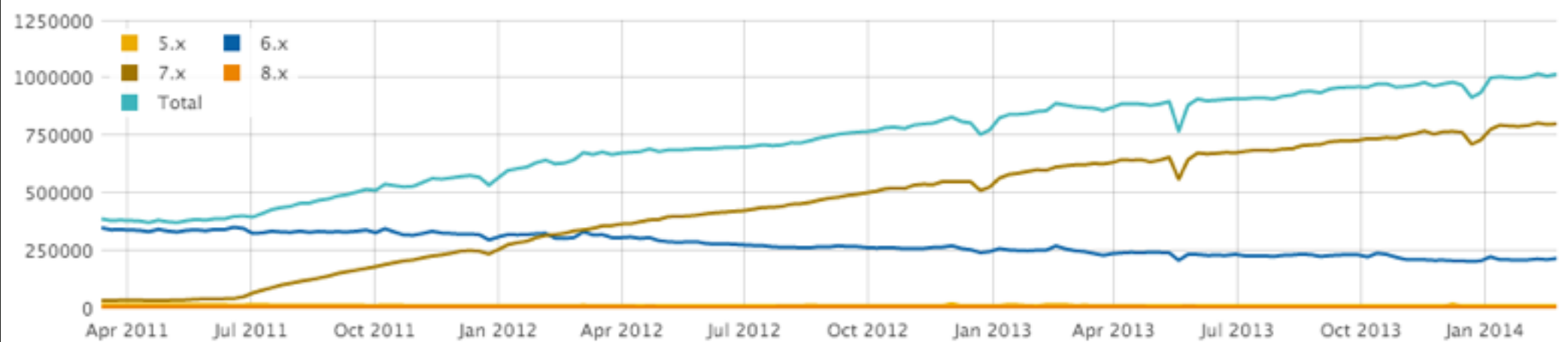


# BACKDROP CMS

BECAUSE THERE'S A COST  
THAT COMES WITH CHANGE

JEN LAMPTON ~ @JENLAMPTON

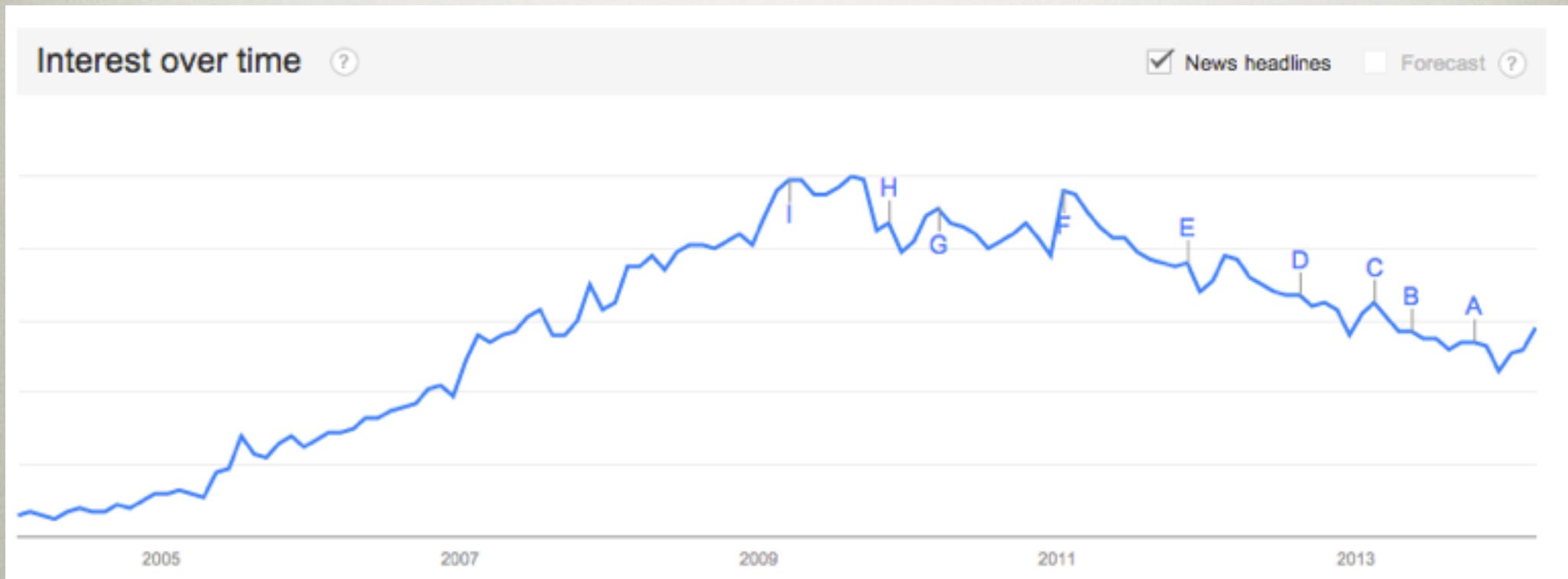
# DRUPAL USAGE



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

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

# DRUPAL TREND

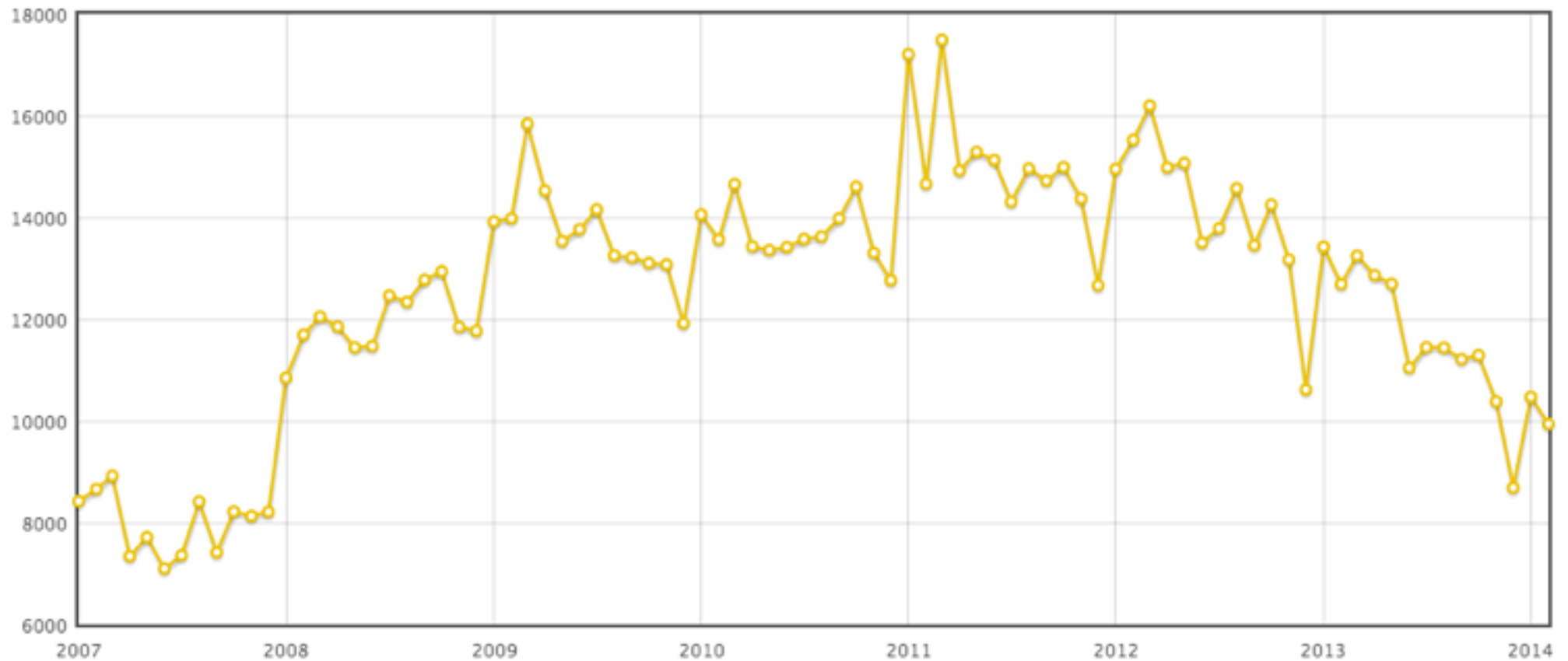


<http://bit.ly/google-cms-trends>

# DRUPAL.ORG NODES

---

Nodes created by month



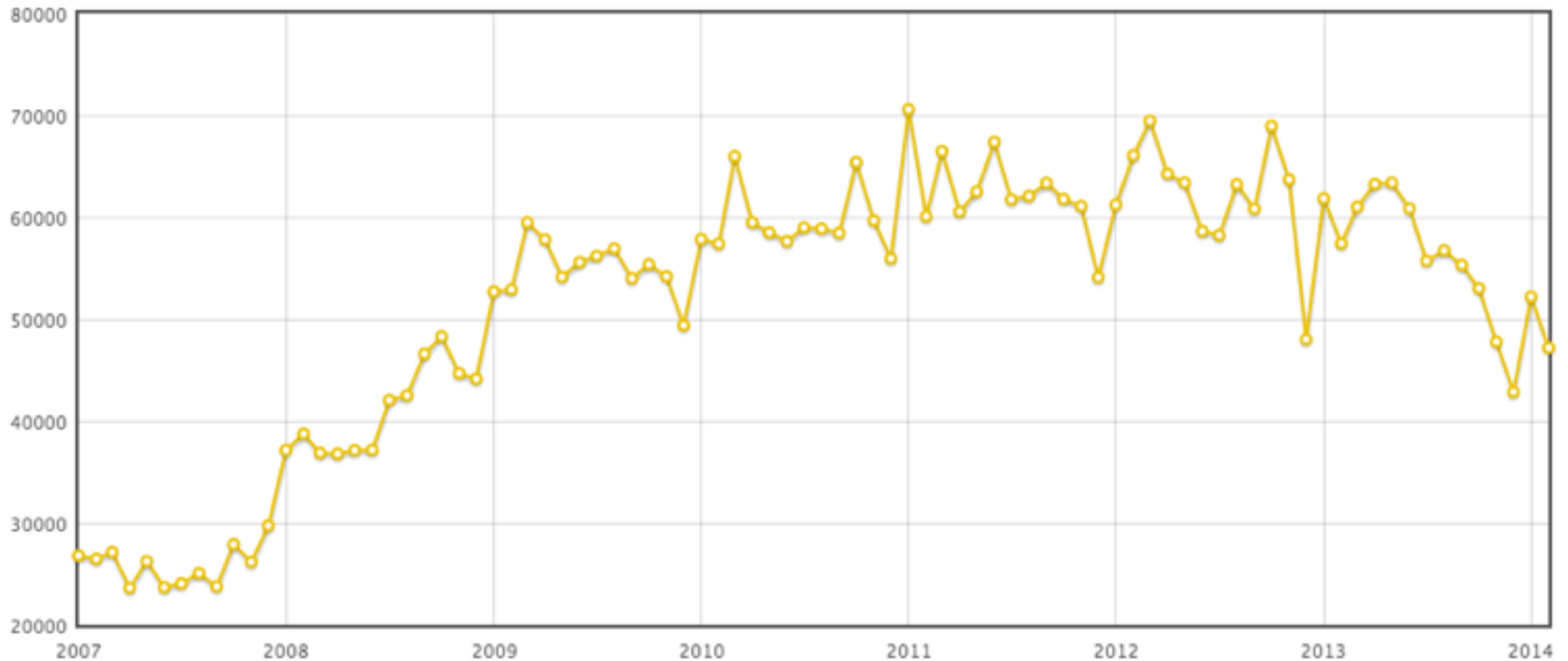
<https://drupal.org/metrics>



# DRUPAL.ORG COMMENTS

---

Comments created by month



<https://drupal.org/metrics>

# DRUPAL.ORG USERS

---

Users created by month

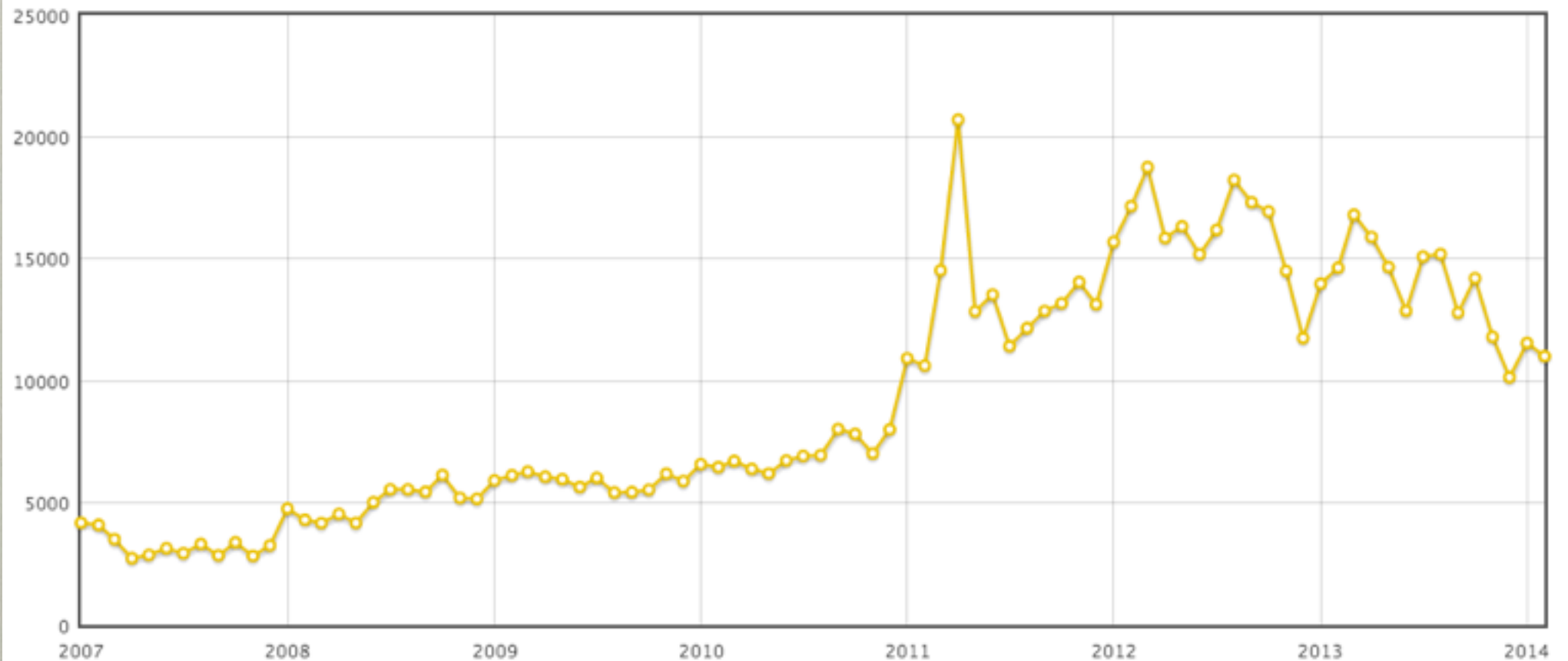


<https://drupal.org/metrics>

# DRUPAL.ORG COMMITS

---

Commits created by month



<https://drupal.org/metrics>

# PEOPLE ARE LEAVING

---

“ ...[Drupal] can easily become a developer nightmare in ambitious contexts.

<http://blog.varunarora.com/2013/why-we-stopped-using-drupal-for-our-platform/>



