Paying for Drupal

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Isn’t Drupal free?!?

Volunteers pay for Drupal

2215 contributors to Drupal 8

100s of code sprint organizers

100s of translators

Because Drupal is free,
in fairness,
you should volunteer to make Drupal.

~~Because Drupal is free,~~
~~in fairness,~~
you should volunteer to make Drupal.

Is Drupal free?!?

Content

Design

Website Hosting

Cost: 5 minutes work

How much does it cost to run Drupal?

Total cost of ownership

	Proprietary Softare	Software as a Service	Open-source Software
License	$	Free!	Free!
Development	Free!	Free!	$
Support	Free! or $ / year	Free! or $ / year	$ / year
Operation	$ / year	$ / year	$ / year

Total cost of ownership

“Free!”

does not equal

Freedom

The Four
Open Source Freedoms

Freedom 0:

Freedom 1:

Freedom 2:

Freedom 3:

The Four
Open Source Freedoms

Freedom 1: Use it.

Freedom 2: Study it.

Freedom 3: Share it.

Freedom 4: Improve it.

Own the Bricks

Open source licenses
put me in control. Yours?

Total cost of ownership

	Proprietary Softare	Software as a Service	Open-source Software
License			Free!
Development			$
Support	$ / year	$ / year	$ / year
Operation	$ / year		$ / year

cannot control future cost or plans

Total cost of ownership

	Proprietary Softare	Software as a Service	Open-source Software
License	$	$ / year	Free!
Development			$
Support	$ / year		$ / year
Operation	$ / year		$ / year

