

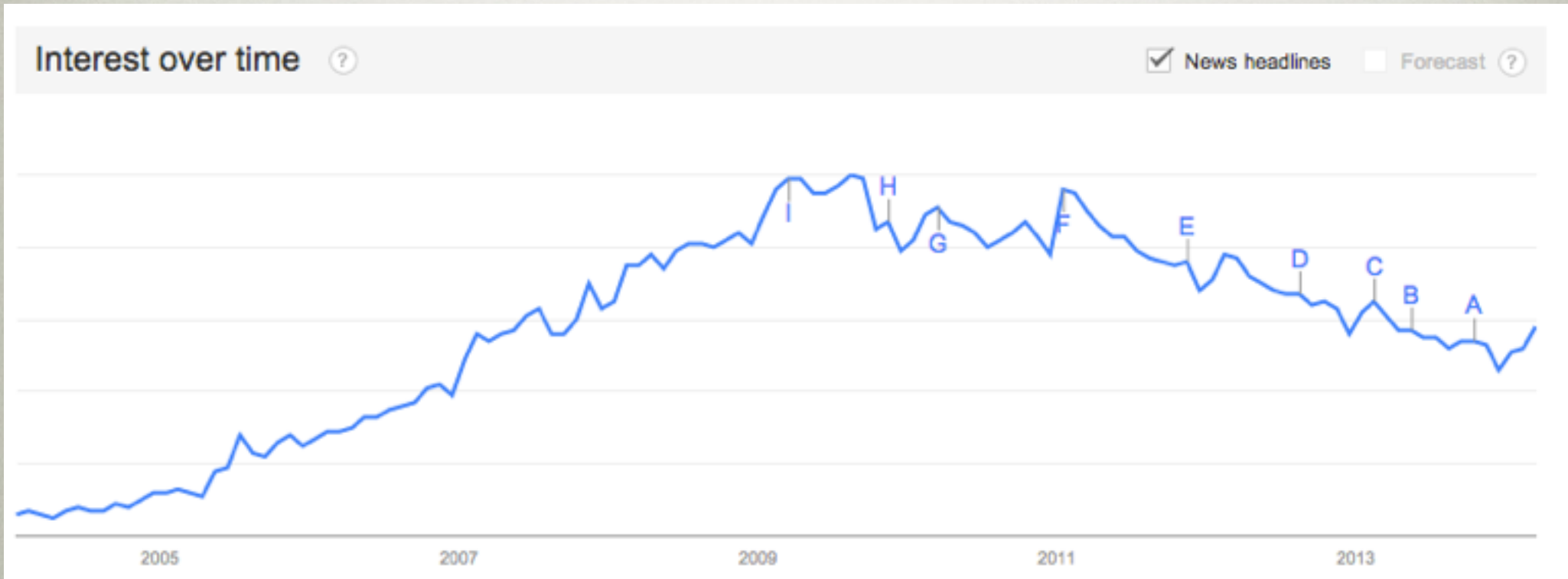
BACKDROP CMS

BECAUSE THERE'S A COST
THAT COMES WITH CHANGE

JEN LAMPTON ~ @JENLAMPTON

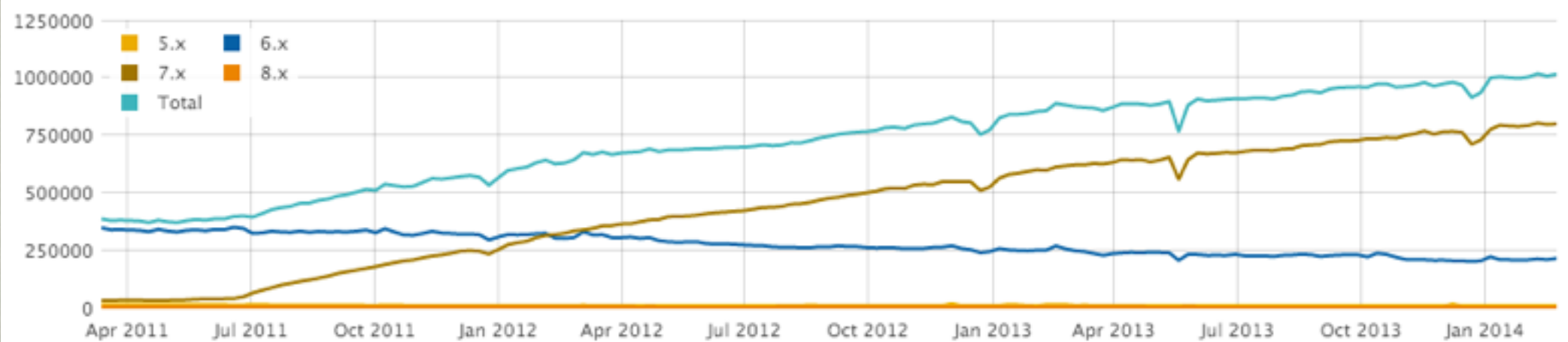
NATE HAUG ~ @QUICKSKETCH

TRENDS



<http://bit.ly/google-cms-trends>

USAGE



- 68% of D6 sites haven't yet upgraded
- Creation of new sites not increasing

<https://drupal.org/project/usage/drupal>

COMMITTS

Commits created by month



<https://drupal.org/metrics>

ACCOUNTS ON D.O

Users created by month



<https://drupal.org/metrics>

WHAT CAN WE DO ABOUT IT?

- Drupal 8
- Backdrop CMS
- Use WordPress?

BACKDROP CMS

A DRUPAL FORK

JEN LAMPTON ~ @JENLAMPTON

NATE HAUG ~ @QUICKSKETCH

WHO ARE WE TO JUDGE?

Professional Drupal Trainers

- Combined we've taught over 1,500 students
- Each created materials for in-person training classes
- Each featured in Drupalize.me training videos
- Nate: Lullabot trainer since 2005
- Jen: Director of training at Chapter Three, 2010-2012
- Nate: Co-author O'Reilly book "Using Drupal"

WHO ARE WE TO JUDGE?

Core Contributors

Nate

- AJAX Framework & drag-and-drop systems in Drupal 6
- File & Image modules in Drupal 7
- Dialog system & CKEditor in Drupal 8

Jen

- First core patch included in 7.14 release
- Drupal core usability team member, D7 & D8
- Twig initiative lead, Drupal 8 (2011 - 2013)

WHO ARE WE TO JUDGE?

