors that seek to build up and further enhance the product. Second, we feel that the ease of maintenance, user experience on the content management side of things and the overall ease of extending its functionality with a minimum of cost is a big reason why it is very popular. The third reason is that it helps an organization or company focus less on managing a platform, including overhead costs and instead focus that passion on your services or products, which is the whole purpose of using such a technology, to enhance your effectiveness and outreach.

WHAT IS ACQUIA?

Acquia is a set of tools that has everyone at High Score Labs very excited. Given that many of our developers have a wide array of experience using some of the biggest and most well-known tools in the market, we can see the true value of the Acquia services and tool set. Just what tools? There are many! They help manage multiple websites (think hundreds of sites), empower non developers to be able to create new sites with no developer interaction required. The toolset also drives functionality that today's marketing team cannot live without, concepts like personalization, interaction with your audience across all channels, integration with CRMs like SalesForce, site optimization and the biggest value added is usability. It just works and allows you to focus your time on what matters to you and your audience.

WHAT IS THE BENEFIT TO MY TEAM?

There are many benefits to your team. With Drupal, you will find that setting up, maintaining, extending and normal day to day operations with a WCM system are simple. Many large organizations, from government to B2C businesses use Drupal and it matches their complex scalability requirements. In addition, Drupal is well supported by a growing ecosystem of often free or for a charge modules that add specific functionality to the system. These give you the freedom to makes those choices between cost and required functionality with ease. With Acquia, it only gets better! Further extending your abilities, while not tieing you to a large, complicated, bundled licensing scheme that charges you for things that either you do not use or seldom work out of the box.

That all may sound nice, but how does it help your bottom line? There was an interesting FORRESTER REPORT, where they carefully analyzed Acquia for its cost savings potential and the findings were astounding! They found that when used, it reduces staff overhead, especially the more expensive types related to multiple specialty agencies, large development teams and increasing costs or difficult to find expert resources. Over time, the report shows, your costs go down. The added benefit is that you also have Acquia to support you in your journey through regular feature additions, ongoing support through Acquia Cloud, online learning and more! One very important aspect to Acquia is that it just works. We have seen many teams struggle with DXP systems that are too complicated, tend to break or do little to nothing out of the box.

OUR EXPERTS HAVE 10+ YEARS OF EXPERIENCE ON THE PLATFORM

ADVANTAGES OF DRUPAL

EFFICIENT. AFFORDABLE. EASY.

What are some of the advantages to using Drupal? We highlight some of the major ones here:

- Ease of use. Not over complicated and gets the job done
- Large community and ecosystem of both free and pay for modules that will integrate into almost any commonly used system
- Ease of maintenance, reducing overall long term support costs
- Opensource. Drupal Core is free
- Big talent pool of resources and agencies that you can leverage to grow
- Scalable to meet even extensive demands

ADVANTAGES OF USING ACQUIA

A PLAN FOR THE FUTURE

As an series of add on features, Acquia further enhances your Drupal based platform. Here are some of the major ways:

- Cloud support with Acquia Cloud. You can build and deploy with a click of the mouse
- Required certifications, commonly required by NGOs and governments, with the Acquia Cloud service
- Sitefactory allows your marketing team to create sites from prebuilt 'themes' at the click of a button
- Ease of management of the system, from performance to driving marketing success
- Personalization, which is critical in today's market, is powered through Lift, which makes it easy for your team of marketers to use
- Mautic makes it easier to manage the entire customer journey across any channel
- Ability to pay for only what you need; no large bundled licensing required. The platform grows with you, not the other way around

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Seth Chapin

CEO of Chapin Industries Group and High Score Labs

WHY I LIKE ACQUIA

Over the years I have worked many projects in government, ecommerce, utilities, pharma and healthcare. One thing that I have noticed is that often the tools that marketing teams and business teams are forced to use, well, are just that, FORCED! Many of the tools are obviously built by developers for developers, resulting in wasted budget and frustrated teams. With Acquia, the tools simply work! They flow in a simple fashion, similar to what business users have become accustomed to. One other thing that I like is that the license owner is not required to buy an entire package with everything; it can be scaled as the team grows and is ready for it, further driving the savings in budget, time and sanity!

IMPORTANT CONSIDERATIONS ON COST BALANCE

HOW TO SAVE YOUR RESOURCES WHILE DELIVERING THE BEST QUALITY

One of the biggest considerations about choosing a DXP is the balance on cost vs functionality and usability. Some key questions to consider:

- Is the license scalable? Meaning, do I have to pay for a lot of features that I have no plan in using in the near future or can I add on when I am ready?

- Am I able to work with the tool in a sandbox before making the purchase? Sometimes a software can be over sold, only to leave the purchaser regretting it after realizing that more money is needed to make it usable or it doesn't do what it was claimed without a lot of time and money spent

- Will it give me the freedom to integrate easily (prebuilt modules) with tools that my team already knows and uses?

