



When High Tech Firms Go Digital

Section 1: Introduction / Overview

When Speed, Flexibility, and Agility Matter

High tech firms rely on the web to promote products and services, generate leads, and cement relationships with customers and partners. Savvy firms use the web to rapidly develop leading-edge applications that expedite sales, transform business processes, and deliver profitable results. Smart firms realize how to exploit their digital channels and maximize the returns on their investments.

But in an innovation-driven industry, speed, flexibility and agility matter. It is no longer enough to maintain a branded web experience and then monitor results. High tech firms must adapt quickly to changing market conditions. With an emphasis on lean marketing, they must rapidly test alternatives and continuously differentiate themselves from their competitors. For high tech firms, the ability to reach the right people with the right information at the right time and in the right language makes all the difference between success and failure.

Needed is a flexible and scalable platform for powering content-, community-, and commerce-centric solutions, one that makes it easy to do business over the web. This platform is Drupal. With Drupal, high tech firms can rapidly develop, deploy, enhance, and extend the digital experiences that drive business results and gain a competitive edge.

When content is the currency for competing in the digital age, how should firms maintain their competitive edge across web, mobile, and social channels? What should firms do to promote their solutions and services, build communities of passionate supporters, and capture promising opportunities? How can high tech firms increase revenues, reduce costs, capture market share, and simultaneously delight both customers and prospects? What are the smart things that firms should do to prepare for the future?

This solution guide highlights how high tech firms can succeed and profit from an open source platform by deploying Drupal.

Section 2: How Acquia Delivers Effective Solutions

What Acquia Delivers

As a commercial open source company, Acquia provides industry-leading software distributions, hosting capabilities, and services to high tech firms around the world.

Thus Acquia:

- Develops and distributes an expertly curated version of Drupal for assembling content-centric applications, managing multiple web sites from a single source, distributing mobile content, and deploying social business solutions
- Hosts Drupal environments for large-scale deployments that support mission-critical applications, are optimized for high performance, and designed to adapt to highly variable network traffic
- Supports Drupal developers and web site builders with a hosted development environment and tools
- Delivers the management, professional, and learning services for end-to-end technical support, remote administration, site planning and development, technical knowledge-bases, and developer training

With access to Acquia's know how and often leveraging the capabilities of a managed cloud environment, high tech firms can deploy Drupal-powered solutions to:

- Maintain corporate web sites
- Produce online promotions to reach targeted audiences
- Manage conferences and digital events
- Support collaborative communities
- Deliver customer support

Let's consider how high tech firms rely on Drupal to solve these critical business problems, as well as how Acquia delivers the expertise and services that enable cost-effective solutions.

Section 3: Vertical Specific Use Cases

Section 3: Use Case 1

Maintaining Corporate Web Sites

Corporate web sites for high tech firms are designed to promote solutions, products, and services. These sites deliver the branded experiences for engaging prospects, customers, and partners. They easily support lead generation, product marketing, corporate communications, and many other customer- and partner-facing activities.

When it comes to maintaining their corporate web sites, high tech firms face a familiar dilemma. They must develop new capabilities to accommodate changing business environments, while minimizing costs.

- When firms add products and services to their portfolios, they need to publish additional content, as well as continuously enhance site browsing and information retrieval capabilities.
- As firms expand into multiple geographies, they need to quickly localize their web sites to support the languages and cultures of the different target markets.
- As firms strive to differentiate themselves from their competitors, they need to build awareness around their unique products and solutions.

Drupal excels at both the economics and the capabilities of corporate web sites. As an open source project, there are no software licenses. Drupal delivers a web application development environment for assembling corporate sites, oriented around content, community, and commerce. Using Drupal, high tech firms can easily:

- Manage text, rich media, and other content types
- Optimize content delivery for search engines and syndication
- Distribute content to mobile venues
- Publish content directly to social media sites

Web site designers and application developers can rapidly adapt and extend the platform and add the innovative functionality they need to compete in their markets. With Drupal's embedded multi-lingual capabilities, they can easily deliver web experiences in multiple languages.

Moreover, site developers have access to the code and can develop enhancements without hiring costly specialists. When needed, they can reach out to the worldwide Drupal developer community (encompassing 16,000 active developers and nearly 800,000 end users) to develop new capabilities, test innovative approaches, and quickly learn from one another.

As a result, marketers can rely on their Drupal-powered sites to create and manage content in the local languages for their specific markets. With Drupal's integrated site tracking and testing capabilities, they can easily launch and monitor the success of product promotions, as well as personalize content delivery.