Community advocates

- Lead Organizer, BADCamp
- Organizing Committee, DrupalCon SF 2010
- Berkeley DUG member since 2006
- San Francisco DUG member since 2009
- East Bay DUG member since 2013



BACKDROP CMS

FOUNDING FORKERS

JEN LAMPTON
@JENLAMPTON



NATE HAUG
@QUICKSKETCH

BACKDROP CMS ROADMAP

1. Configuration Management
2. Built-in Views Module
3. Revamped Block/ Layout System
4. Built-in WYSIWYG Support
5. Improved Editorial Experience
6. Improved Mobile Support
7. HTML5 Markup and Fields
8. Improved Performance
9. Reduced theme system complexity
10. Improved Multilingual Support

WHAT'S THE RUB?

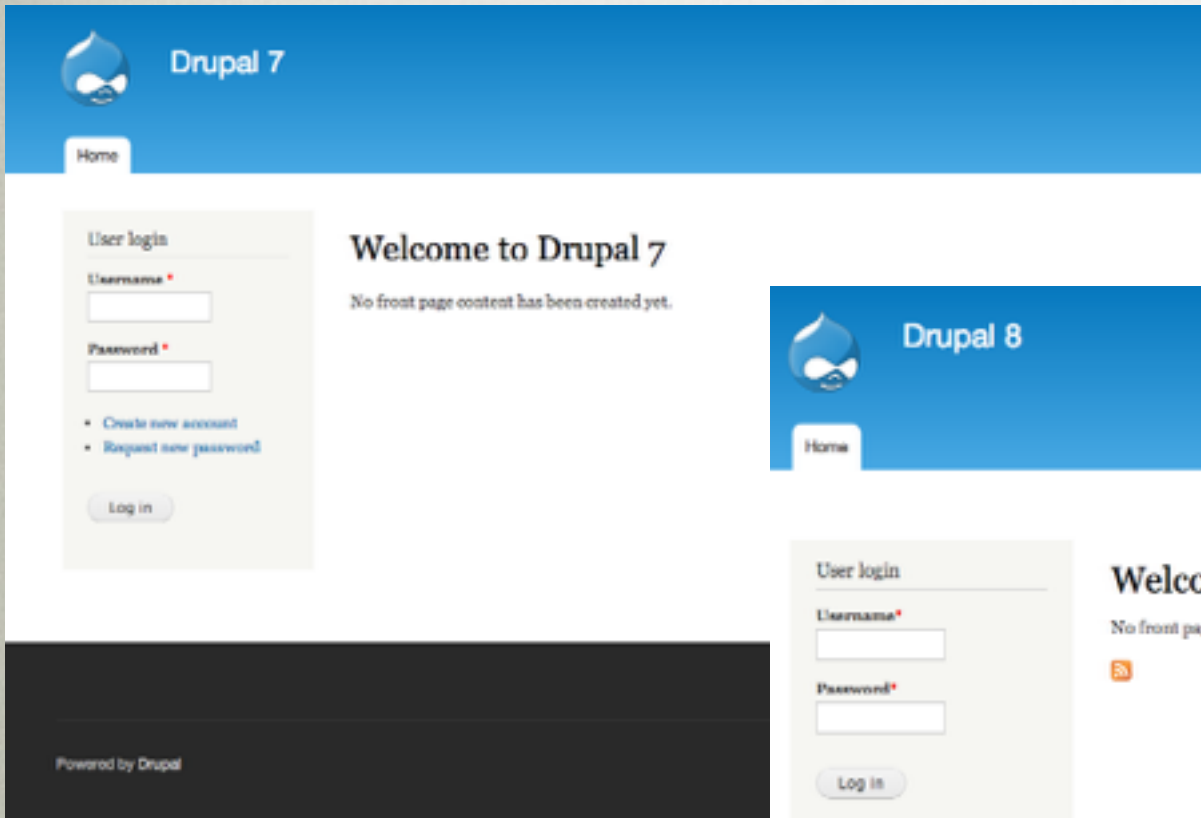


Drupal™

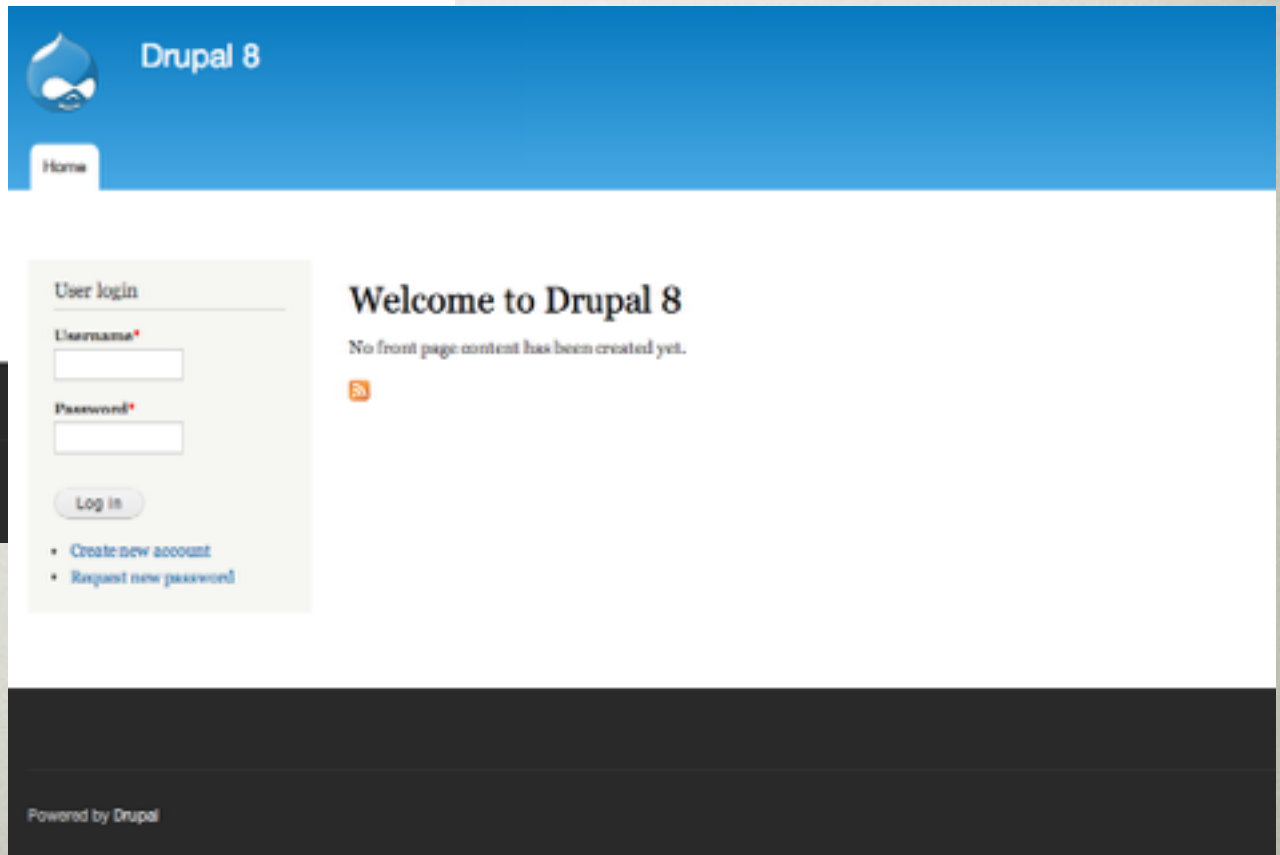
WHAT'S THE RUB?