- One of the most important consideration is usability. Was it built with non-developers in mind or was it built for developers by developers? Spending some time in a sand box with the tool, plus demos, will make that apparent quickly. Why purchase a tool that your team will not like using?
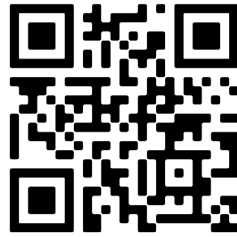
Considering these questions will help you decide what is really the best fit. The goal should be something that your team will be able to use and learn quickly. It is also important that it just works and doesn't require large amounts of spending after the initial large amount spent purchasing the product. Ease of long term maintenance and the available talent pool is also very important.

ACQUIA FEATURES
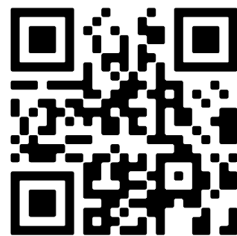
ACQUIA LIFT AND MAUTIC

Some DXP's and CMS's sell on the idea that, although the license is very expensive, most of all the advanced features are already bundled in the license. One of the reasons why we like Acquia is that it allows you to gradually grow into your journey as an online powerhouse, adding new products only as needed and when you are ready. Lift is a tool that focuses on site optimization, personalization, campaigns and more. Out of the box, it just works with room to customize as needed. This is a very dependable and easy to use interface, as in our experience, marketing teams and business users do not want to waste large amounts of time with a complicated system that is prone to issues but instead focus on their online outreach efforts. With Mautic, email campaigns have never been easier. Another facet that we really like and are sure that you will like, is the fact that it supports out of the box integrations with top platforms, for example SalesForce.

SCAN ME

ACQUIA CLOUD

This product offers many advantages. Scalable cost structure based on what you need to support your goals and the ability to scale as you grow. Ease of infrastructure setup, vendor support, upgrades, built in CDN and many other features, all for a fraction of the cost vs other options.
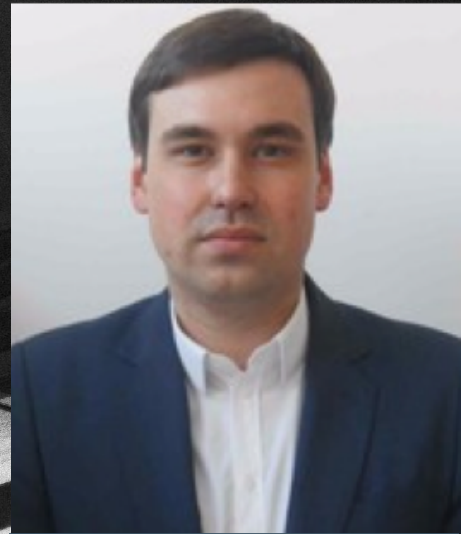
SCAN ME

LEARN MORE ON THE HSL YOUTUBE CHANNEL

Take a look at our YouTube channel where our team has been steadily adding more content on how to use Drupal and Acquia.

SCAN ME

Anton Polunichev
Business Development

High Score Labs

THE IMPORTANCE OF SAVING BUDGET AND STILL DELIVERING QUALITY

One of the key challenges in supporting any implementation is finding expert talent. This can be very difficult as expert talent typically requires the following: working primarily remote with some occasional visits and high rates. Some will try to use a team with little experience simply because they will relocate or charge a lot less. Such an approach is usually what leads to major issues down the road. One way to work around this is to partner with our team so that we can help get you on the path and train your internal team to manage the platform. We have done this many times and is quite common.
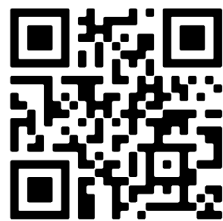
ACQUIA FEATURES

SITEFACTORY

Are you tired of every time that you need to create a new site, you need to engage an agency, spend a lot of money and more often than not, it has issues, delays, leading to increased cost? Have difficulties managing several sites? We have noticed that other DXP's and CMS's available often lead to such frustration. Often it is promised that once you get it setup, you don't need developer support; however, the truth is often that instead of requiring 20% developer support of the system, you need 80% of the work to be done by a team of developers. Sitefactory resolves this issue. For example, you can have a design agency design several different site 'templates'. When the need arises to create a new site, i.e., you are a pharmaceutical company that is advertising a new drug and need a single page site to run for 3 months in support, the marketing team can go into Sitefactory and after answering a few questions and selecting options, create the new site and start entering content, using all the tools that you already have.

