



Publishing Platform on Drupal 8

15+ brands: how to BUILD a unique site for each brand...without DEVELOPING a new site for each brand



Srijan | Global Open Source leaders

Technology architects for high traffic, secure & engaging applications

15

Years of
profitable
Growth

200+

Largest Drupal
Company in APJ

45+

Certified
Drupal
Engineers

12

Multi-year Global
Customers

The Client | Crain Communications

Automotive News

AdAge

InvestmentNews

ChicagoBusiness.com
CRAIN'S
CHICAGO BUSINESS

Modern
Healthcare

CRAIN'S
NEW YORK BUSINESS

Plastics News

 **AUTOWEEK**

CRAIN'S
DETROIT BUSINESS

The Project | Publishing Platform



Building a **Publishing platform** on Drupal 8.

Migrating 15+ **brands**, from various CMSs/
Frameworks onto the new platform.

Content dating back to 1995.

Start with **Core** and then release brands on
a rolling schedule.

The Project I Goals

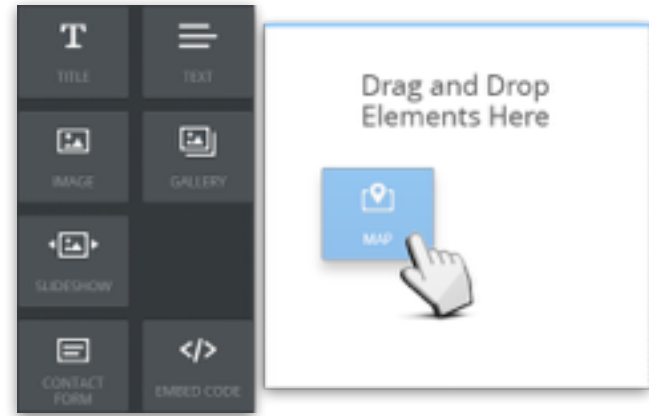
Empower brands

Allow the brands to do more, take control of their web sites and rely less on developers.

-- create new landing pages, manage their home page layout, manage menus, access control etc

-- last year alone, the support system received ~58 tickets related to updating the footer

Let developers focus on innovation.



The Project I Goals

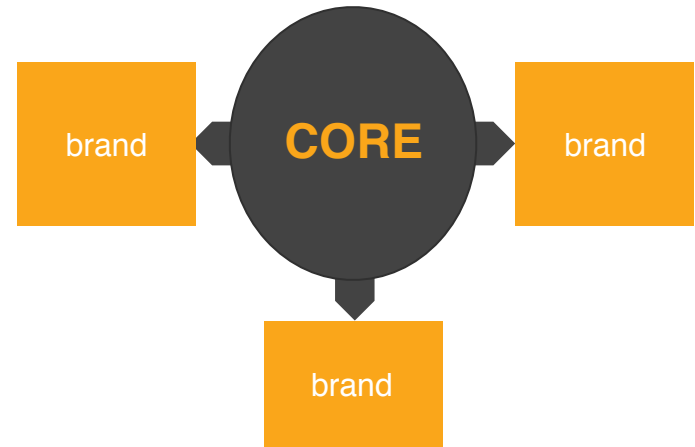
Develop once, use anywhere

All brands should reap the benefits of best in class features.

-- Brand X does something well, adapt it and distribute to others.

Reduce maintenance costs over time.

Maintain code standards and best practices (SEO, accessibility, analytics etc) across brands.



