

DrupalCon New Orleans - May 12th, 2016

Selling Drupal modules & distros by Taco



goalgorilla



Welcome!



Scott Burright I don't know the guy, but he looks like he wants to wet his beak in some sweet sweet cash.



Aaron
@Porter_EUR

 Volgen

@GoalGorilla @tacopotze totally agree! Just offer a module full of bugs and sell a premium module with the fixes. Good business model!



Diane Szczesuil It's hard to let such a terrible idea go. Every one of us benefitted from the openness of the Drupal community. The idea of infecting our space with a pay module blows it from all who come after. It's disturbing that we wouldn't share our knowledge freely. Seriously, if this is the model you Invision as 'progress', again, there are plenty of other lame CMS communities where you can find this. Please don't advocate for the destruction of what makes Drupal so awesome: our community support system.


Introduction: Taco

- ❖ Not here to destroy Drupal
- ❖ Industrial Engineering (unfinished)
- ❖ 8 years in Drupal
- ❖ 4 years Dutch Drupal Association
- ❖ DrupalJam, Splash Awards, Dinner with Drupal etc.

Introduction: GoalGorilla

- ❖ Full-service Drupal Agency (since 2008)
- ❖ 25 staff + partners
- ❖ Clients as Greenpeace, T-Mobile and Dutch government
- ❖ **Goal: be as close to our users as possible**





Let's get close! And discuss..

- 1. Why sell products**
- 2. How to sell Drupal products**
- 3. Commercialisation in open-source..**



**The Drupal Marketplace
is (already) here...**

16,691 Scripts and Snippets From \$1

For [PHP](#), [JavaScript](#), [ASP.NET](#), [CSS](#), [Plugins](#), [HTML5](#), [Mobile](#) and more

[Browse Popular Items](#)[Browse Top New Items](#)[Browse Latest Items](#)

Featured

Hand picked by the Envato team

[View More Featured Items](#)

drupal



101 Code, Scripts & Plugins

Refine your results:

Sort by: Best sellers



Added: Any date



- Category
- Plugins 62
 - PHP Scripts 25
 - Mobile 7

- Tags
- drupal 46
 - gallery 15
 - responsive 14

Price

From

\$ 3

To

\$ 58

**Mega Slider**

megadrupal



in Plugins / Drupal

High Resolution: No, Compatible Browsers:
IE8, IE9, IE10, IE11, Firefox, Safari, Opera,
Chrome, Software Version: Drupal 8.0.x,
Drupal 7.4x, Drupal 7.3x, Drupal 7.2x, Drupal
7.1, Drupal 7.0

\$25

139 ratings



2756 Sales

**PHP Live Support Chat**

mirrormx



in PHP Scripts / Help and Support Tools

Compatible Browsers: IE8, IE9, IE10, IE11,
Firefox, Safari, Opera, Chrome, Software
Version: PHP 5.x, MySQL 5.x

\$19

201 ratings



2385 Sales

drupal

25 USD * 2756 = 68.900 USD (!)

Refine your results:

Sort by: Best sellers

Added: Any date

Category

Plugins 62

PHP Scripts 25

Mobile 7

Tags

drupal 46

gallery 15

responsive 19

Price

From To

\$ 3 \$ 58

**MEGA
SLIDER****Mega Slider**

megadrupal

in Plugins / Drupal

High Resolution: No, Compatible Browsers:
IE8, IE9, IE10, IE11, Firefox, Safari, Opera,
Chrome, Software Version: Drupal 8.0.x,
Drupal 7.4x, Drupal 7.3x, Drupal 7.2x, Drupal
7.1, Drupal 7.0

\$25

★★★★★

139 ratings



2756 Sales

live**PHP Live Support Chat**

mirrormx

in PHP Scripts / Help and Support Tools

Compatible Browsers: IE8, IE9, IE10, IE11,
Firefox, Safari, Opera, Chrome, Software
Version: PHP 5.x, MySQL 5.x

\$19

★★★★★

201 ratings



2385 Sales

Products power our community



Diamond





Platinum





Gold

fastly

 **AppNeta**
Performance in Production

 **SMARTLING**

 **Lingotek**
THE TRANSLATION NETWORK

**elevated
third**

CHAPTERTHREE

 **NorthPoint**



ATEN


mediacurrent

Microsoft Azure



IMAGEX

bt

BREAKTHROUGH

platform.sh 

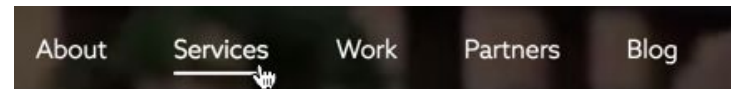


Services vs. Products

Services

“What can you **do** for me?”