1. Difference from Drupal 7
2. Decision making process
3. Developer audience
4. Direction of project
5. Distress from existing community

1) DIFFERENCE



The screenshot shows the Drupal 7 user login page. At the top, there is a blue header with the Drupal logo and the text "Drupal 7". Below the header is a "Home" button. The main content area features a "User login" form on the left with fields for "Username" and "Password", a "Log in" button, and links for "Create new account" and "Request new password". To the right of the form, the text "Welcome to Drupal 7" is displayed, followed by the message "No front page content has been created yet." At the bottom of the page, there is a dark footer with the text "Powered by Drupal".



The screenshot shows the Drupal 8 user login page. At the top, there is a blue header with the Drupal logo and the text "Drupal 8". Below the header is a "Home" button. The main content area features a "User login" form on the left with fields for "Username" and "Password", a "Log in" button, and links for "Create new account" and "Request new password". To the right of the form, the text "Welcome to Drupal 8" is displayed, followed by the message "No front page content has been created yet." and a small orange square icon with the letter "S". At the bottom of the page, there is a dark footer with the text "Powered by Drupal".

1) DIFFERENCE

8,676

contributed modules

(for Drupal 7)

2) DECISION MAKING

The image shows the Drupal logo, which consists of the word "Drupal" in a bold, blue, sans-serif font, followed by a trademark symbol (TM) in a smaller, blue, sans-serif font. The logo is centered within a white rectangular box.

Drupal™

DO-ACRACY

“Drupal is a do-ocracy, [...] things happen within the community because people are willing to do them.

<http://blog.nerdery.com/2013/02/do-ocracy-and-the-drupal-contrib-ecosystem/>

- **Andrea "zendoodles" Zoper**

Drupal is a do-ocracy. People who act get recognized and become influential

<https://twitter.com/drupalcon/status/211012731434835969>

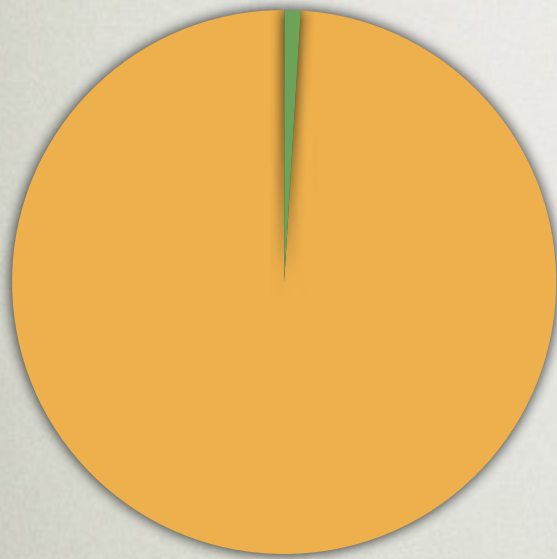
- **Addi "add1sun" Berry**

EXAMPLE (PRO)

TWIG

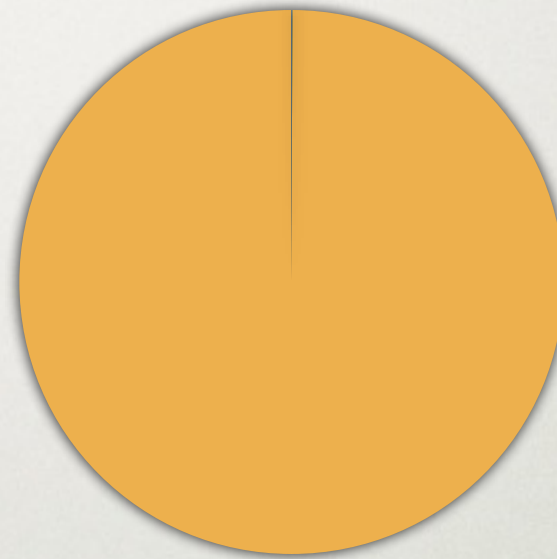


EXAMPLE (CON)



Alternate SQL

- Oracle 0.0001%
- MSSQL 0.9%
- MySQL / Postgres 99%



Alternate Field Storage

- MongoDB 0.0005%
- Riak, Combination, Per-bundle SQL 0.0001%
- Field SQL Storage 99.999%