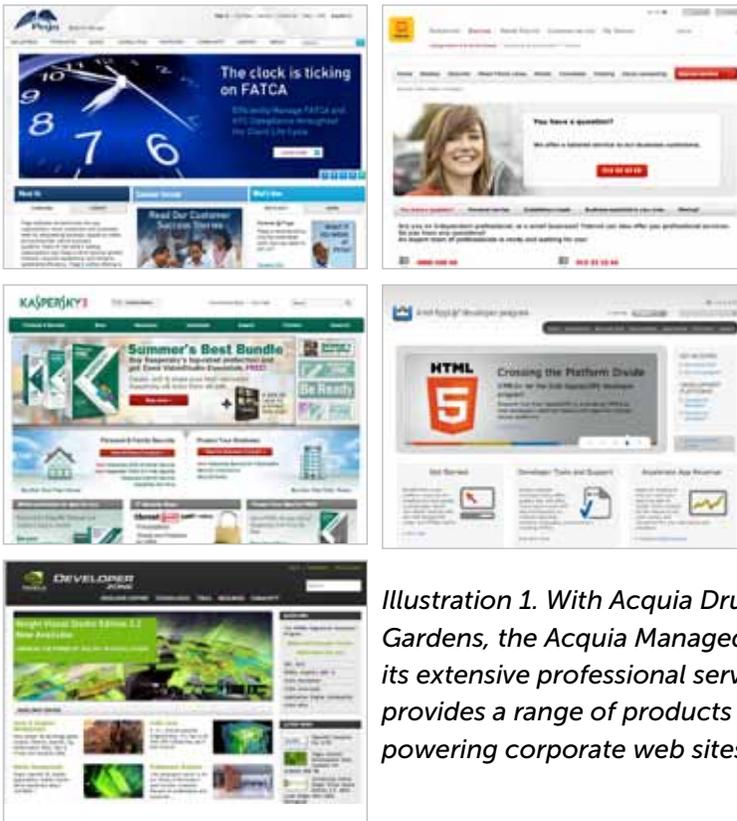


Illustration 1. With Acquia Drupal, Drupal Gardens, the Acquia Managed Cloud, and its extensive professional services, Acquia provides a range of products and services for powering corporate web sites.

As shown in Illustration 1, many leading high tech firms run their corporate sites on Drupal, including Acquia, Brightcove, Canonical, Jaspersoft, PegaSystems, SpringSource, Taleo, Telenet, and Zuora. Here's the link to the Drupal showcase of over 100 high tech firms that Acquia maintains: <http://www.drupalshowcase.com/site-industries/High%20Tech>. When it comes to maintaining corporate web sites, Acquia can help high tech firms develop the most cost-effective Drupal solutions.

Section 3: Use Case 2

Producing Online Promotions

High tech firms continually launch and track promotional campaigns, seeking to generate and nurture leads with new information on timely topics. Marketers can build brand awareness by rapidly producing topic-specific web experiences within the context of their overall corporate sites.

Leveraging Drupal Gardens and Enterprise Drupal Gardens, Drupal easily supports innovative marketing campaigns on a cost-effective, repeatable, and ongoing basis. Marketers can work at their own pace without requiring the assistance of web site designers and developers. Moreover marketers can quickly track results across web, mobile, and social channels.

Specifically, marketers can launch campaigns and roll out topic-specific sites with little effort. They simply select an appropriate template from a predefined collection, and add the content. Drupal automatically produces the tags and categories for organizing the site. Marketers can repurpose existing content and develop new content items for particular campaigns.

Once they have assembled all of the content for a campaign, marketers can directly publish it on the topic-specific site and distribute it to mobile and social channels. Drupal also includes capabilities to automatically push content to such popular social media venues as Facebook, Google+, LinkedIn, and Twitter. Marketers publish the content once and automatically reach the various venues where their target audiences reside.

Finally, marketers can quickly track responses, vary campaign messages, and test results to determine the most effective ways to reach these audiences. With Drupal, they can easily measure and monitor results on their own sites, as well as capture profile information across social channels. Thus marketers can rapidly determine the success of their promotions and proceed to iterate, test, and develop new ones.

Section 3: Use Case 3

Managing Conferences and Digital Events

High tech firms build their businesses by bringing the right people together for profitable conversations. In today's digitally-driven economy, it's important to blend the in-person experiences of real-time conferences with digital events.

As a flexible and extensible platform, Drupal delivers the capabilities to manage in-person conferences and transform them into digital events. Acquia's Conference Organizing Distribution (COD) provides a web experience for managing conferences and digital events.

COD enables conference organizers to easily design web sites for their particular events, including:

- Collecting and reviewing conference session proposals
- Selecting sessions and assigning them to tracks
- Publishing the conference schedule both as a browser-based web experience and as a mobile application

After the conference, organizers can add both the presentations and the digital recordings of the sessions to create digital events from the real-time sessions. Attendees can then review the sessions they attended and listen to those they missed. In addition, people who are unable to attend the real-time event can sit in on the conference virtually over the web.