Scary

Reduce your risk

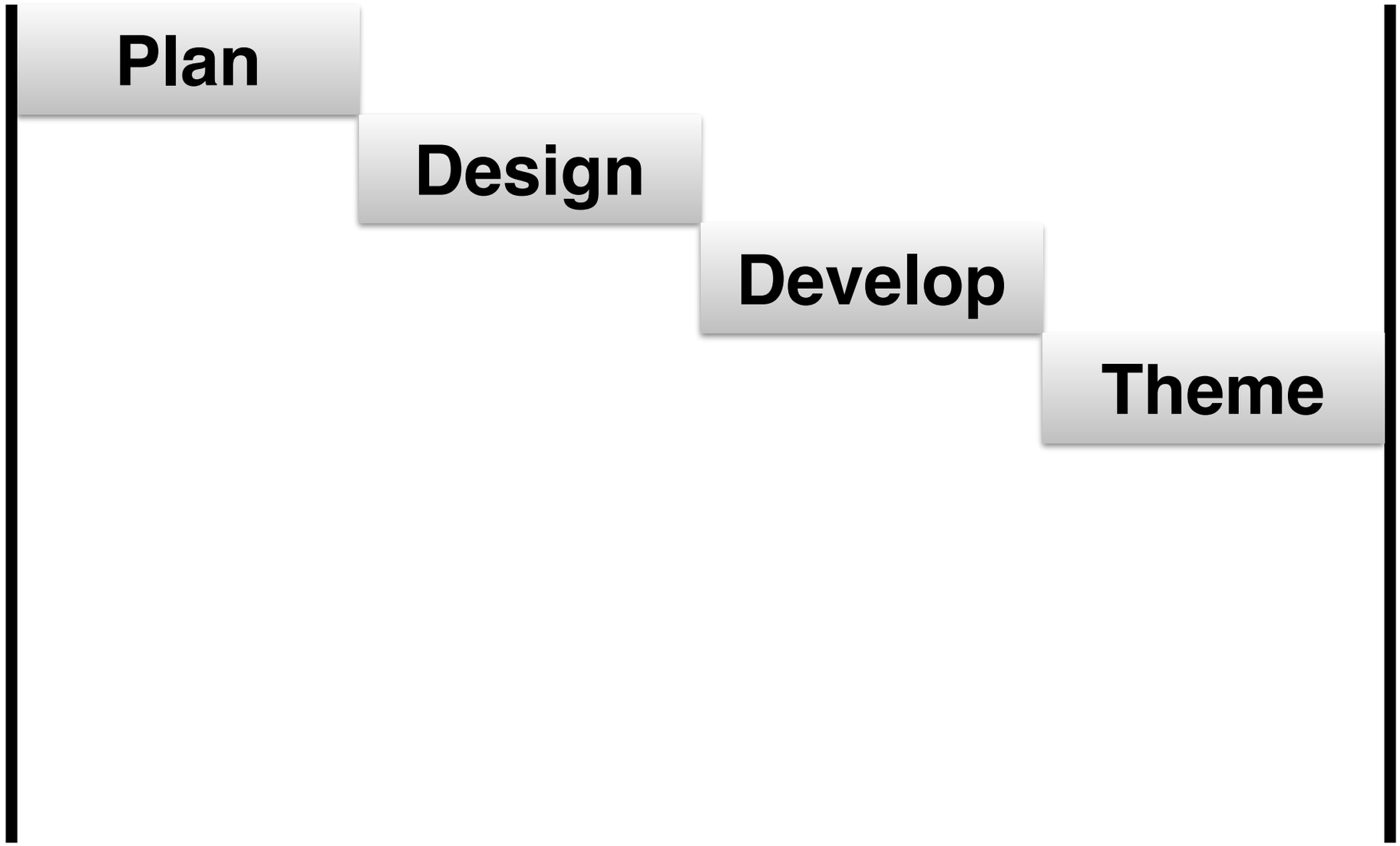
by controlling your risk

Total cost of ownership

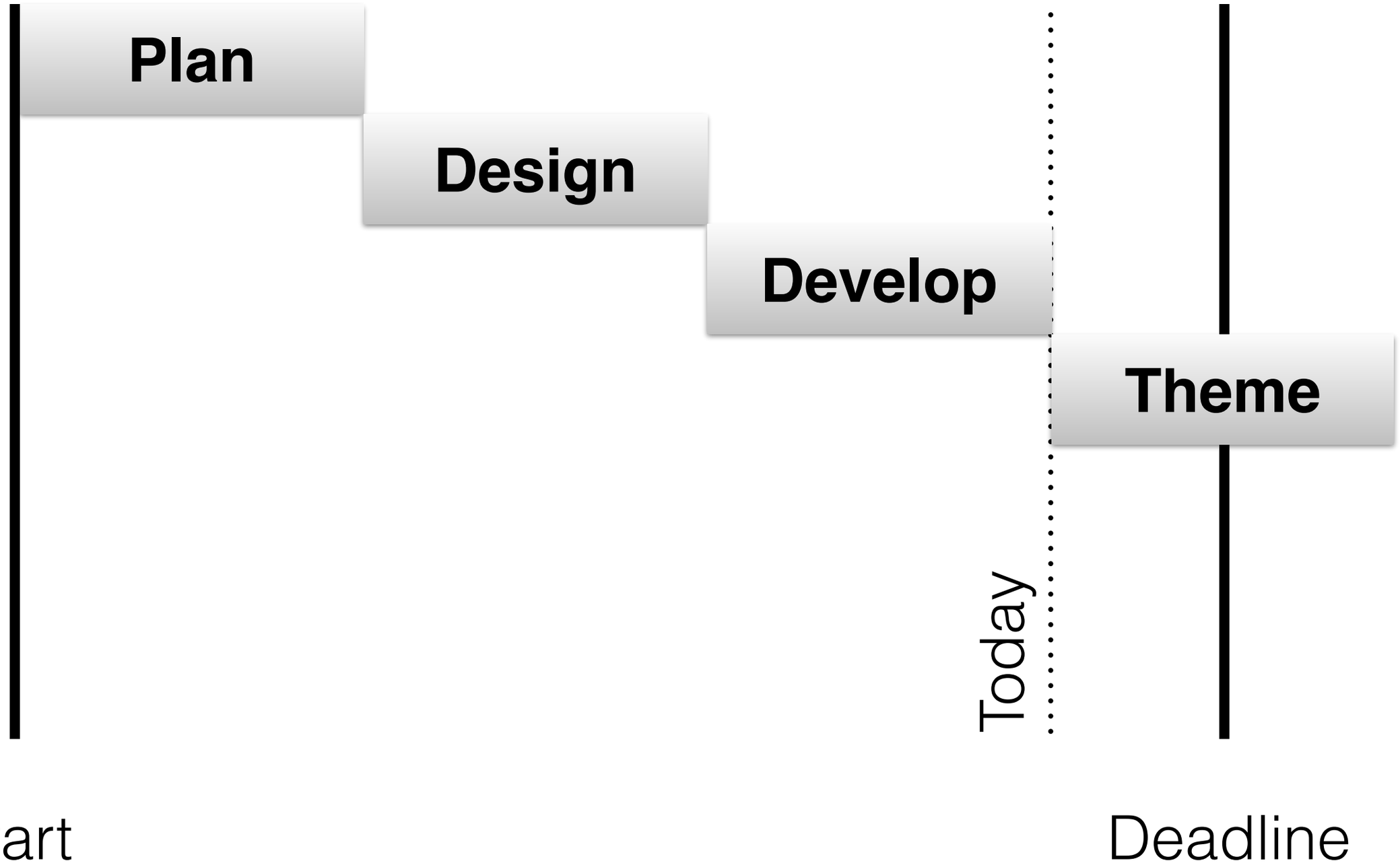
	Proprietary Softare	Software as a Service	Open-source Software
License	$	$ / year	Free!
Development			$
Support	$ / year		$ / year
Operation	$ / year		$ / year