3) DEVELOPER AUDIENCE



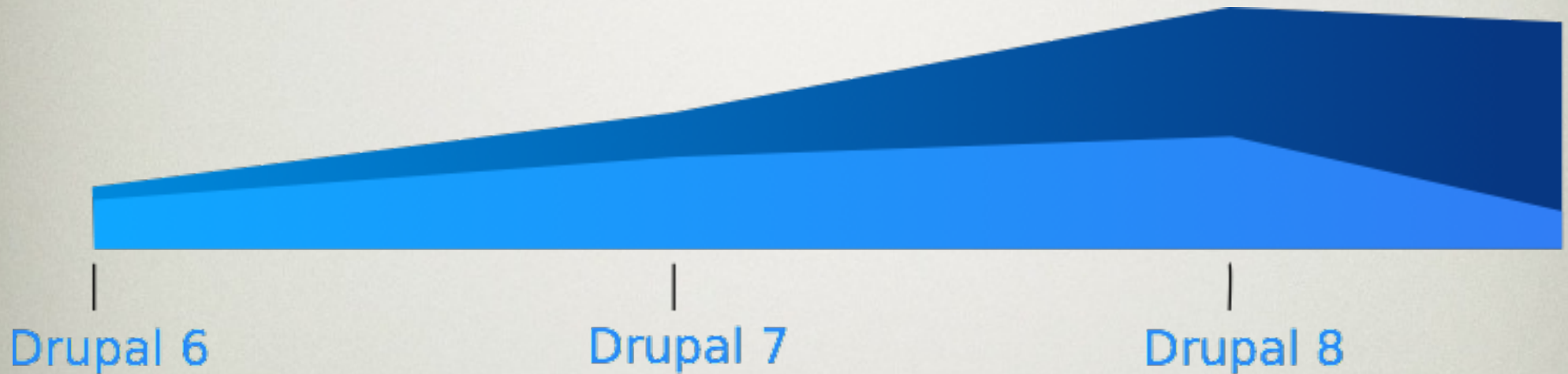
Drupal™

DRUPAL USAGE

“ I think there are two kinds of developers — I'm generalizing — in the Drupal world,

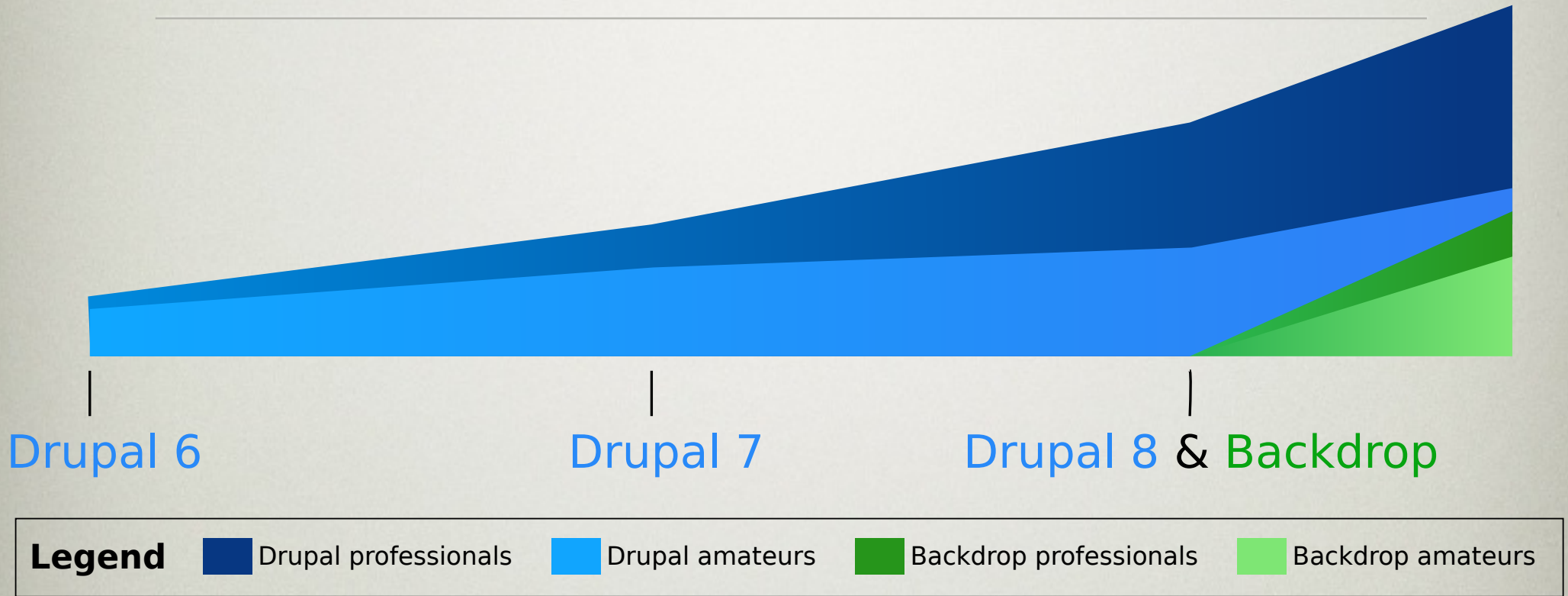
1. There's the self-taught Drupal developer and Drupal is how they learn to program.
2. And then there are the professionally trained developers [...] that went through college or had some sort of training...

DRUPAL USAGE



- Drupal 8 successfully grows the "professional" market
- But compromises the self-taught "amateur" market