For the past two years, the Drupal Association has relied on COD to organize and manage the annual DrupalCon conferences in the United States and Europe. Attendees can find the conference schedule and session abstracts while they are at the event. A few days after the conference, Drupalists from around the world can view the recorded sessions over the web, and get the latest information about Drupal-related developments, as shown in Illustration 2.



Illustration 2. With COD, conference organizers can manage real time events and transform them into digital experiences. For example, people unable to attend Dries Buytaert's keynote at DrupalCon 2012 can find the video on the web as part of a virtual event.

As part of its support for COD, Acquia provides conference organizers with a jump-start professional services engagement to define a technology strategy, architect a scalable and secure solution, and easily roll out conference support. Acquia can also deliver the IT infrastructure for running COD as a service in the cloud through the Acquia Managed Cloud.

Section 3: Use Case 4

Supporting Collaborative Communities

High tech firms face a daunting challenge when operating at the speed of a digital business. To support fast time to market and rapid innovation cycles, savvy firms must ensure that developers, support specialists, and other key stakeholders — both internally and within customer accounts — are able to quickly find answers to their questions and easily learn from one another. It's essential to break through the information stovepipes within an organization and ensure that engineers and IT specialists can easily communicate and share information.

High tech firms turn to Drupal-powered web sites to support internally- and externally-focused collaborative communities. With distributions such as Drupal Commons and Open Atrium, Drupal supports all kinds of ad hoc information sharing, including blogging, wikis, threaded discussions, forums, document sharing, discussion groups, and activity streams. Drupal easily integrates with such popular environments as Facebook, Google+, LinkedIn, and Twitter to leverage the power of social networks.

With Drupal, high tech firms can decide how they want to organize their communities. Drupal provides the granular security for both private and public access. Drupal-powered communities can feature both authenticated and anonymous participation, enabling community owners to define membership and roles (including who can contribute to the community and view its contents) as they wish. Drupal can track and validate contributions to identify the most active contributors and determine which are the most popular, receive the highest ratings, and/or are deemed to be the most useful.

Drupal supports many large developer communities, including those at x.commerce (an eBay company), Twitter, Brightcove, Intel, DivX, LinkedIn, Symantec, Verizon, Nvidia, Vodafone, and of course the Drupal project. See Illustration 3 for a sampling of community discussions and check out the Drupal Showcase: <http://www.drupalshowcase.com/site-industries/High%20Tech>. All told, there are millions of developers relying on Drupal-powered sites for coding tips, product information, and idea exchange.

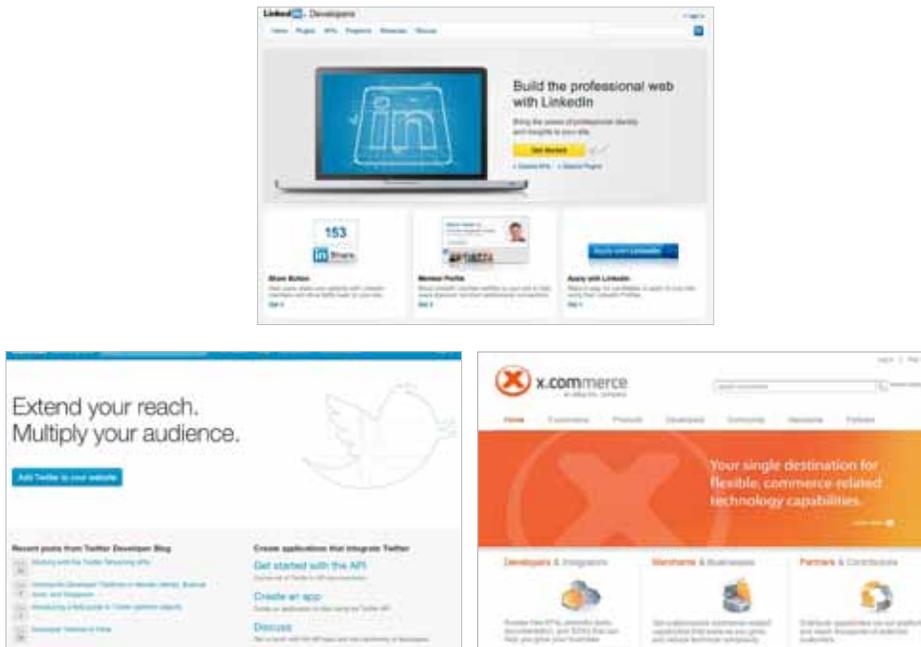


Illustration 3. High tech firms can easily launch developer support communities and automatically benefit from ad hoc information sharing with extensive social features.

For example, x.commerce supports a collaborative community that features social networking at its best, designed around a question-and-answer format. Developers help each other by responding directly to questions, either publicly or through private email; vote on questions (and answers) to highlight those of importance; promote conversations through other social sites such as Facebook; and bookmark discussions to form personal collections.