The Project | Goals



The Project I Discovery Phase

1

Defined Core platform features and Brand specific features

2

Established a common language around content types, layouts, components etc

3

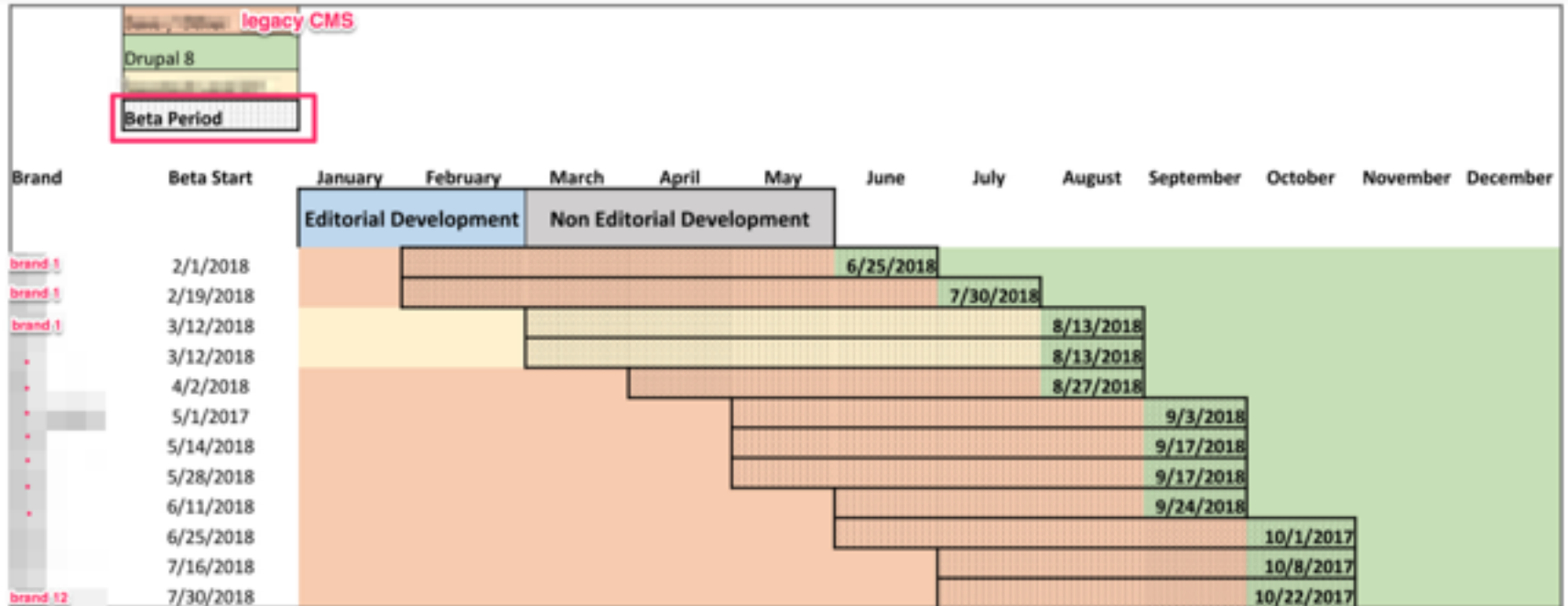
Defined multi site architecture

4

High level timeline as well as brand rollout plan

The Project I Discovery Phase

We started with Core platform development and came up with a rolling go live schedule for the brands.



Platform features and Demo

Platform features and Demo

- 1 Site Building power of Drupal 8
- 2 Multi Site architecture and Configuration Management
- 3 Patternlabs and Global Styleguide

Site Building I Key Concepts

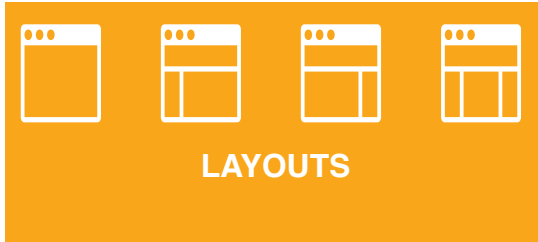
Empowering Brands

Following modules and Drupal 8 concepts lay the foundation of the site building capabilities within the platform

- 01 | Panels and Panelizer
- 02 | Layout Discovery
- 03 | Blocks as entities
- 04 | Paragraphs & Quick Edit
- 05 | Media Entity



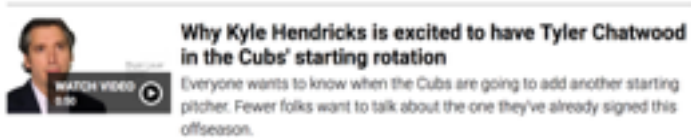
Site Building I Demo



Site Building I Demo

Component Examples

Most components were developed as **Block Entities**



Why Kyle Hendricks is excited to have Tyler Chatwood in the Cubs' starting rotation

Everyone wants to know when the Cubs are going to add another starting pitcher. Fewer folks want to talk about the one they've already signed this offseason.



Kyle Schwarber is still here, and the DH might be too

Kyle has 62 home runs and now wants to be the best of them.