SCAN ME

LEARN MORE ABOUT ACQUIA - DOWNLOAD THE FORRESTER REPORT!
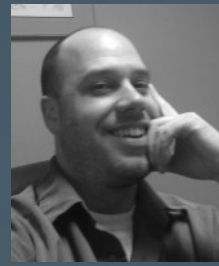
SCAN ME

A FLEXIBLE TOOLSET

The most important thing is YOUR needs. With our FREE assessment, we can identify the path forward based on our experience, to give you the best solution! Why not request one today?
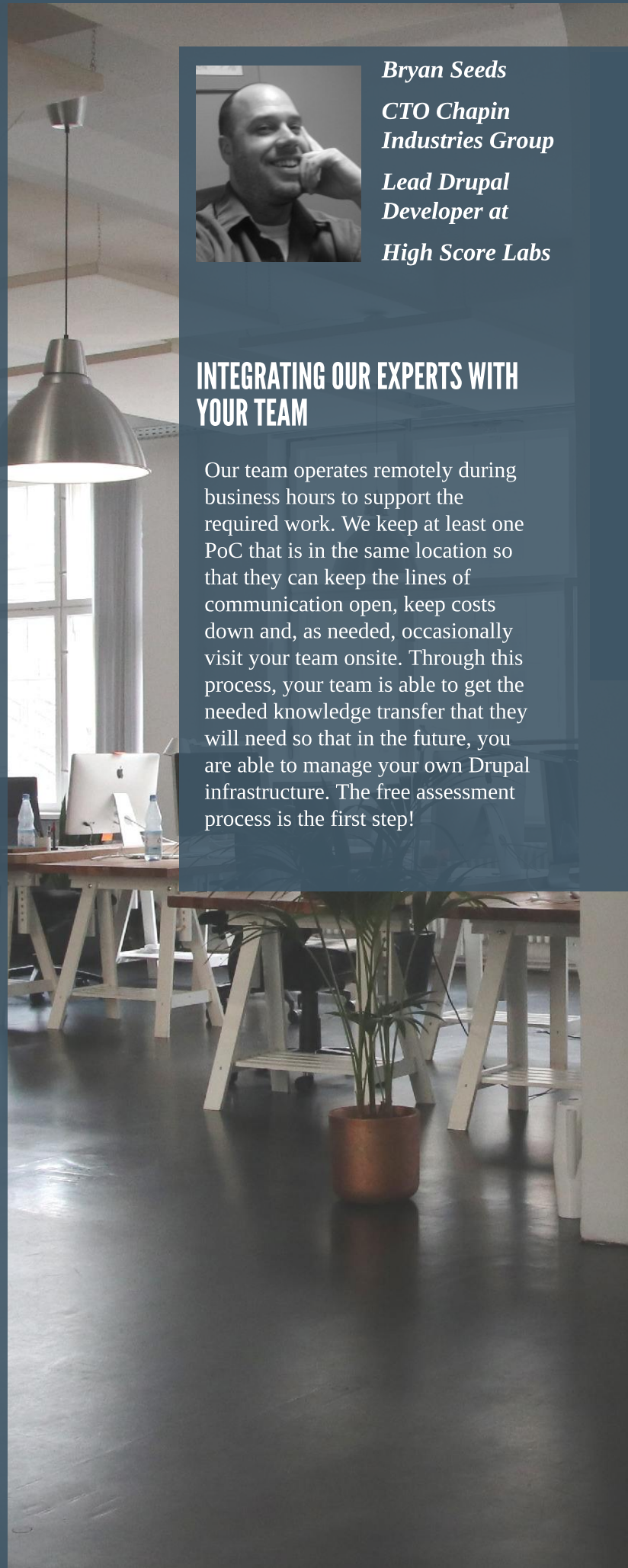
HOW WE CAN HELP YOU!

Bryan Seeds

CTO Chapin Industries Group

Lead Drupal Developer at

High Score Labs

INTEGRATING OUR EXPERTS WITH YOUR TEAM

Our team operates remotely during business hours to support the required work. We keep at least one PoC that is in the same location so that they can keep the lines of communication open, keep costs down and, as needed, occasionally visit your team onsite. Through this process, your team is able to get the needed knowledge transfer that they will need so that in the future, you are able to manage your own Drupal infrastructure. The free assessment process is the first step!

At HSL, we have many years of experience working with Drupal and are an Acquia partner. In addition to that, we have a wide range of talent that has experience working with other tools in a similar space; Sitecore, Episerver, Wordpress, SalesForce, Marketo, etc. What we bring to the table in value is our deep understanding of the unique goals and driving forces behind todays marketing and outreach teams. We understand the need for both functionality, real time reporting and keeping costs within acceptable budgets. We have many successful partnerships over the years, so we understand how to help you conceptualize your vision and get the work done! Contact us for a free assessment and we will help you realize your potential!

HSL ONLINE

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MORE HELP NEEDED?

We have some of the best people in a wide array of expertise. Some of these skills include sitecore, episerver, drupal, .net, angular, node, experience management, RPA and much more! Let us know how we can help you drive your business!

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