DRUPAL USAGE



Backdrop CMS fills the down-market gap

4) DIRECTION



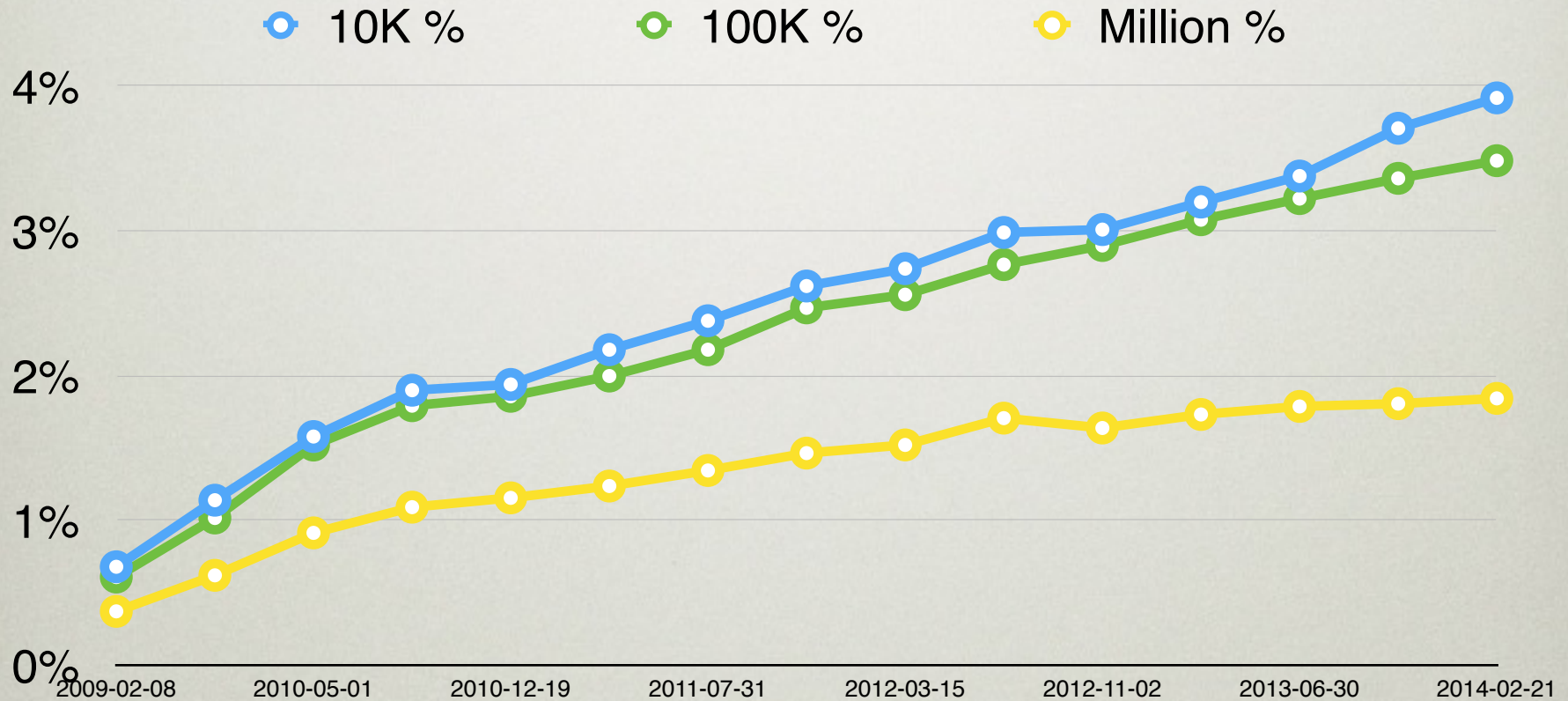
DrupalTM

4) DIRECTION

- Larger codebase
- More dependencies (on external libraries)
- Symfony-framework based HTTP Kernel
- All* OOP code & design patterns
- Dependency Injection
- Going enterprise

4) DIRECTION

Drupal marketshare by site traffic



Drupal is getting more & more popular for large sites

5) DISTRESS

DrupalTM

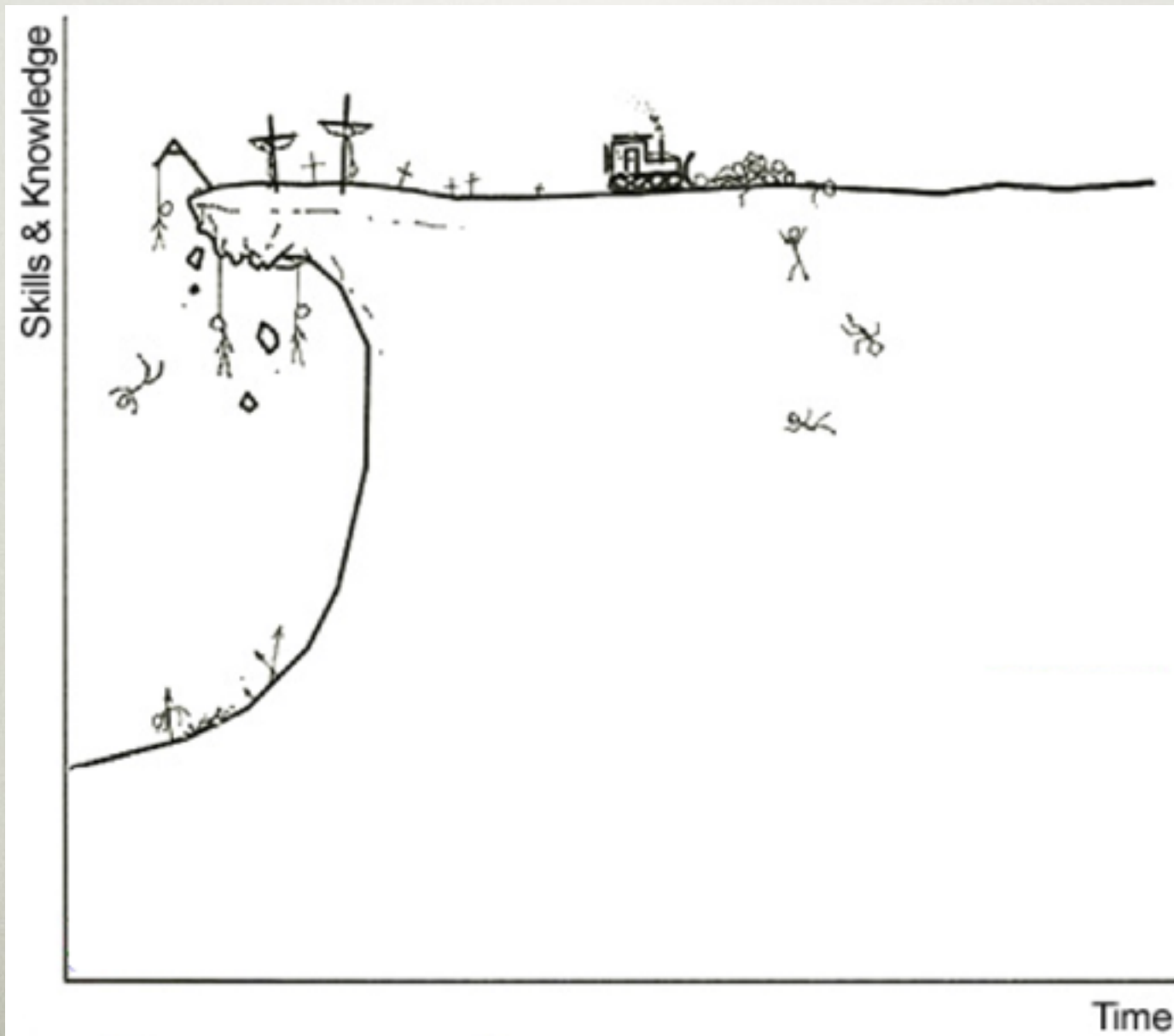
5) DISTRESS

- Cost
- Learning curve

COST

- software (free!)
- development
- hosting
- **maintenance**
- **upgrades**

LEARNING CURVE



BACKDROP CMS

A NEW DIRECTION

MERITOCRACY

“ Meritocracy is a philosophy that holds power should be vested in individuals according to merit.