- Intangible, not scalable
- Pay per hour
- Strategy, Design, Development etc.
- Work you will do in the future



Products

“What can you **give** me?”

- Tangible (even digital) and scalable
- Pay per usage or month (SaaS)
- Work you have done in the past

SIGN UP NOW >

TRY US NOW

GET STARTED

Get Started

GET STARTED

Hybrids

Support
MAINTENANCE + AUDITS + UPGRADING



- Service companies offering products as **training, audits, hosting or support etc.**
- Product companies offering services as **enterprise support, consultancy or development.**



Why sell products?

Why products?

Happier:

❖ Users

❖ Clients

❖ Developers

❖ Companies

❖ **Drupal**

1 Happy users

Our client's clients expect better web experience.

- ❖ Increased quality
- ❖ More innovation
- ❖ More testing
- ❖ Better UX/design
- ❖ Iterative improvements

2

Happy clients

Our clients want:

- ❖ **Better (out-of-the-box) software**
- ❖ **Better Support**
- ❖ **Reduce cost**

3

Happy developers

Improve conditions for your team

- ❖ Get paid to work on core, modules, distros themes etc.
- ❖ Better planning means no late night sessions
- ❖ Focus on larger tasks instead of running all over the place
- ❖ More time to make cool quality software

4

Happy companies

Increase financial health of your company

- ❖ Recurring income from happier clients that stay with you longer
- ❖ Higher margins
- ❖ Expand your market
- ❖ Less dependent due to diverse portfolio
- ❖ Do more marketing

5

Happy Drupal

- ❖ Better software: higher quality, more innovation
- ❖ Attract more clients, developers and companies
- ❖ Porting Drupal 7 modules
- ❖ Help Initiatives and Drupal 8.x development
- ❖ Satisfied developers

Drupal issues

- ❖ Drupal 8 took us 5 years
- ❖ Acquia and DA need to pay for Drupal 8 porting
- ❖ Huge long-tail of unknown/unused modules
- ❖ Distributions are not sustainable
- ❖ 154,711 open Issues and 57,980 bugs on D.o
- ❖ Innovation in Drupal are too rare
- ❖ Developers have to work for free etc.

Products in the Drupal Community

- ❖ Hosting
- ❖ Maintenance and Support
- ❖ Audits / Trainings (Semi)
- ❖ Themes (out of scope)
- ❖ **Modules**
- ❖ **Distros**



Selling Modules

Drupal = GPL (General Public License)

Drupal modules and themes are a derivative work of Drupal. If you distribute (sell) them, you **must** do so under the terms of the GPL.



goalgorilla

GPL license

We licence all our Yoast & Open Social code under GPL

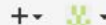


goalgorilla



This repository Search

Pull requests Issues Gist



tabvn / like

Watch 1

★ Star 1

Fork 0

<> Code

Issues 0

Pull requests 0

Wiki

Pulse

Graphs

Allow user like and unlike the content. Like is Entity and it integrated with Views.

11 commits

1 branch

0 releases

1 contributor

Branch: master

New pull request

New file

Upload files

Find file

HTTPS

<https://github.com/tabv>

Download ZIP

README.md

like

- Allow user like and unlike the content. Like is Entity and it integrated with Views.
- Support Anonymous User like the content via Symfony session manager.
- Track session and IP address for future limit settings.

Module For Drupal 8.x Video tutorial how to use: <https://www.youtube.com/watch?v=3y502GGLrU4&feature=youtu.be>