Ford EV moving to Mexico to make room for autonomous vehicles in MI

Ford recalls 330,000 cars in Germany on possible electrical problem

Audi recalls 330,000 cars in Germany on possible electrical problem

Flat Chrysler in talks over potential diesel emissions settlement

Promo Box

SPECIAL PROMOTIONAL TEST II

Promo Test 2



Promo Test 2 copy

Promo Test 1



Promo Test 1 copy

Promo Test 3



Promo Test 3 copy

Promo Test 4

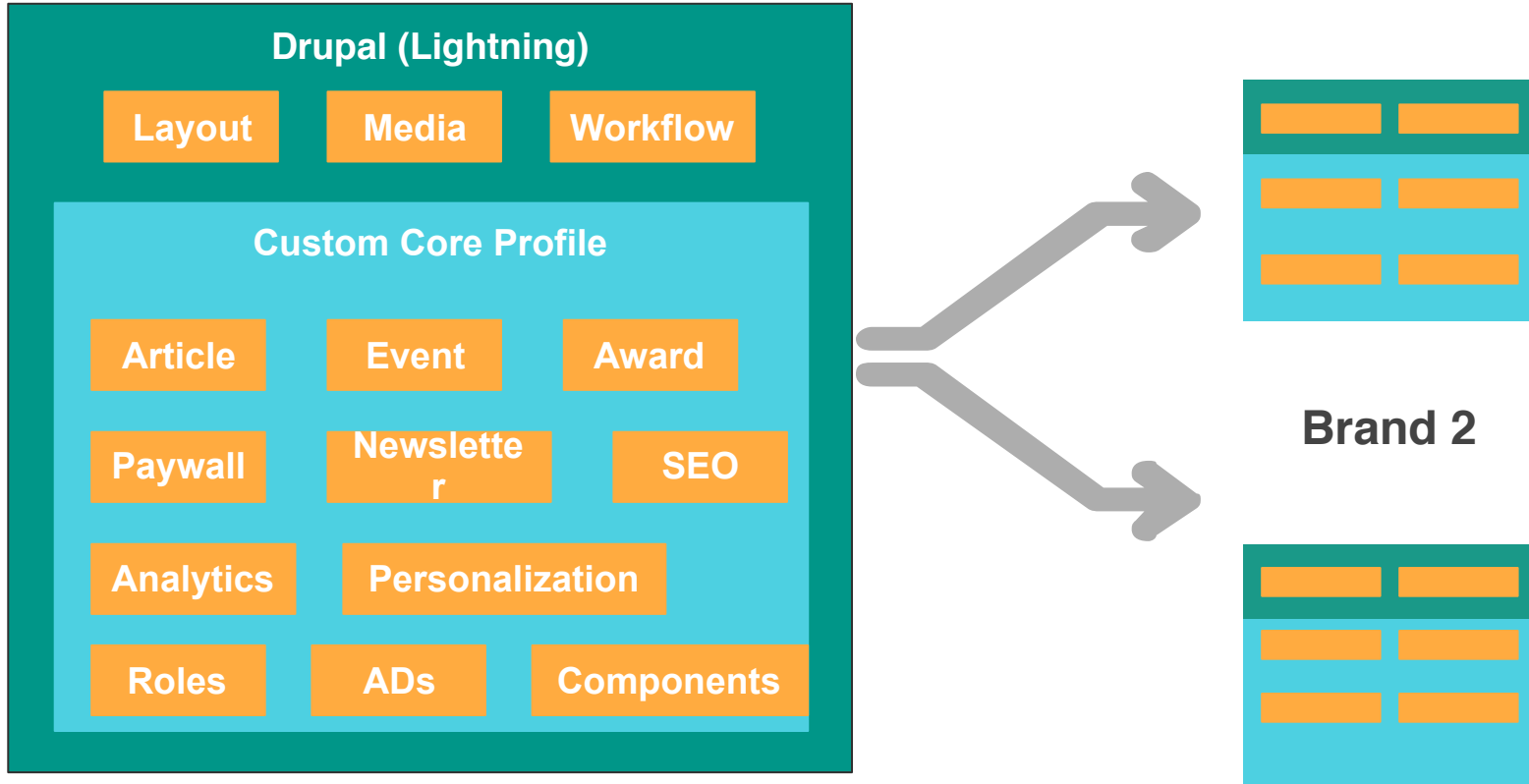


Promo Test 4 copy

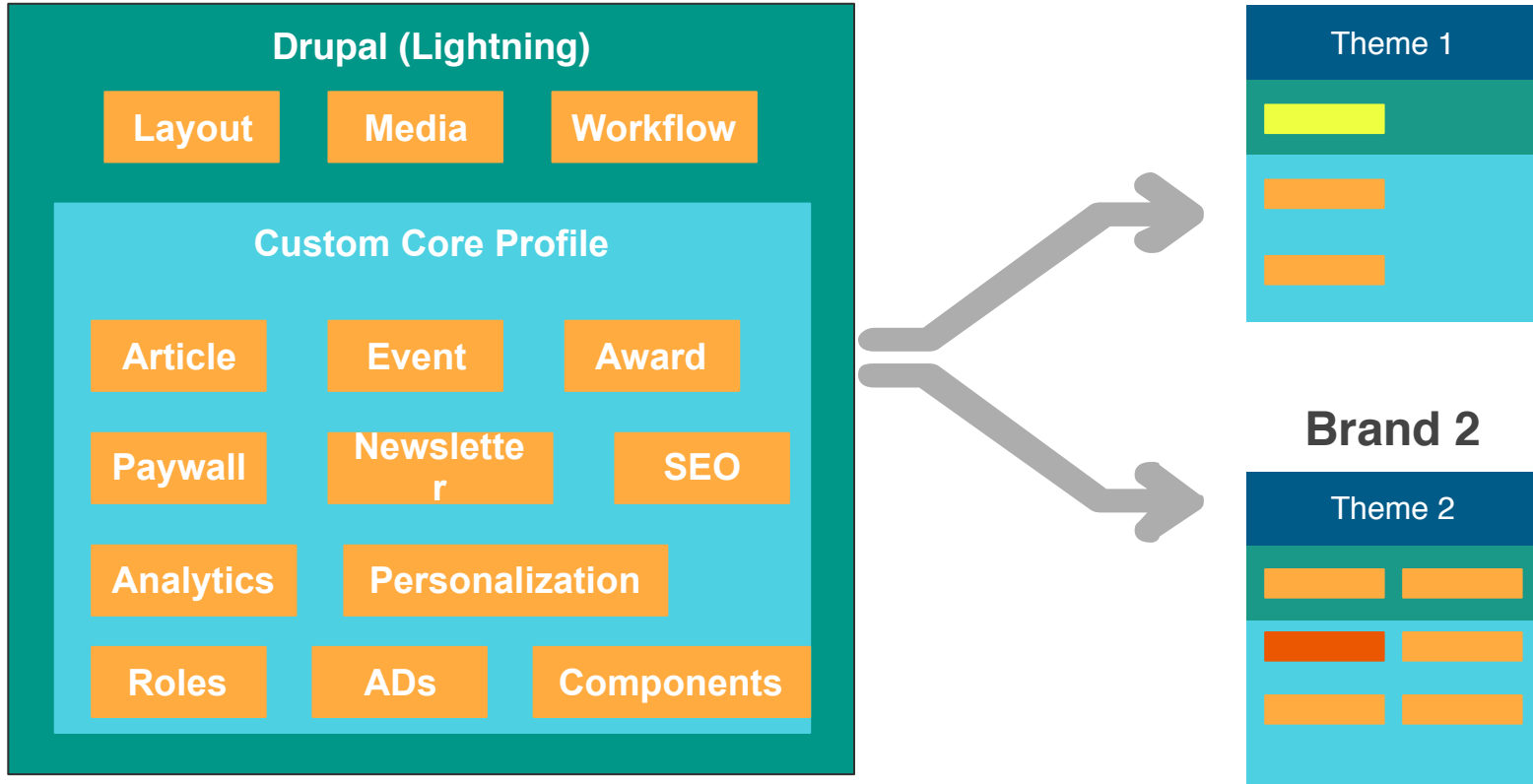
CONNECT WITH US



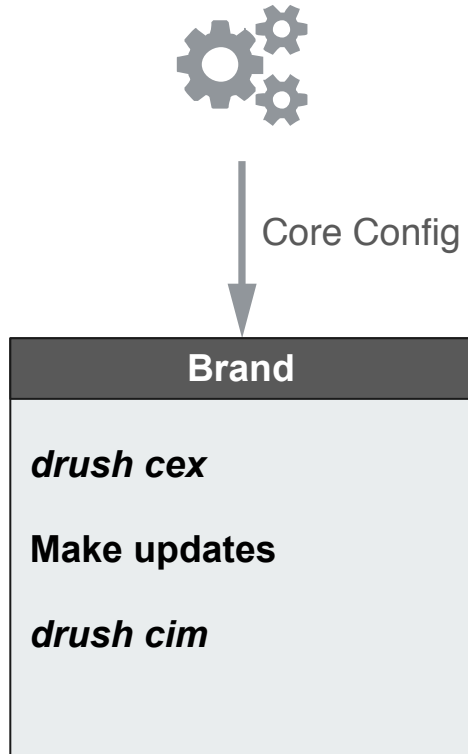
Platform Architecture



Platform Architecture