# IS DRUPAL IN TROUBLE?

---

“... others seem to have moved away from Drupal [...] is Drupal losing companies for other alternatives or are they still going strong?”

<https://groups.drupal.org/node/283423>

# BACKDROP CMS

A DRUPAL FORK

JEN LAMPTON ~ @JENLAMPTON

# WHO AM I TO JUDGE?

---

Community advocate

- 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



# WHO AM I TO JUDGE?

---

## Developer

- Web Developer, starting circa 1997
- Started using Drupal circa 2006
- “Drupal guru”, PagePoint Web Solutions
- Senior Drupal Developer, Chapter Three Inc



# WHO AM I TO JUDGE?

---

## Trainer

- Created training materials for Drupal courses
- Taught Drupal to over 800 students
- Director of training at Chapter Three, 2010-2012
- Video series on [Drupalize.me](http://Drupalize.me) about Panels

# WHO AM I TO JUDGE?

---

## Contributor

- Module maintainer since 2006
- First core patch included in 7.14 release
- Drupal Usability team member, D7 & D8
- Twig initiative lead, Drupal 8, 2011 - 2013

# WHO'S THAT OTHER GUY? (NATE HAUG)

---

@quicksketch

- Lullabot trainer, consultant since 2006
- Drupalize.me videos CCK / Views / jQuery
- Co-author O'Reilly book "Using Drupal"





# WHO'S THAT OTHER GUY? (NATE HAUG)

---

@quicksketch

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





# 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**<sup>TM</sup>



# WHAT'S THE RUB?

---

- Difference from D7
- Decision making process
- Developer audience
- Direction of project
- Distress from community



# DIFFERENCE

---



Drupal™

# DIFFERENCE

---

8,426

contributed modules  
for Drupal 7

# DECISION MAKING PROCESS

---

The image shows the Drupal logo, which consists of the word "Drupal" in a blue, rounded, 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<sup>TM</sup>



# 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**



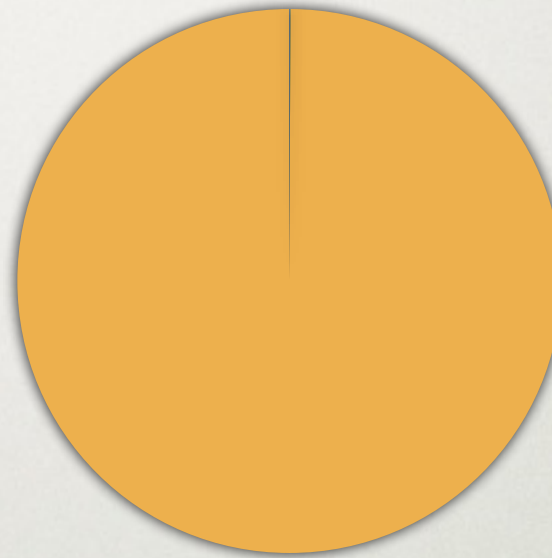
# EXAMPLE (CON)