Backdrop CMS will be evaluating
ideas
based on merit.

<http://en.wikipedia.org/wiki/Meritocracy>

EVALUATING “MERIT”

Who decides what has merit?

What criteria are evaluated
to decide merit?

EVALUATING "MERIT"

Borrow the model from Apache

PMC

Project Management Committee



<http://www.apache.org/dev/pmc.html>

PROJECT MANAGEMENT COMMITTEE (PMC)



Escalated Issues

Core Committers

Committer	Committer	Committer	Committer	Committer
Committer	Committer	Committer	Committer	Committer
Committer	Committer	Committer	Committer	Committer

Daily Code Review and Merging

EVALUATING "MERIT"

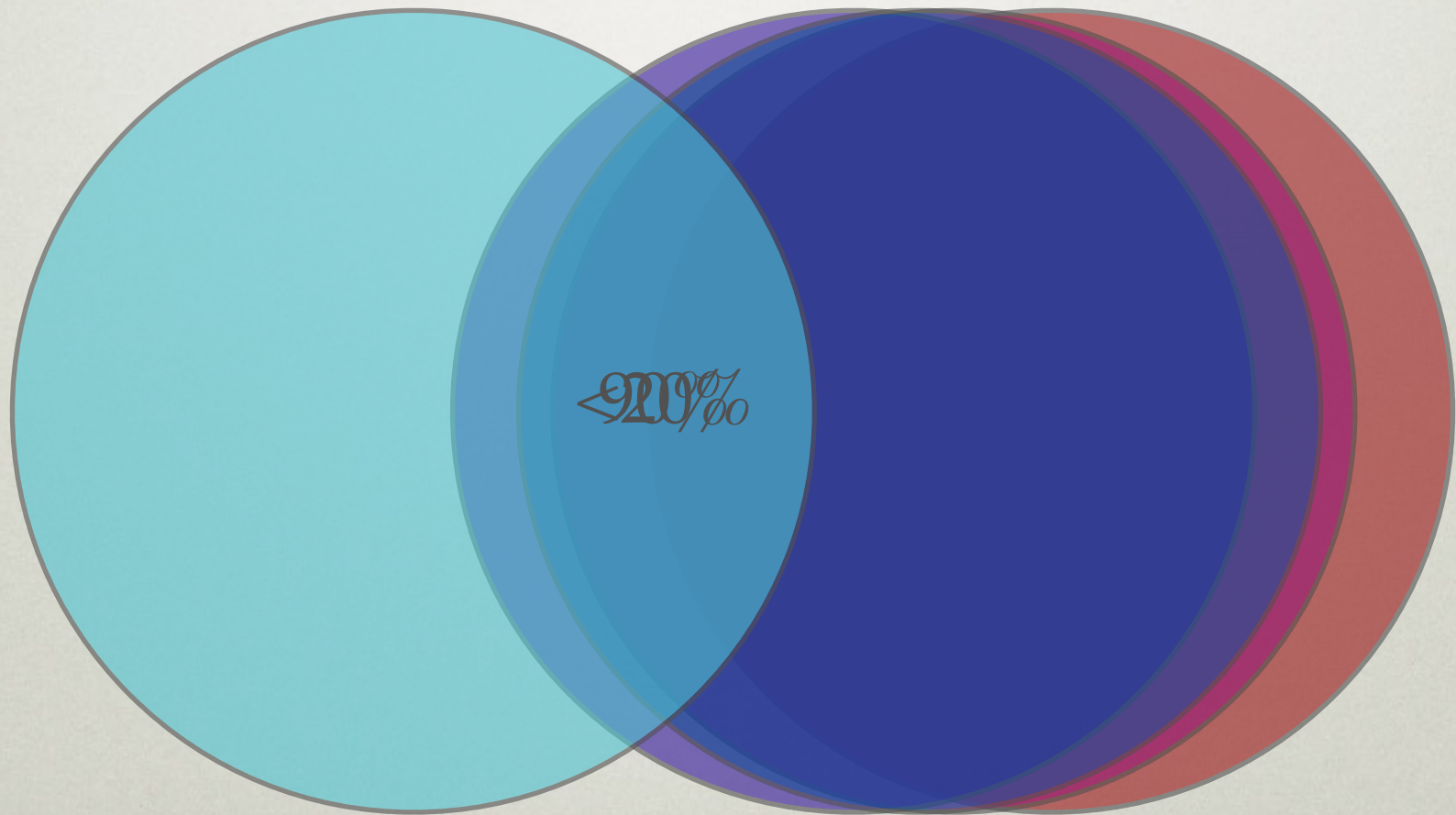
Who decides what has merit?

What criteria are evaluated
to decide merit?

BACKDROP CMS PHILOSOPHY

1. Keep change to a **minimum**
2. Architect for the **majority** (code)
3. Design for the **majority** (features & UI)
4. Provide **extensibility** (for the minority)
5. Keep **low system requirements**
6. Issue **planned and measured** releases
7. Always remain free and **Open Source**