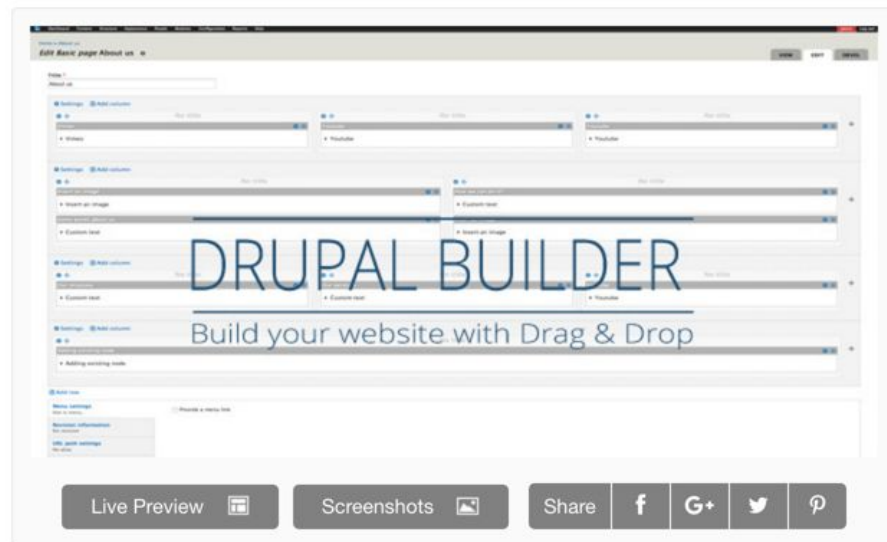
License: Free for your personal project.

Drupal Drag Drop Builder

Item Details

Comments

Support



Regular License

\$28

Regular License **SELECTED**

\$28

Use, by you or one client, in a single end product which end users **are not** charged for. The total price includes the item price and a buyer fee.

Extended License

\$140

Use, by you or one client, in a single end product which end users **can be** charged for. The total price includes the item price and a buyer fee.

[View license details](#)

Drupal = GPL (General Public License)

It closes many levels of the debate. It specifically protects charging money for the transfer of the software. It doesn't establish or even encourage a stance that says developers have to work for free or never charge money for what they deliver.

- Robert Douglass

<https://www.drupal.org/about/licensing>

The Web Service Loophole

A way to make money with Drupal is to sell access to a web **service** built on top of Drupal. This is commonly referred to as the *web services loophole*.

- Dries, 2006 'Long live the web services loophole'



MolloM Free

€ 0/month

For personal / noncritical business use

- ✓ Unlimited spam posts
- ✓ 50 legitimate posts/day
- ✗ No unbranded CAPTCHAs
- ✗ No service guarantees
- ✗ No priority support

[Get MolloM Free](#)[More details »](#)

MolloM Developer

€ 30/month (~\$41 USD)

For low volume sites

- ✓ Unlimited spam posts
- ✓ 1,000 legitimate posts/day
- ✓ Unbranded CAPTCHAs
- ✓ High-availability with SLA
- ✗ No priority support

[Get MolloM Developer](#)[More details »](#)

MolloM Professional

€ 300/month (~\$410 USD)

For digital agencies
supporting multiple sites and clients

- ✓ Unlimited spam posts
- ✓ 3,000 legitimate posts/day
- ✓ Unbranded CAPTCHAs
- ✓ High-availability with SLA
- ✓ Priority customer support

[Get MolloM Professional](#)[More details »](#)

MolloM Enterprise

Custom Pricing

For enterprise use at a higher volume

- ✓ Unlimited spam posts
- ✓ More than 3,000 legitimate posts/day & scaling to highest volume needs
- ✓ Unbranded CAPTCHAs
- ✓ High-availability with SLA
- ✓ Escalated priority level support
- ✓ Custom integration support

[Get MolloM Enterprise](#)[More details »](#)





Yoast SEO for Wordpress

- **Top 5 WP plugin**
- **28.288.400 downloads**
- **> 5 million active**
-





Yoast SEO for Wordpress

- **Founded by Joost in 2010**
- **Current staff over 30**
- **Half are developers**
- **Free & Premium plugin**





Yoast SEO for Wordpress

- **Invest in Research**
- **Great UX**
- **Made Wordpress better**
- **Made the web better!**





Download & Extend

[Add Issues for Yoast SEO for Drupal to dashboard +](#)

[Download & Extend Home](#) [Drupal Core](#) [Distributions](#) [Modules](#) [Themes](#)

Yoast SEO for Drupal

[View](#) [Version control](#) [Revisions](#) [Automated Testing](#)

Posted by [GoalGorilla](#) on *September 9, 2015 at 5:01pm*

Improve your Drupal SEO: write better content using Yoast SEO for Drupal module.

This module is written from the ground up by joined forces of [Yoast](#) and [GoalGorilla](#) to improve your site's SEO on all critical aspects.