---



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%

# DEVELOPERS

---



Drupal™



# DRUPAL USAGE

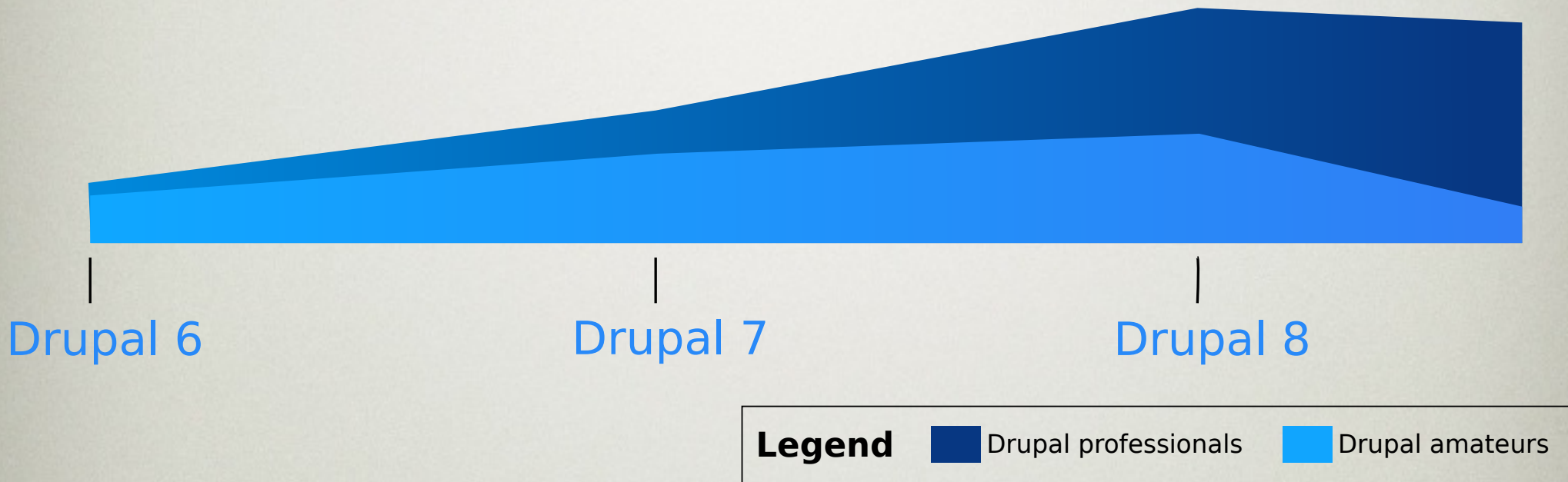
---

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

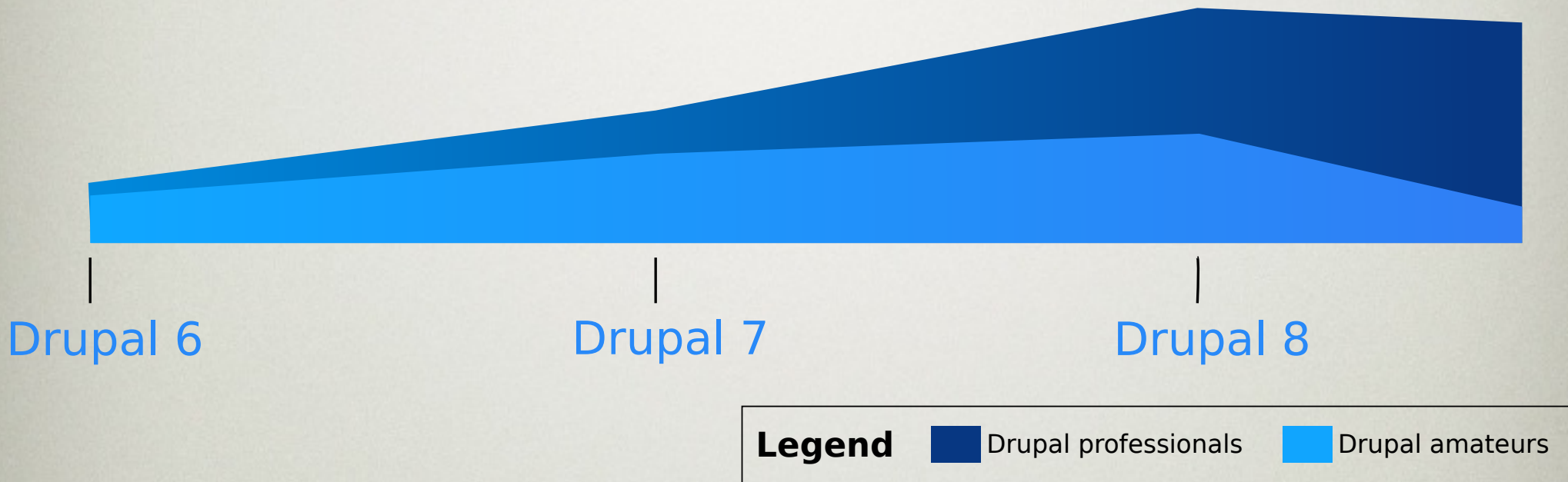
---



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

# DRUPAL USAGE

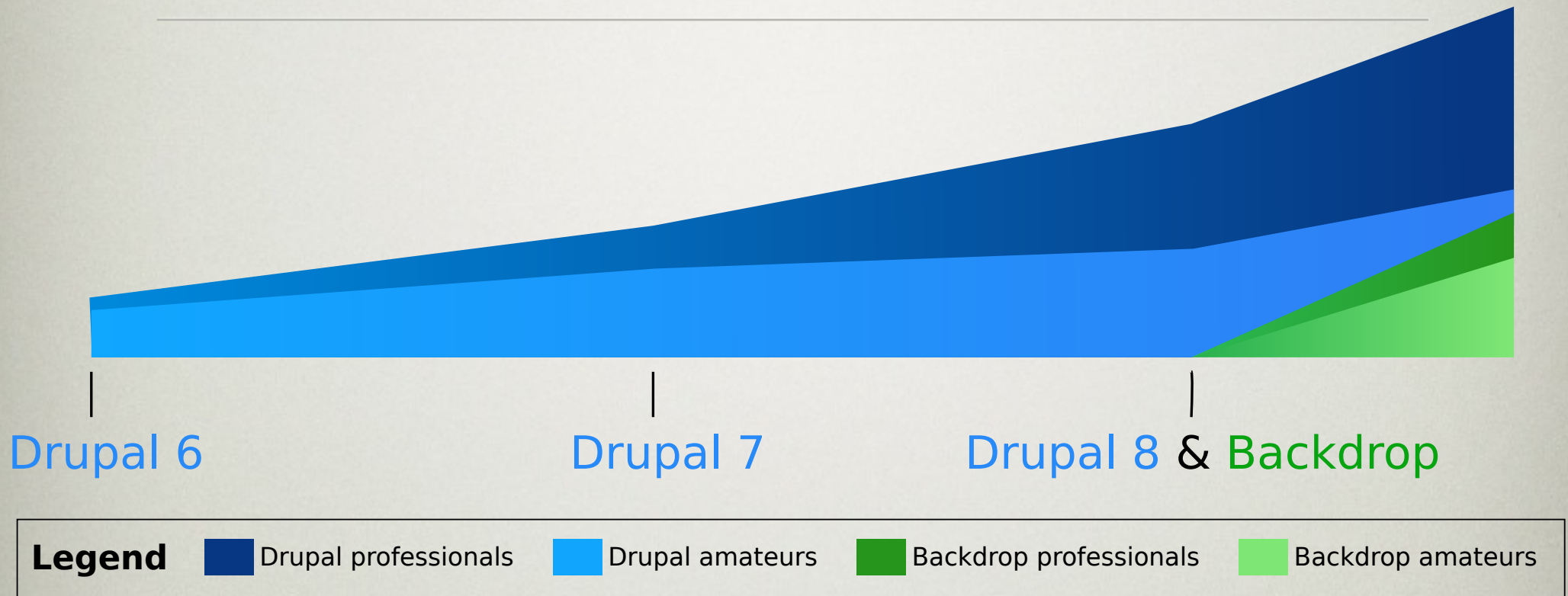
---



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



# DRUPAL USAGE



- With Backdrop, fill the down-market gap

# DIRECTION

---



Drupal™

# DIRECTION

---

- Symfony-framework based HTTP Kernel
- All\* OOP code & design patterns
- Dependency Injection
- Typed data or "EntityNG"
- PHPUnit testing
- Twig template engine



# DISTRESS

---



Drupal™

# **DISTRESS**

---

“Suffering caused by lack of money or the basic necessities of life.