KEEP CHANGE TO A MINIMUM



ARCHITECT FOR THE MAJORITY

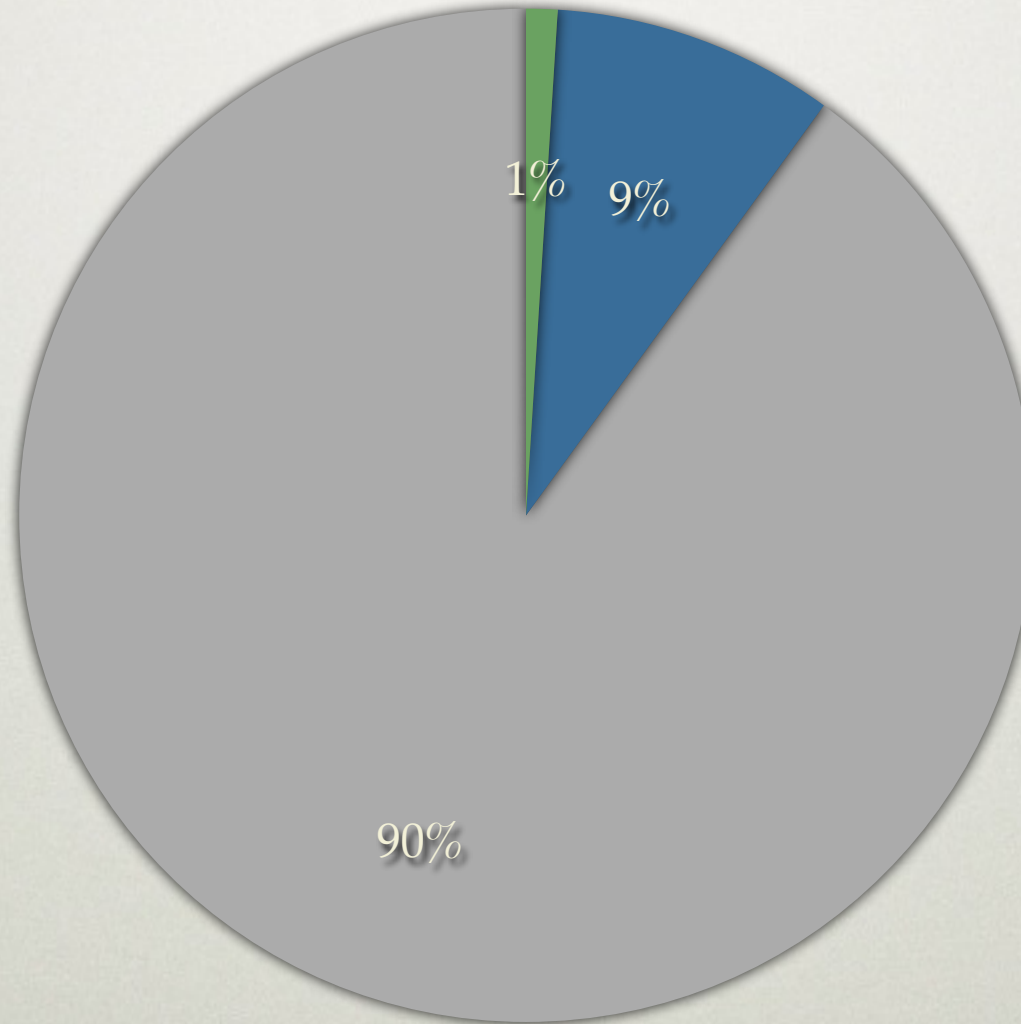
- Use basic language patterns
- Choose direct implementation over abstraction

Better code isn't necessarily
better for the community

DESIGN FOR THE MAJORITY

- Features needed for 80% of all sites included in core

1% RULE



● Creators

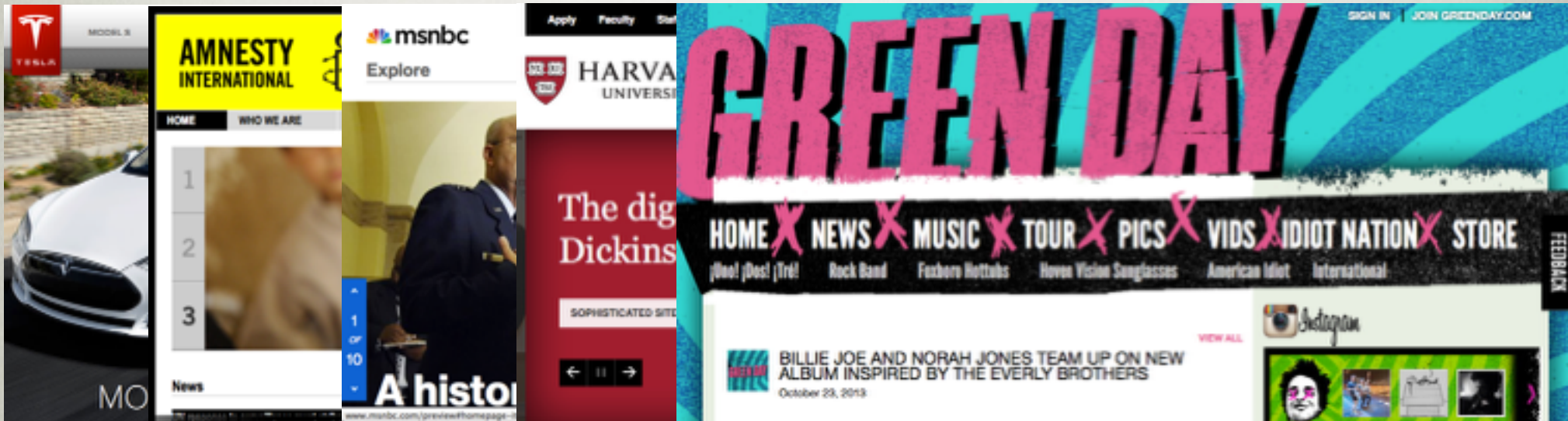
● Contributors

● Lurkers

EXTENSIBILITY

- Stable APIs (even across major releases)*
- The minority can turn to contributed code for their solutions.

EXTENSIBILITY



- Powerful core that provides the most commonly utilized functionality.
- (Balanced by the tenets of learnability and performance.)

PLANNED AND MEASURED RELEASES

1

Major

Incompatible
API changes

(3 years?)

.

2

Minor

Backwards-
compatible feature
and API additions

(4 months)

.