The Yoast SEO for Drupal module is depending on the [Metatag](#) module. Together they go the extra mile to take care of a lot technical optimization, more on that below, but it first and foremost this module helps you write better content. [Yoast SEO](#) helps you optimize content around keywords in a natural, non-spam way.

Features

This module checks things you're bound to forget. It checks, whether your posts are long enough, if you've written a meta description and if that meta description contains your focus keyword. If you've



Maintainers for Yoast SEO for Drupal

[bramtenhove](#) – 5 commits
last: 2 months ago, first: 7 months ago

[7gipsy](#) – 49 commits
last: 2 months ago, first: 5 months ago

[RobertRagas](#) – 2 commits
last: 2 months ago, first: 3 months ago

[kevinmuller](#) – 32 commits
last: 3 months ago, first: 5 months ago

[ronaldtebrake](#) – 1 commit
last: 4 months ago, first: 4 months ago

[View all committers](#)

[View commits](#)



Download & Extend Yoast SEO for Drupal

[Add Issues for Yoast SEO for Drupal to dashboard +](#)

- Invest in Drupal 7 version
- Invest in Drupal 8 version
- Support and patches
- Keep up to date with Yoast...
- Cost >40.000 USD

[Download & Extend Home](#) [Drupal Core](#) [Distributions](#) [Modules](#) [Themes](#)

Yoast SEO for Drupal

[View](#) [Watch](#) [Install](#) [Discussion](#) [Automated Tests](#)

Posted by [GaelGorilla](#) on *September 9, 2015 at 5:01pm*

Improving Yoast SEO for Drupal content is significant for SEO for Drupal module.

This module is written from the ground up to be optimized for Yoast SEO. It is designed to be a complete solution for all critical aspects.

The Yoast SEO for Drupal module is depending on the Metatag module. It goes the extra mile to take care of a lot of technical optimization, more on that below, but it first and foremost this module helps you write better content. Yoast SEO helps you optimize content with keywords in mind. It is a long-term solution.

Features

This module checks things you're bound to forget. It checks, whether your posts are long enough, if you've written a meta description and if that meta description contains your focus keyword. If you've

This is an example title - edit by clicking here
[http://example.com/example.html](#)
Modify your meta description by clicking it right here

This is an example title

http://example.com/example.html

Modify your meta description by clicking it right here

This is an example title

http://example.com/example.html

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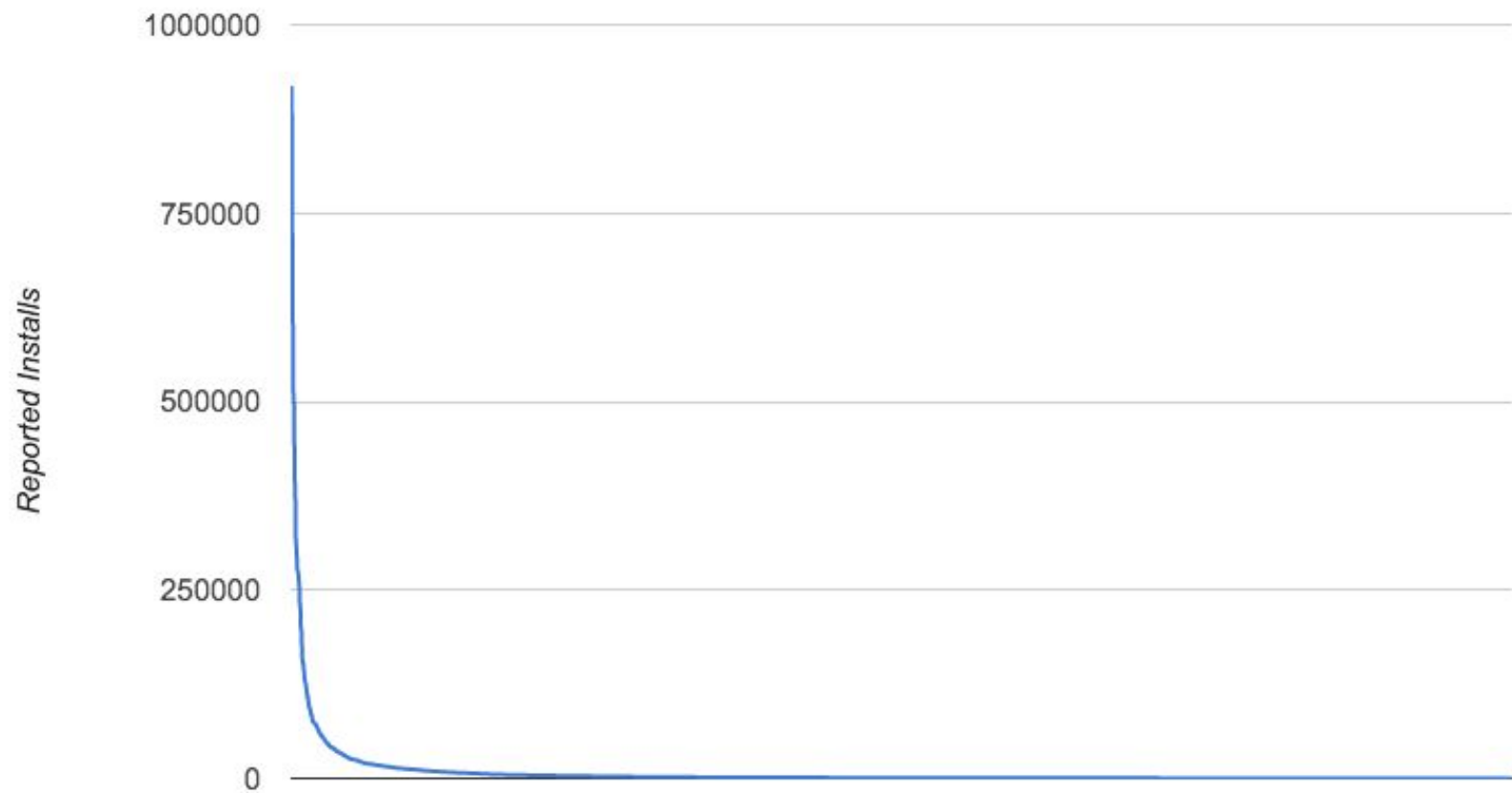
[kevinmuller](#) – 32 commits
last: 3 months ago, first: 5 months ago