- cost
- learning curve

# **DISTRESS COST**

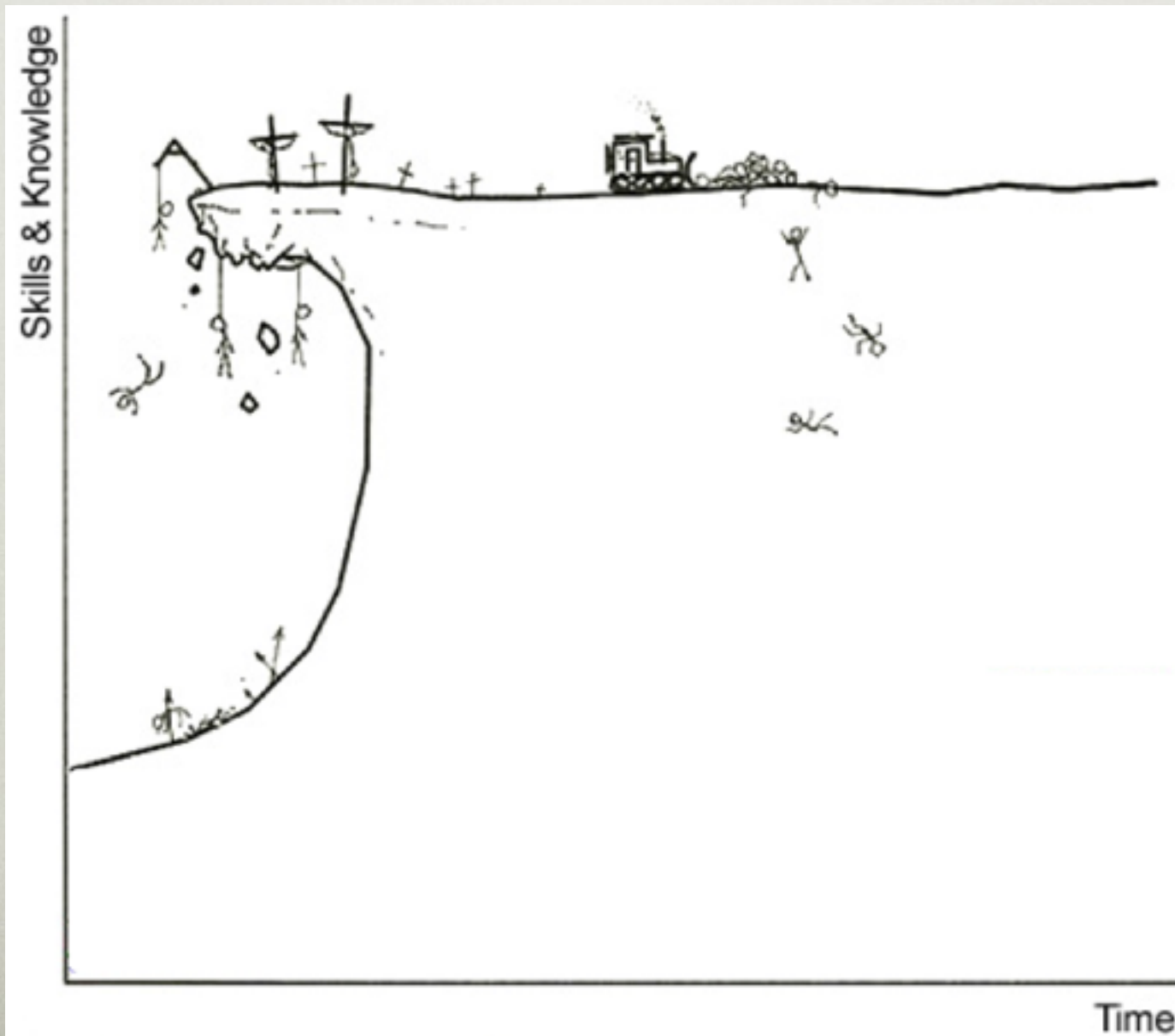
---

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



# DISTRESS LEARNING CURVE

---



# BACKDROP CMS

## IMPROVEMENTS (?)

# MERITOCRACY

---

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

Advancement in such a system is based on talent measured through examination and / or demonstrated achievement.

<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?

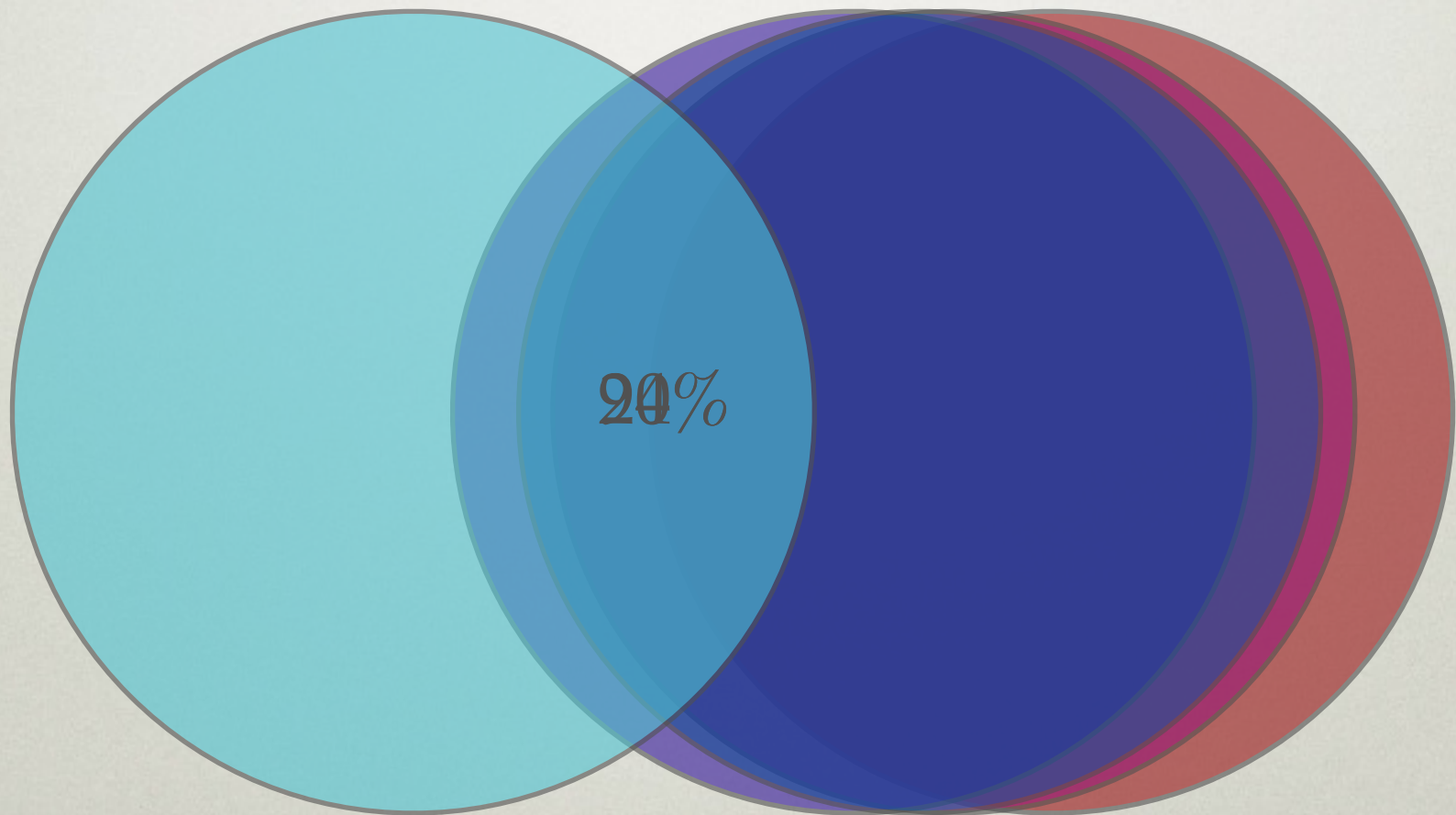
# BACKDROP CMS PHILOSOPHY

---

1. Keep **change** to a minimum
2. Design (and Architect) for the **majority**
3. Provide **extensibility** (for the minority)
4. Keep it **simple**
5. Issue planned and measured releases