3

Patch

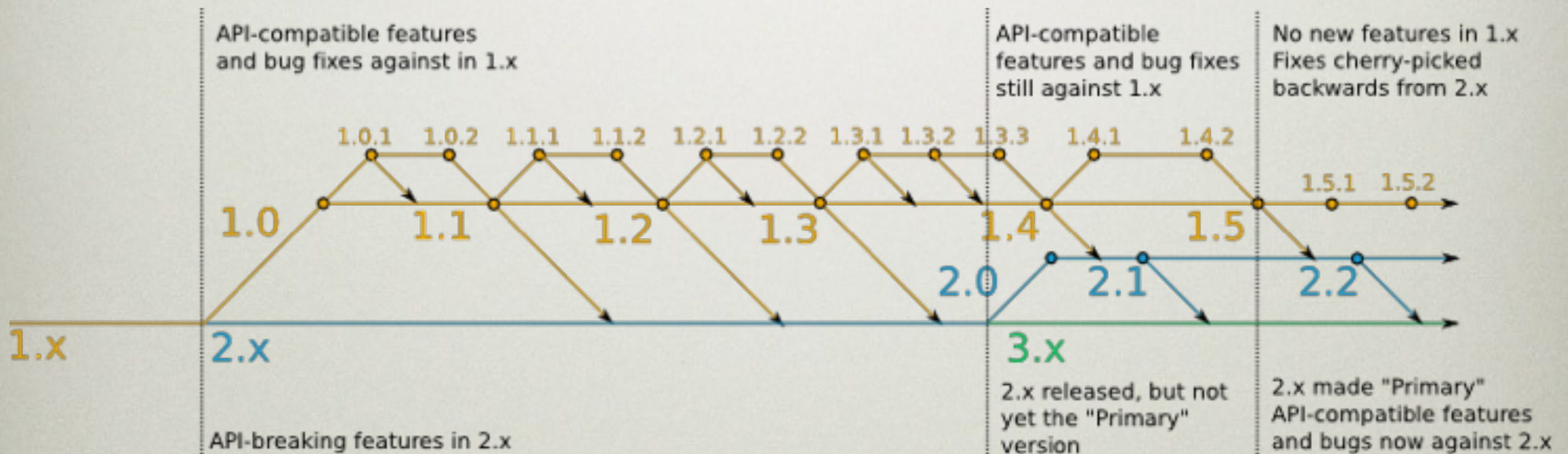
Backwards-
compatible bug
fixes

(as needed)

backdropcms.org/about/releases

PLANNED AND MEASURED RELEASES

Stable-first fixes, attempting to fix patch neglect



backdropcms.org/about/releases

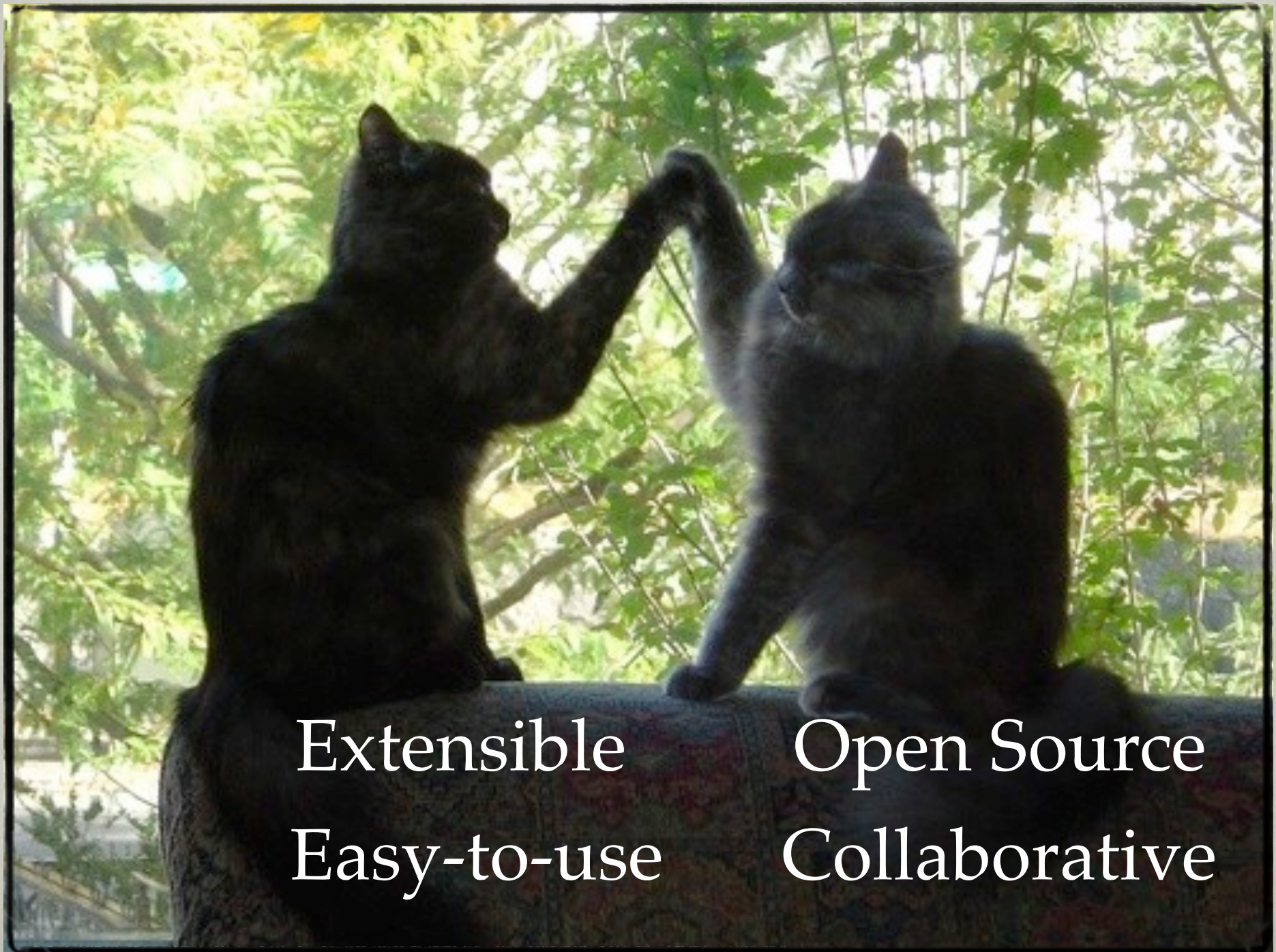
HOW DOES THIS LINE UP WITH DRUPAL?

Backdrop CMS

- Compatibility
- Simple
- Efficiency
- Scoped changes

Drupal

- Code quality
- Modern
- Scalability
- Ad-hoc
implementation



Extensible
Easy-to-use

Open Source
Collaborative

BACKDROP CMS

WHEN WILL IT BE RELEASED?

When it's ready?

WRONG.

Summer 2014.

QUESTIONS?

BACKDROP CMS

[BACKDROPCMS.ORG](https://backdropcms.org)

[GITHUB.COM/BACKDROP](https://github.com/backdrop)

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