[ronaldrake](#) – 1 commit
last: 4 months ago, first: 4 months ago

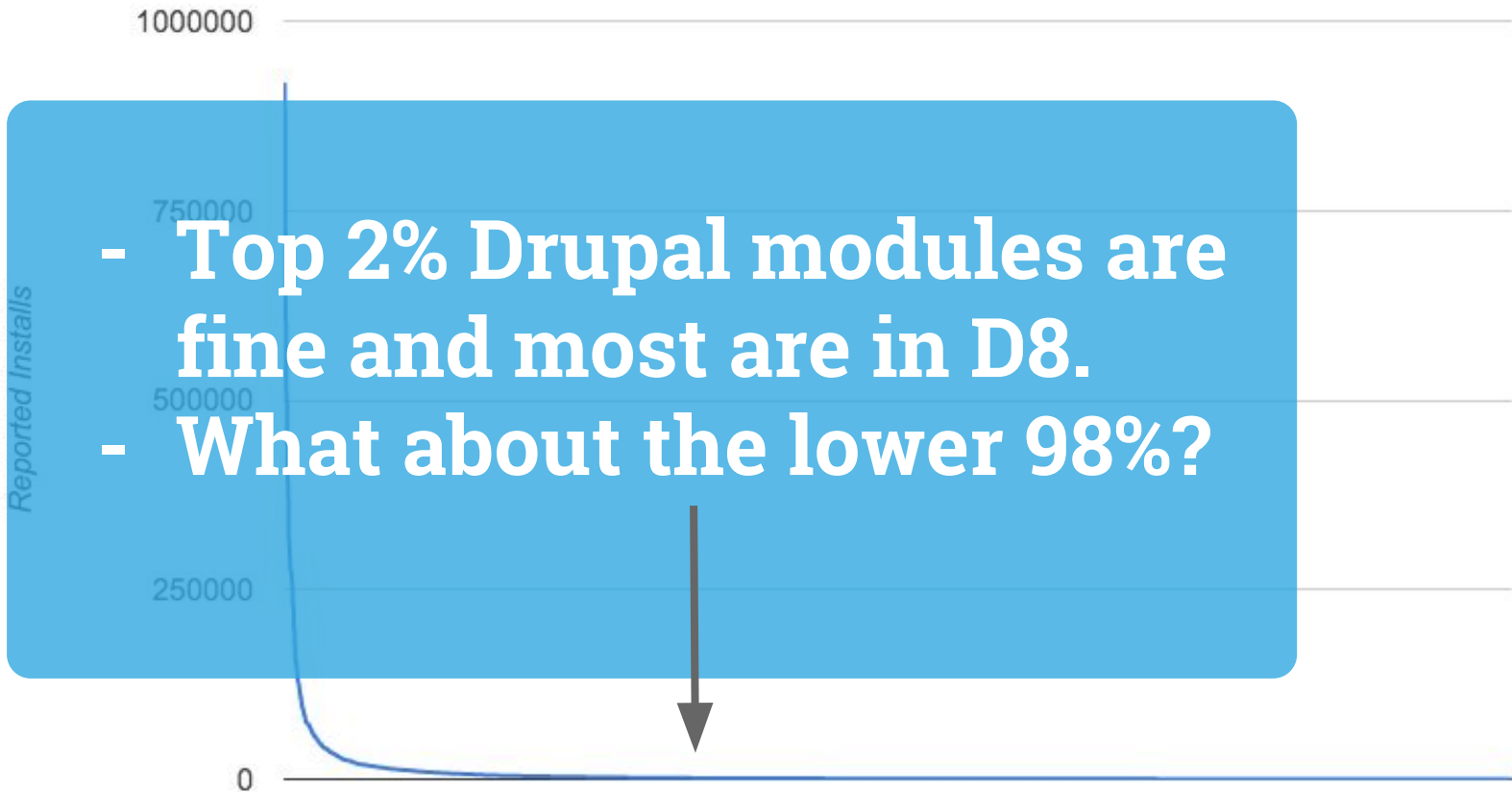
[View all committers](#)