# KEEP CHANGE TO A MINIMUM

---





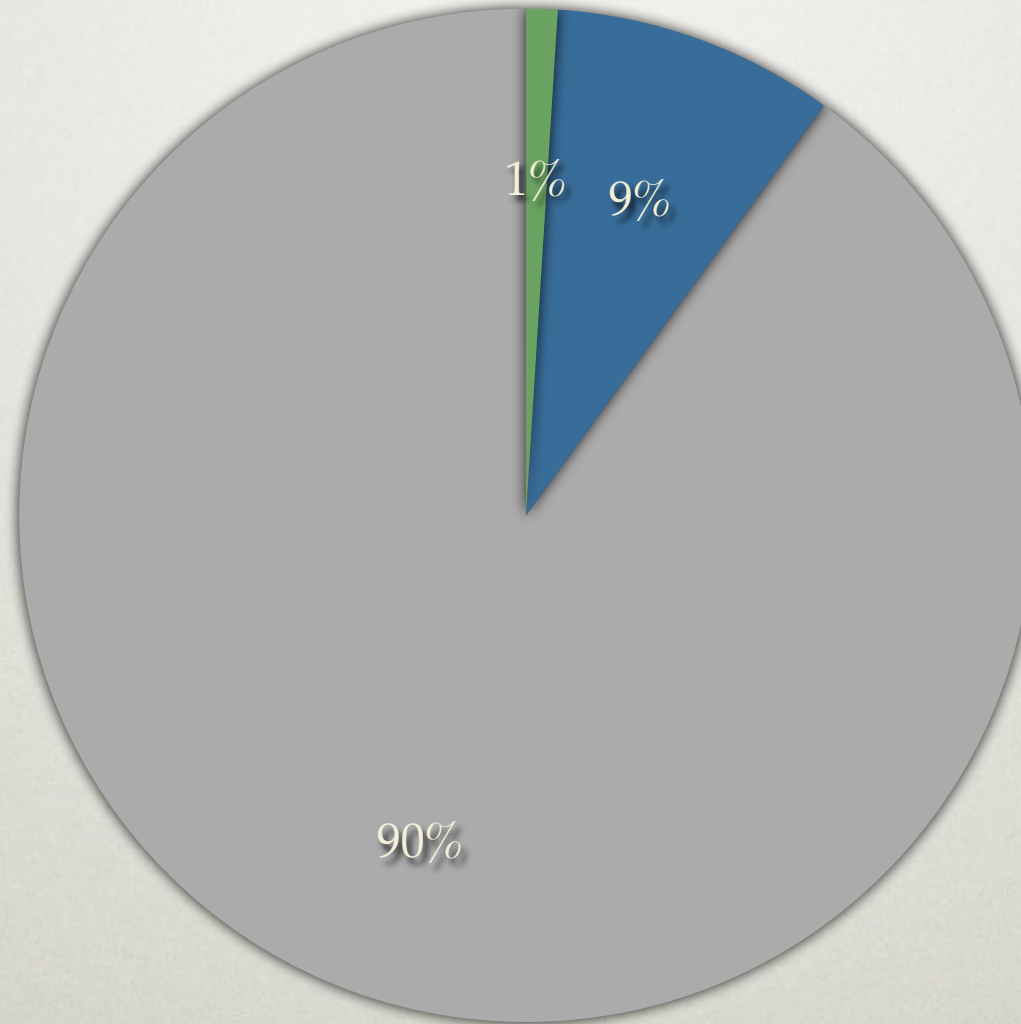
# DESIGN & ARCHITECT FOR THE MAJORITY

---

- Design for the majority (user interface)
- Architect for the majority (code)
- Reduce layers of abstraction
- Better code isn't necessarily better for the community

# 1% RULE

---



● Creators

● Contributors

● Lurkers

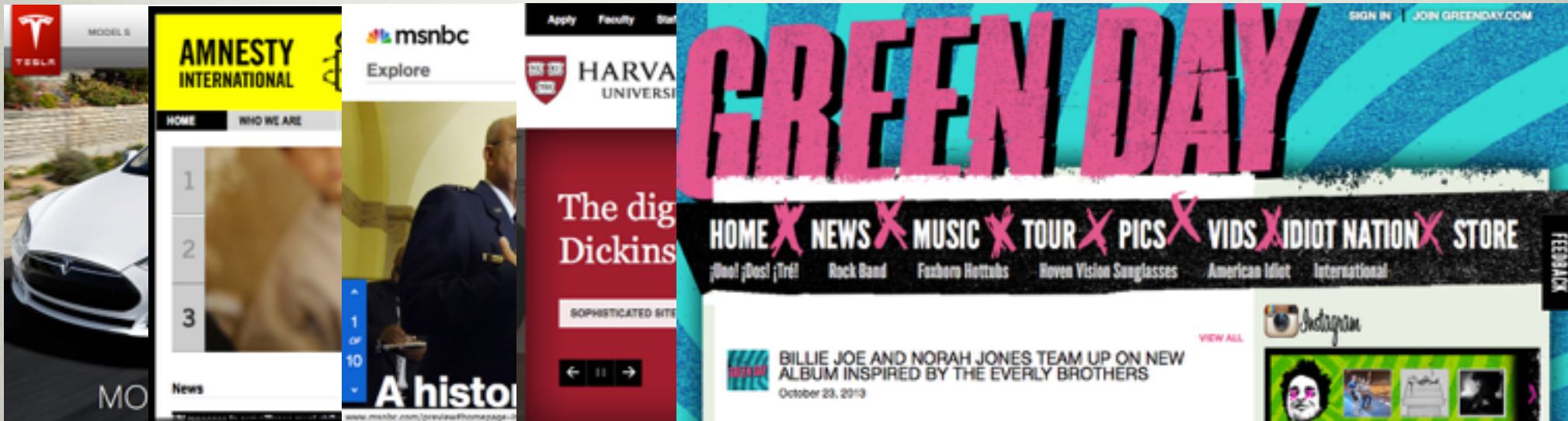
# EXTENSIBILITY

---

- 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.

# KEEP IT SIMPLE

---

- Choose direct implementation over abstraction
- Use basic language patterns
- Perform well on low-cost hosting

# PLANNED AND MEASURED RELEASES

---

1

.

2

.