Platform Architecture | Config Mgmt



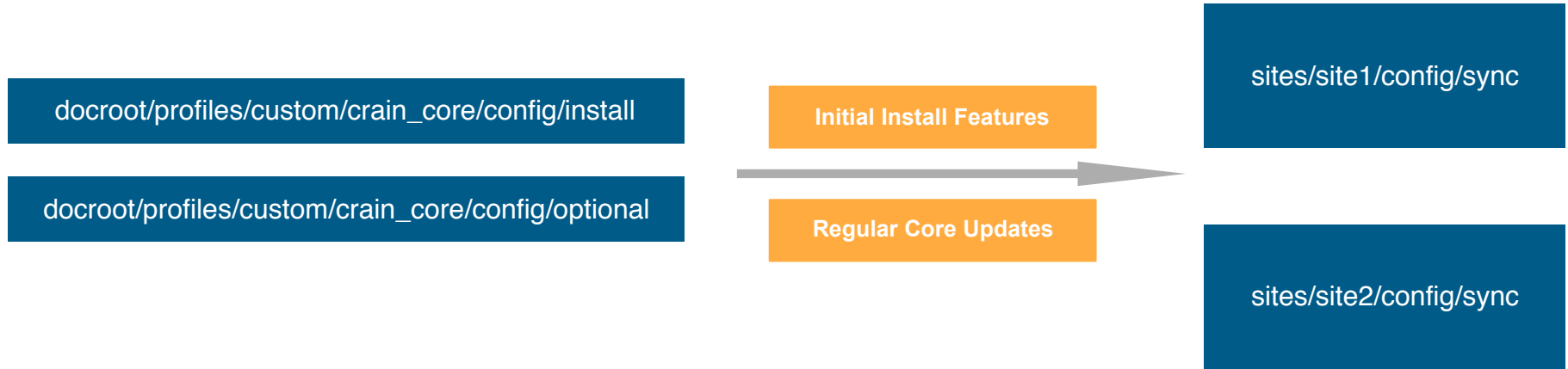
Configuration Management in Drupal 8 is the for successfully building a platform.

Example: we define a core article content type, with a set of core article fields.

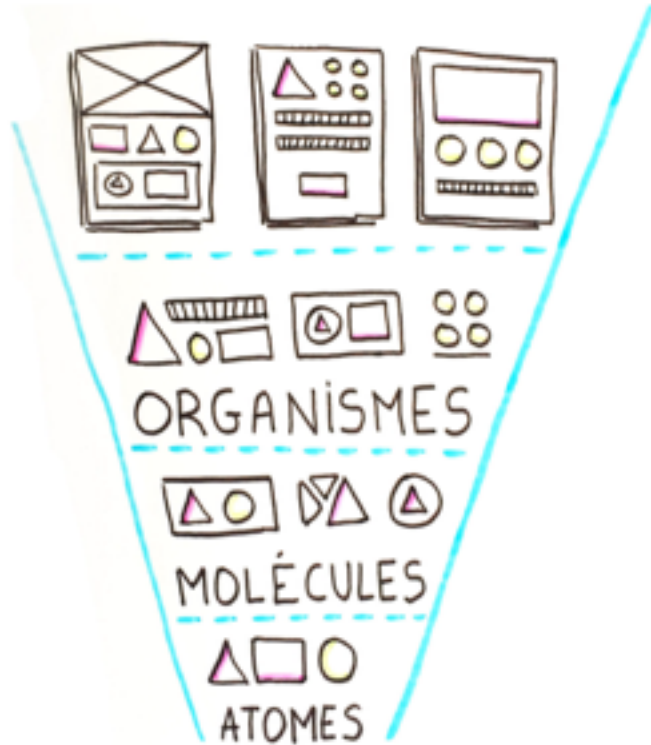
Brands have the ability to create or modify fields for their respective sites.

We can still push core changes to all brands.

Platform Architecture | Config Mgmt



Platform Architecture | PatternLab



©audreyhacq

Global style guide using PatternLab.

Central place to see all components within the platform as well as all brand sites.

Allows front end developers to work independently of back end.

Summary

- Core modules and concepts in Drupal 8, such as layout discovery and configuration management, having blocks as entities are the backbone of our platform approach.
- Significant improvement in media management and paragraphs module, which has improved editorial experience.
- You can set up your platform as a multi-site as well as a single site installation. We are maintaining a combination of both.
- A strong governance model should be in place otherwise the platform can get out of hand and implode.
- Implement QA automation. We've used Behat extensively in this project.



Thanks You!

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