[View commits](#)

Drupal 7 module installs: Top 5.000



Drupal 7 module installs: Top 5.000



How are our module (& devs) doing?

- ❖ Can they reach a critical mass?
- ❖ Can all module maintainers keep up with the demand of their clients?
- ❖ Do they have enough time for quality?
- ❖ Do they have enough time to port?
- ❖ Do they have enough time for innovation?
- ❖ Are building a sustainable ecosystem?

[Home](#) / Accelerating Drupal 8 Adoption

Accelerating Drupal 8 Adoption



Share

0



Share

0



Share

0



Share

0



Email

0



Like

*Posted on wo, jan 27, 2016**by John Kennedy*

Drupal is at a critical point in its history. To justify an upgrade to the now production-ready Drupal 8, the Drupal development community have implicitly asked the 1m+ website owners, developers and authors to trust that Drupal will continue to be their engine of innovation for the next 3–5 years. Historically Drupal has been a Lego box for site builders and developers, enabling complex use-cases via a mature and sophisticated module eco-system. The last major version of Drupal had barely any adoption until 6 months after its release when the module eco-system caught up.

To ensure less lag in D8 adoption and migration, 6 months ago we proposed that Acquia directly fund the porting of 50 important Drupal modules from Drupal 7 to Drupal 8. This was heavily influenced by the community initiative kicked off by Angie Byron to track all the important un-ported modules on Drupal.org. ([check it out here](#))