Acquia drives the development of collaborative communities in multiple ways. Acquia funds the engineering for Drupal Commons and provides professional services for launching and maintaining collaborative technical communities. In addition, Acquia can rapidly roll out and host communities with its PaaS offering, the Acquia Managed Cloud. Acquia maintains the underlying IT infrastructure and has the capacity to immediately add bandwidth, and other computing services, to accommodate sudden surges in demand.

Section 3: Use Case 5

Delivering Customer Support

High tech firms turn to the web to deliver customer support. Beyond ad hoc information sharing and collaborative communities, high tech firms often invest

a lot of time and effort in developing customer care portals and knowledge bases. They seek to improve customer satisfaction and employee productivity, as well as reduce overall customer support costs.

High tech firms collect, structure, and curate support information, organize it into online environments, and distribute it to customers, partners, and employees over the web. Once published, they need to maintain the environment. They must keep the information up to date and easily add new capabilities in order to stay abreast of customers' ever-rising expectations.

Drupal excels as a flexible and extensible content-centric platform for delivering interactive customer support. It includes the underlying repository and application development tools for managing all kinds of customer support information. Drupal features embedded taxonomy, categorization, search, and faceted navigation capabilities. With Drupal, it is easy to aggregate content across disparate repositories. Moreover, Drupal features social publishing capabilities that blend groomed content developed by the firm with user-generated content that customers contribute.

For instance, Symantec now relies on Drupal to power its product support portal, Symantec Connect, as shown in Illustration 4. Company employees publish articles, blog entries, forum discussions, videos, events, and downloads on this site. They also moderate and vet customer contributions collected in a variety of public and private forums, bulletin boards, and picture-sharing sites. They crowdsource most support topics – community participants initially submit the problems and describe the solutions. Symantec rewards community participation with badging, peer recognition, and other incentives. As a result, the firm improves the quality of its support services and lowers costs at the same time.



Illustration 4. Symantec relies on Drupal to power its product support portal, Symantec Connect. The firm crowdsources most of the content and is able to improve the quality of its support services, while lowering costs of content development.

By relying on an open source platform, high tech firms can easily develop the support environment they need, on their time frame, and designed around their immediate business requirements. With unrestricted access to the source code, firms are no longer dependent on the enhancements and development schedules of proprietary independent software vendors (ISVs).

Thus using Drupal, Verizon Wireless now has the capabilities to personalize, target, and push product support information down to the browser-based dashboards of its 89,000 employees. When problems arise for certain products or in particular regions, the relevant product support specialists in the appropriate call centers are immediately notified. Drupal seamlessly integrates with (and enhances) the day-to-day operations of the enterprise.

In high tech firms, a customer support environment is only one of a number of key enterprise systems. With its modular infrastructure and extensive set of APIs, Drupal easily integrates with many CRM, ERP, and other enterprise systems. Acquia has the proven track record and senior-level Drupal expertise to provide professional and project management resources for designing and implementing enterprise-scale, Drupal-powered environments that deliver innovative customer support solutions.

Section 4: Summary / Wrap Up

Affordable Digital Experiences

Relying on the capabilities of the Drupal open source platform, high tech firms deliver compelling results at affordable costs. Acquia provides a wide range of enterprise-grade development, hosting, and support services to ensure successful Drupal-powered environments delivered either within an enterprise IT infrastructure or as a cloud-based service.

- Acquia delivers curated Drupal distributions for assembling web experiences, distributing rich media content, and engaging customers, partners, and prospects across the web. With such distributions as Acquia Drupal, Drupal Gardens, Enterprise Drupal Gardens, Drupal Commons, and COD, high tech firms have the content-centric platforms they need to deliver results at the speed of digital business.
- Acquia knows how to deploy Drupal for mission-critical applications. Acquia provides a Managed Cloud hosting service for running web-wide scale Drupal sites and adapting quickly to spikes in demand for services.

- Acquia provides a comprehensive set of management, professional, and educational services to design and deploy Drupal sites, to make Drupal developers more effective, and to maintain Drupal-powered web sites on an ongoing basis.

Using Drupal, high tech firms are now able to maintain corporate web sites, promote marketing campaigns, support collaborative communities, and deliver effective customer care environments. Drupal provides the flexibility and extensibility to easily integrate with an existing enterprise infrastructure.

Moreover, Acquia brings a new and compelling business proposition to the table. With Acquia, high tech firms can adopt a 'pay-as-you-go, scale-when-you-need-it' set of services and solutions. Savvy firms no longer need to invest in proprietary platforms to get started or purchase excess computing capacity in anticipation of future demand. Rather, high tech firms can transform the significant capital expenses of developing, deploying, and enhancing a complete web experience into predefined monthly costs that are directly tied to business value. For high tech firms, Drupal and Acquia combine to deliver the winning proposition for doing business in the digital age.

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