3

**Major**

Incompatible  
API changes

(3 years)

**Minor**

Backwards-  
compatible feature  
and API additions

(4 months)

**Patch**

Backwards-  
compatible bug  
fixes

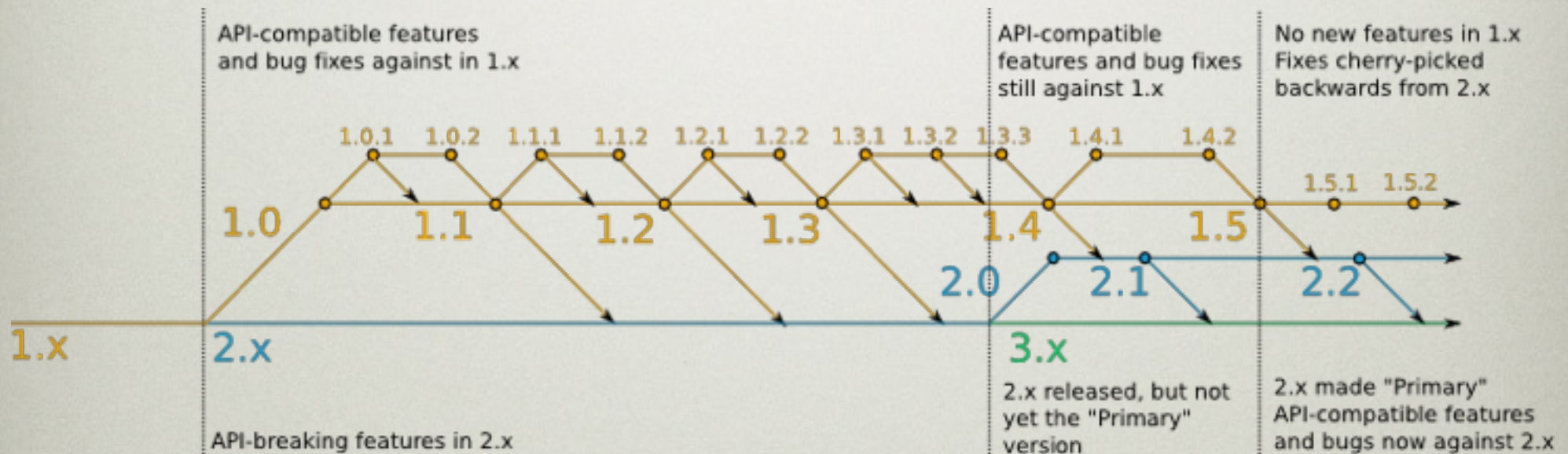
(as needed)

<http://handbook.backdropcms.org/versions/>



# PLANNED AND MEASURED RELEASES

Stable-first fixes, attempting to fix patch neglect



<http://handbook.backdropcms.org/versions/>

# HOW DOES THIS LINE UP WITH DRUPAL?

---

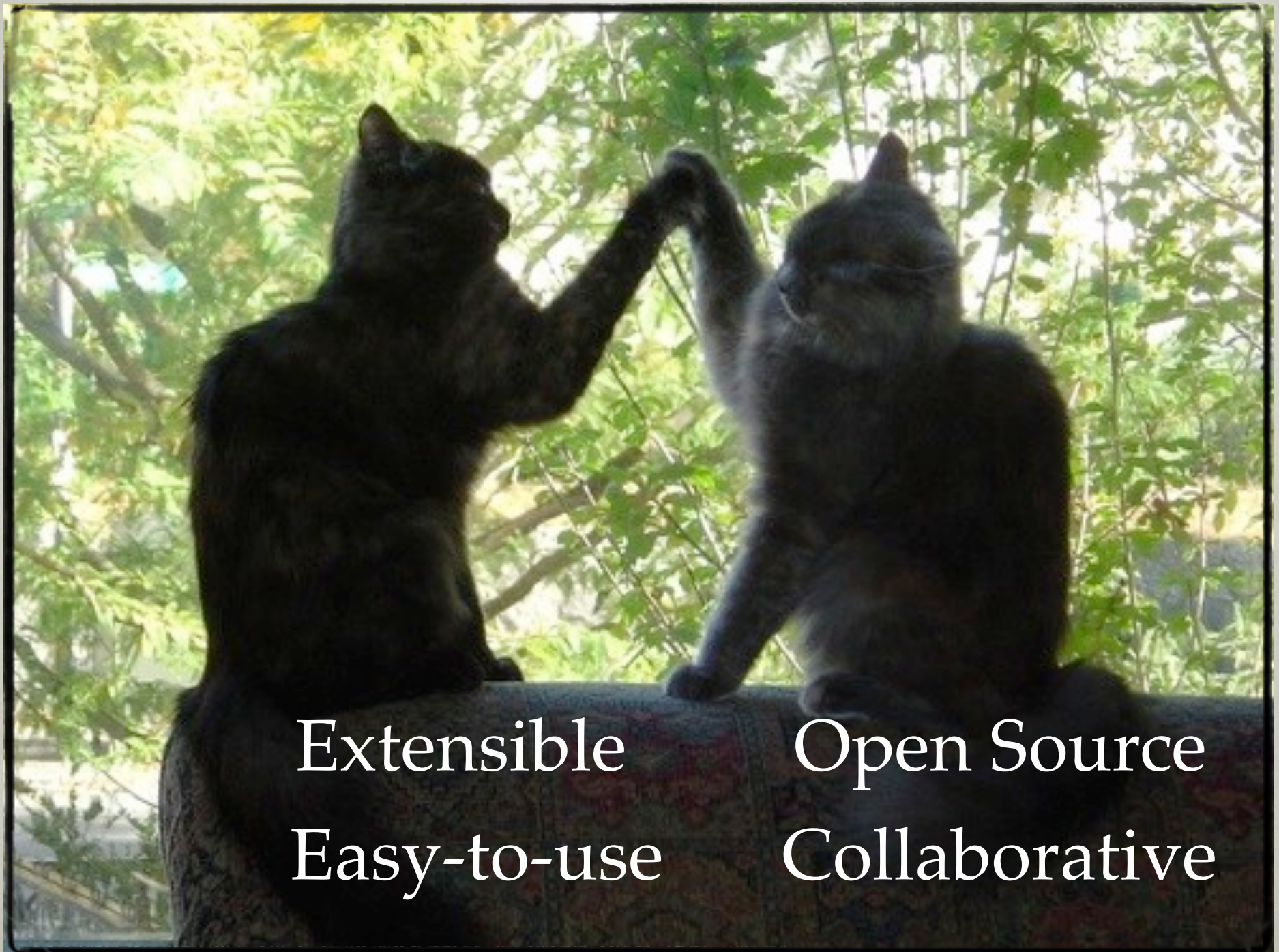
## Backdrop CMS

- 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

BECAUSE THERE'S A COST  
THAT COMES WITH CHANGE

JEN LAMPTON ~ @JENLAMPTON