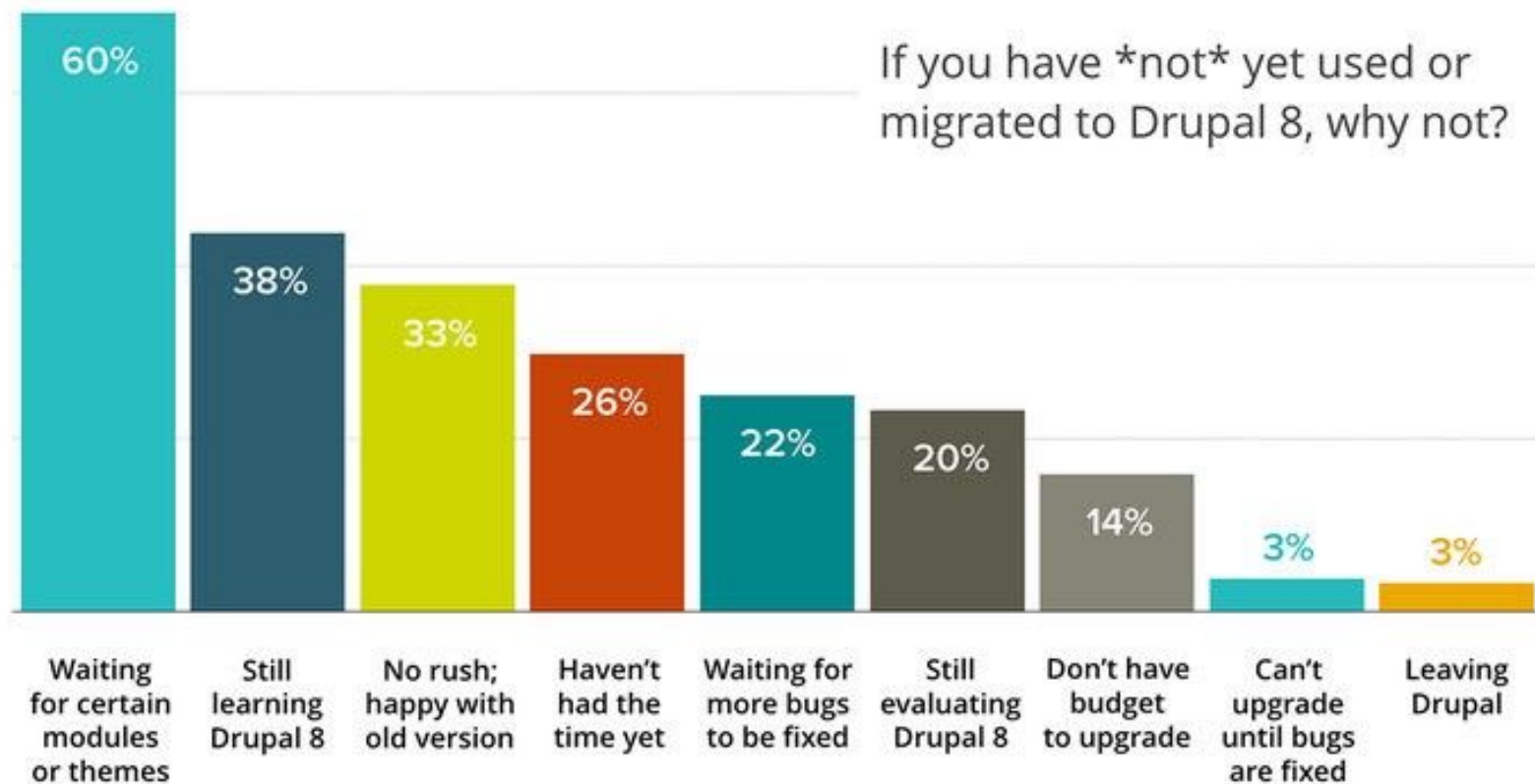
In October, after months of discussion we were able to agree on a plan and we were allocated budget to get started. On Monday we will reach a significant milestone, we will have completed acceleration of over 25 modules. If you would like to know more about the modules and contributors, check out my

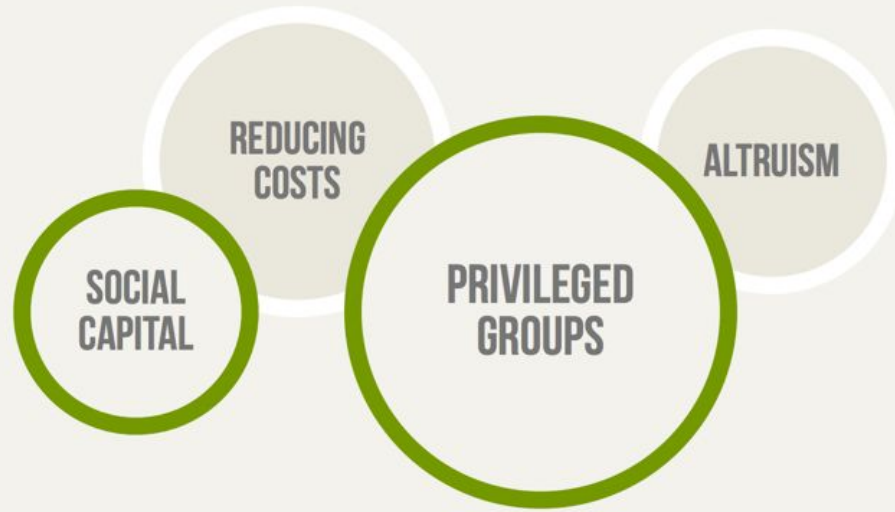
**John Kennedy**

Product Manager,
Lightning
Acquia, Inc.

