

# WHY ARE CLIENTS SCARED OF DRUPAL?

How to Make Clients Feel as Comfortable as a Warm Fuzzy  
Blanket

<http://2015.midcamp.org/session-proposal/why-are-clients-scared-drupal-how-make-clients-feel-comfortable-warm-fuzzy-blanket>

**MIDCAMP 2015**  
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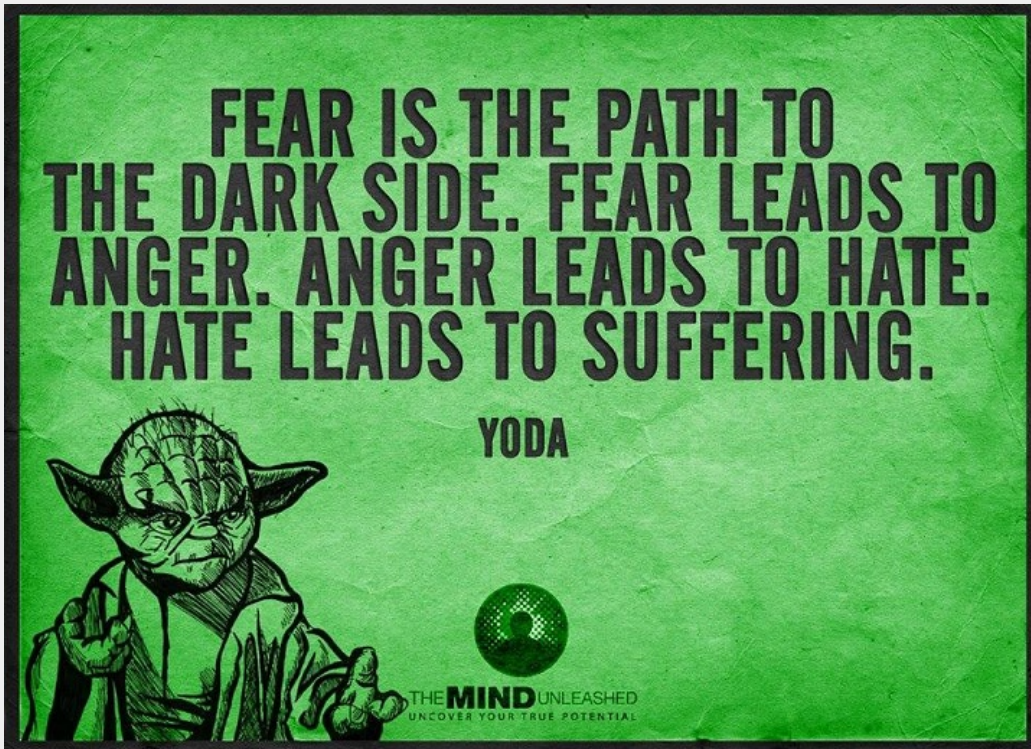
[HTTP://WWW.CLARITYPARTNERS.COM/](http://www.claritypartners.com/)

## A LITTLE BIT ABOUT ME...

- ★ Started as a ColdFusion developer
- ★ Moved into multiple CMS implementations
- ★ Drupal: 2007 (D5)

# SO I'VE SEEN A LOT OF FEAR (AND ANGER) IN MY TIME...

- ★ Fear of change in general
- ★ Fear of new tech
- ★ Fear of new responsibilities
- ★ Fear of failure
- ★ ...And you don't know when it might surface, either...



# TECHNOLOGIST = PROJECT/CLIENT THERAPIST



# DRUPAL CAN BE REALLY SCARY FOR PEOPLE...



## SO WHAT ARE THE FEARS?

- ★ What's with the name?
- ★ So what company supports it? Oracle? Microsoft?
- ★ What is open source, even? sounds like hippie stuff...
- ★ You get what you pay for, right?
- ★ Wait, how does this even work?
- ★ Security???
- ★ Fear of upgrades / loss of support
- ★ What do I do with all this stuff? where do I even start?



# YOU NEED TO HAVE SOME TOOLS READY...

# WHAT'S WITH THE NAME?



# THE NAME DOESN'T MATTER

- ★ It's been around longer than you think
- ★ It's supported by thousands of developers around the world!
- ★ It's going to solve your problems

# SO WHAT COMPANY SUPPORTS IT? ORACLE? MICROSOFT?



# YOU HAVE CHOICE

- ★ There is commercial support if needed
- ★ There are consultants and free-lancers available
- ★ Or you can take it in-house

# WHAT IS OPEN SOURCE, EVEN? SOUNDS LIKE HIPPIE STUFF...

# OPEN SOURCE COMMUNITIES ARE LARGE, BUT DISCIPLINED

- ★ Coding guidelines
- ★ Peer review

# YOU GET WHAT YOU PAY FOR, RIGHT?





# WELL, YES YOU DO ACTUALLY

- ★ Software is free
- ★ You pay for expertise and creativity

# WAIT, HOW DOES THIS EVEN WORK?



# WITH THE RIGHT MATERIALS, YOU CAN BUILD ANYTHING

- ★ Explain the module approach
- ★ Detail out the modules you'll use

# SECURITY???

# MULTIPLE APPROACHES

- ★ Security is always an issue, regardless of software
- ★ Drupal community can respond quickly -- and has
- ★ Regular updates are part of the process (and you get notified)
- ★ Detailed best practices on how to code:  
<https://www.drupal.org/writing-secure-code>

# FEAR OF UPGRADES / LOSS OF SUPPORT

# YOU ARE NOT ALONE

- ★ Upgrades: yes, Drupal upgrades on a regular basis
- ★ Upgrades: no, there isn't a straight migration path
- ★ But the timeline is in your favor -- D7 is likely to be supported for 5-7 years

# WHAT DO I DO WITH ALL THIS STUFF? WHERE DO I EVEN START?



# GET THEM FROM POINT A TO POINT B...

- ★ Explain the process -- both during and after the project
- ★ Admin tools: make them friendly! only show people what they need to see
- ★ Tell a story -- where they are the hero

# READY FOR MY DRUPAL WEBSITE...

# QUESTIONS?

**SPRINT SUNDAY 09:00-17:00**

**THE NERDERY, 300 N ELIZABETH  
ST., SUITE 500C**

**HTTP://2015.MIDCAMP.ORG/SCH  
EDULE**

# **LEARN THROUGH CONTRIBUTION**

**CONTRIBUTORS OF ALL SKILL  
SETS AND LEVELS ARE WELCOME  
AND ENCOURAGED.**

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Why Are Clients Scared of Drupal? / **KELLY TETTERTON**

# FEEDBACK

[HTTPS://JOIND.IN/TALK/VIEW/13804](https://joind.in/talk/view/13804)

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