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 I 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
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.
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.
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 I 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
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 Demo

LAYOUTS

COMPONENTS (Block Types)

Landing Page 1

Landing Page 2
Site Building Demo

Component Examples

Most components were developed as Block Entities
Platform Architecture

- Drupal (Lightning)
  - Layout
  - Media
  - Workflow

Custom Core Profile
- Article
- Event
- Award
- Paywall
- Newsletter
- SEO
- Analytics
- Personalization
- Roles
- ADs
- Components

Branding:
- Brand 1
- Brand 2
Platform Architecture

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Brand 1

- Theme 1

Brand 2

- Theme 2
Configuration Management in Drupal 8 is the foundation 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

Initial Install Features

Regular Core Updates

sites/site1/config/sync

docroot/profiles/custom/crain_core/config/install

docroot/profiles/custom/crain_core/config/optional

sites/site2/config/sync
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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