Scary

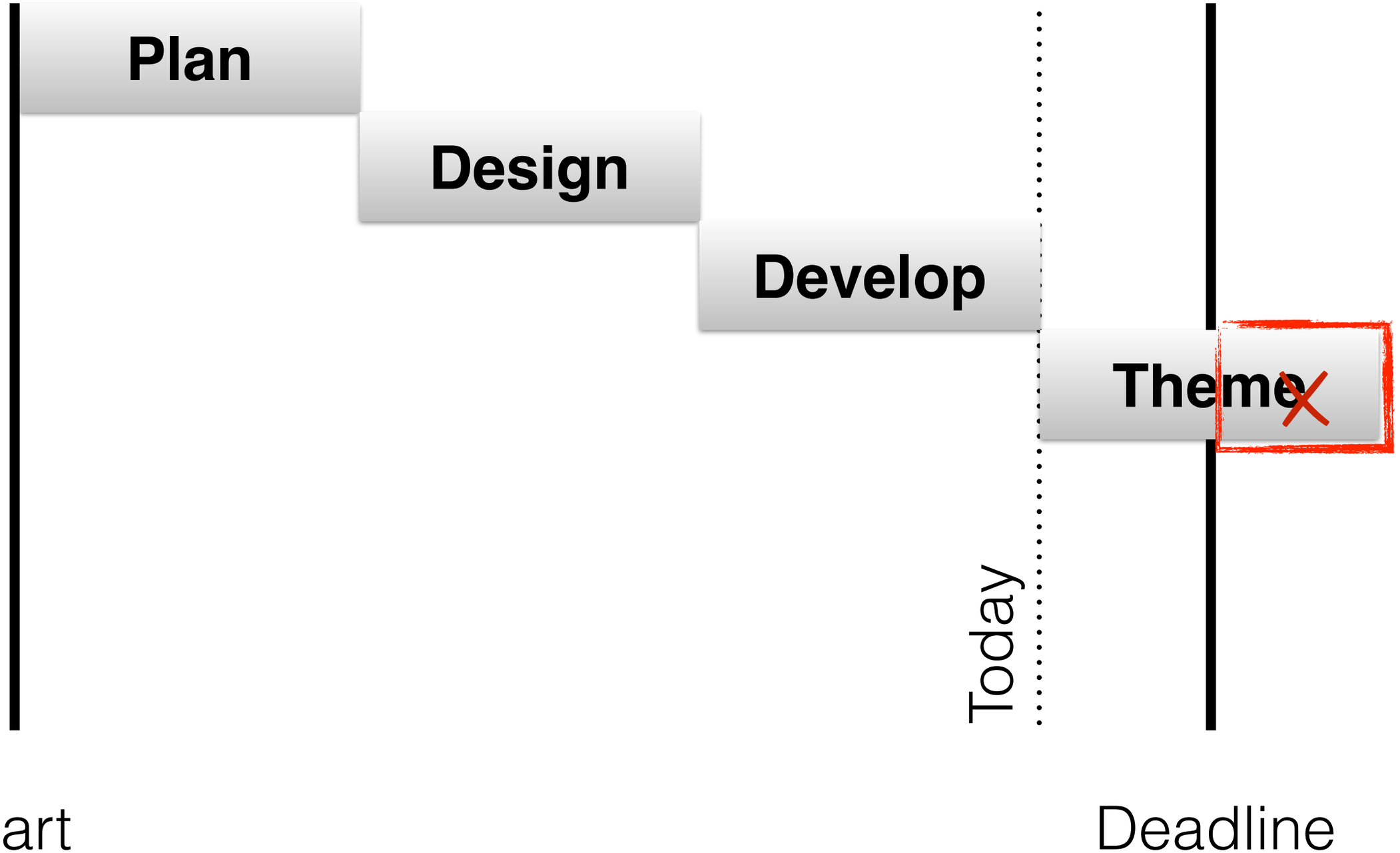
Waterfall project



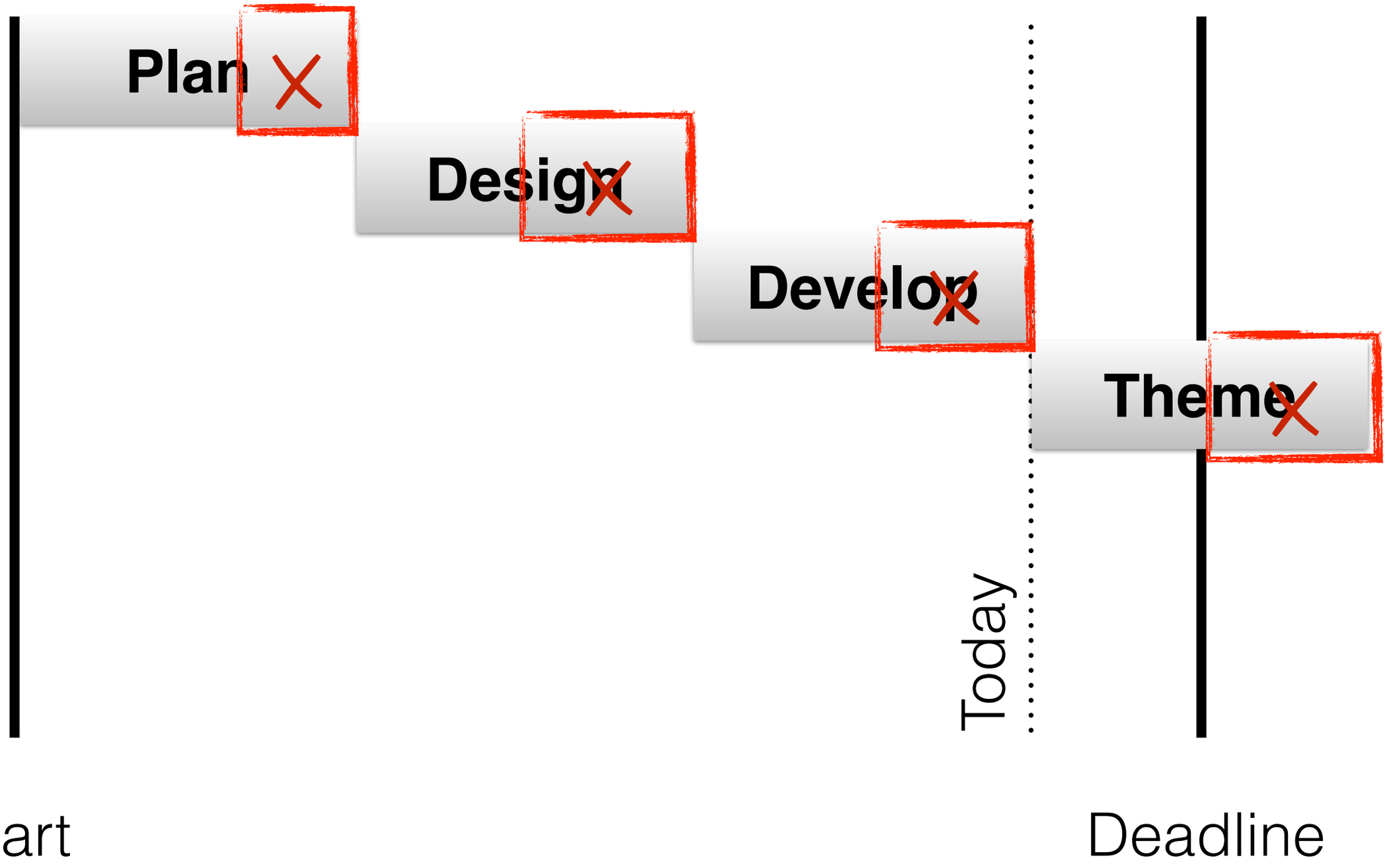
Waterfall project



Waterfall project

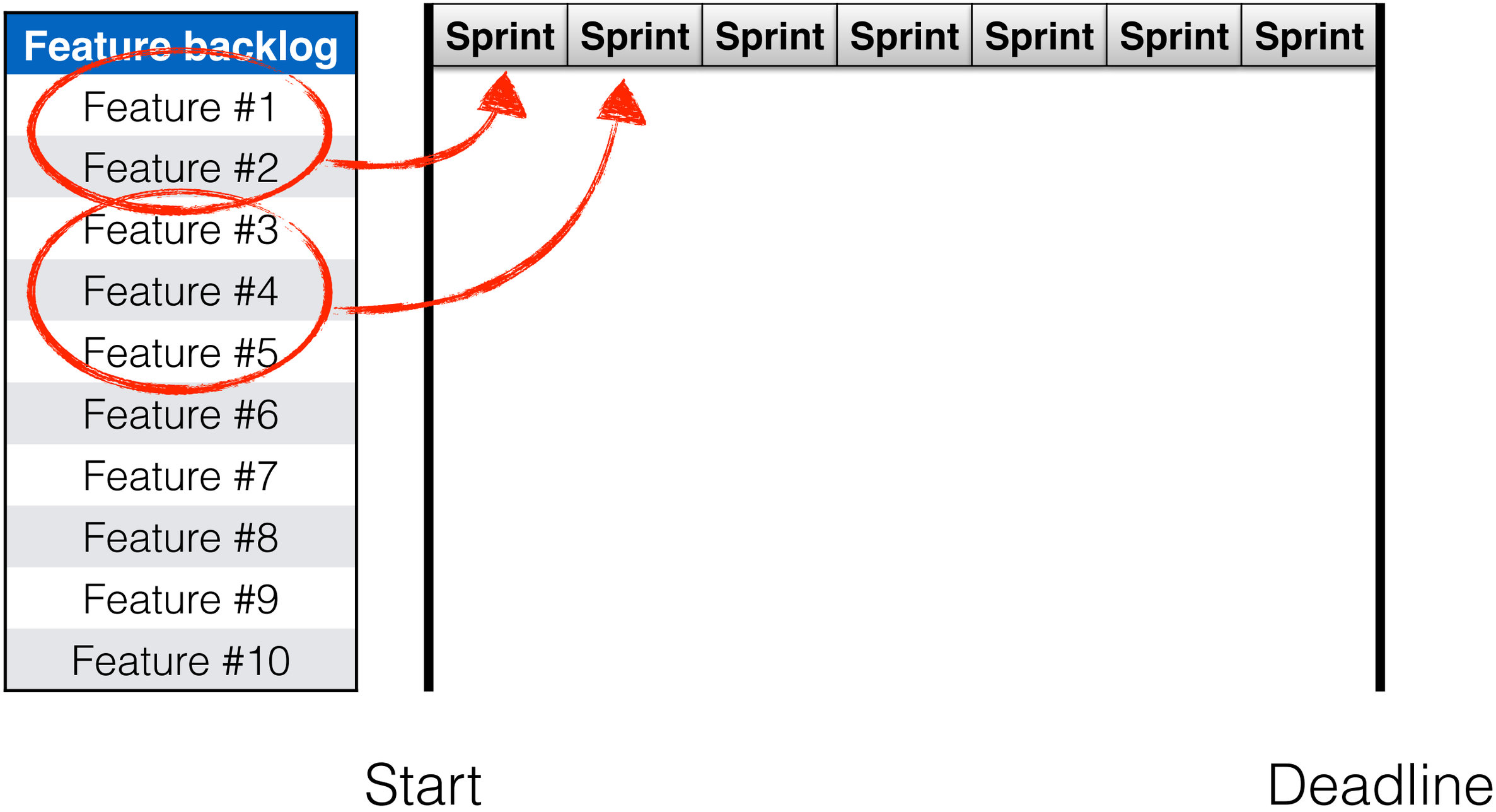


Waterfall project

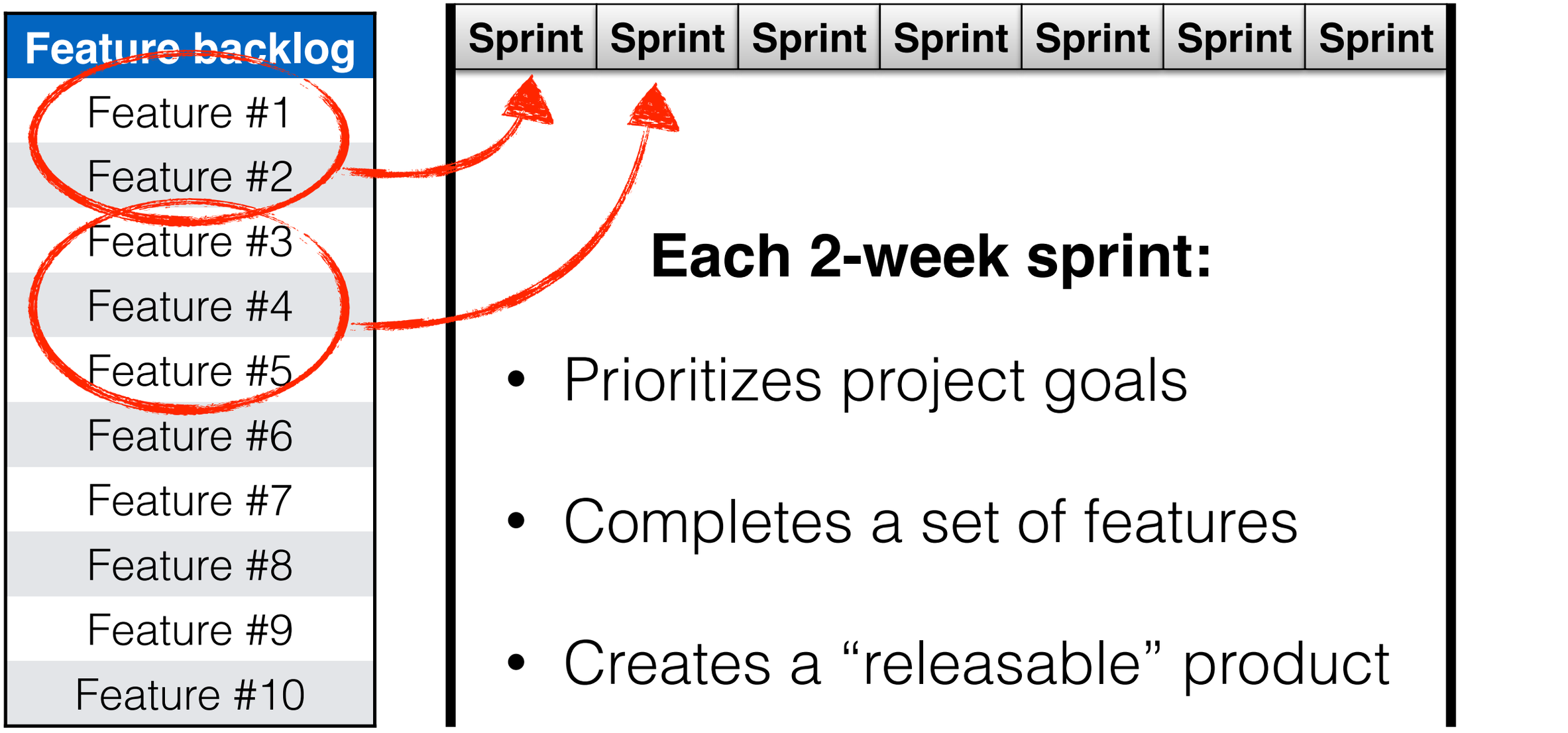


Agile development

Agile project



Agile project



Contractors or Employees?

Employees care about the success of the business

Invest in Employees

What if I invest
in my employees
and they leave?

What if I don’t invest
in my employees
and they stay?

Bootstraping Employee Knowledge

- Training for employees
- Contractors cross-train employees

20% time

(80% billable)

20% time

(80% billable)

- Must be self-directed
- Must be optional
- Encourage professional development
- Related to business goals

Invest in Employees

Employees invest in Drupal

Business value achieved!

Thank you!

Questions?