See all my posts: [Team Page](#)

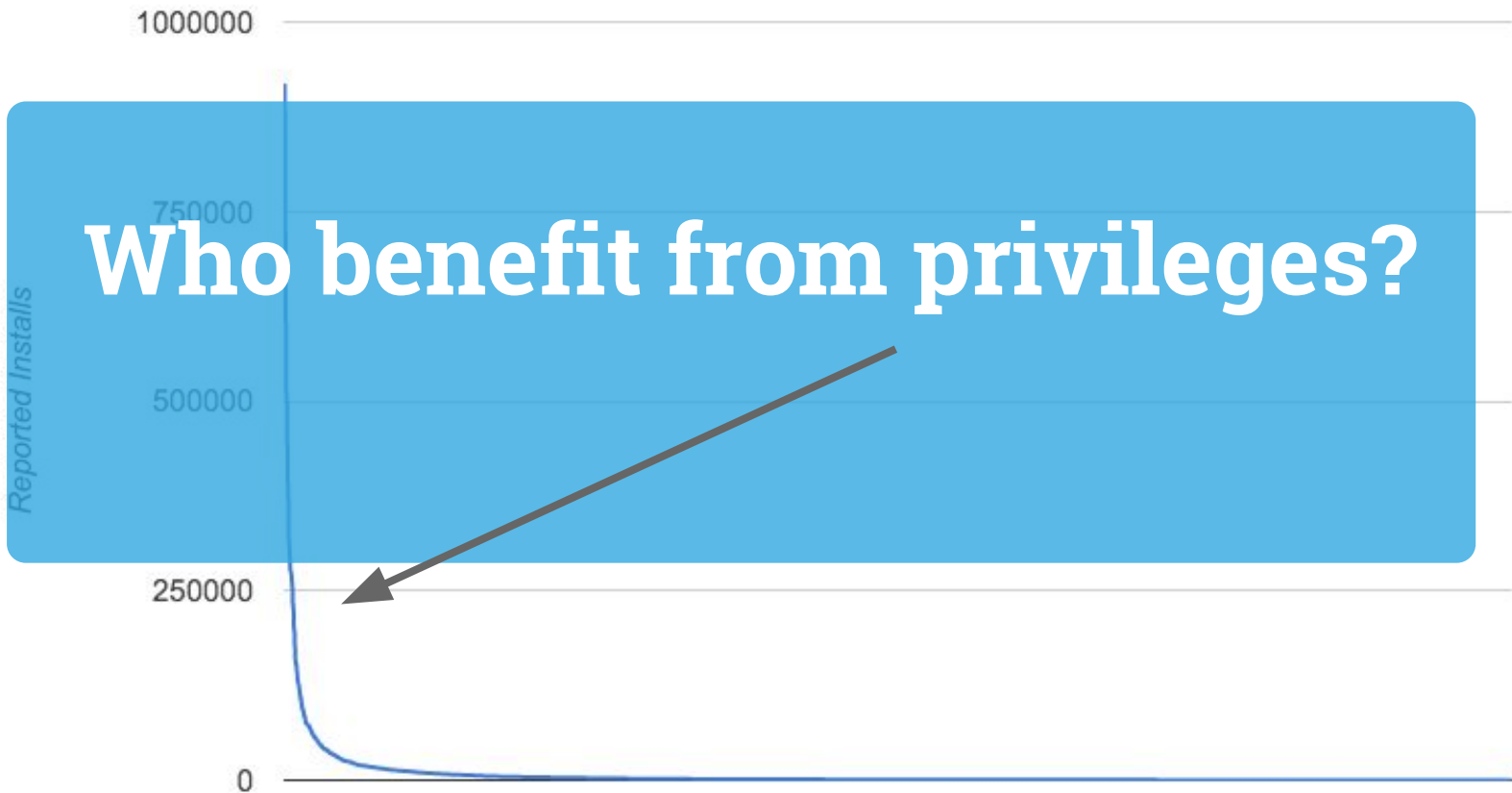
TWEET THIS





<https://amsterdam2014.drupal.org/session/keynote-dries-buytaert.html>

Drupal 7 module installs: Top 5.000



Who benefit from privileges?



Redirect manager – Premium feature

This allows you to create and manage redirects from within your WordPress install, allowing you to easily redirect old URLs to new ones, and solve common issues. This is especially powerful because of the combination with the Google Search Console (Webmaster Tools) integration.

Built for scale, this redirect module can either handle the redirects for you or generate a redirect file that you can include in your Apache or NGINX server config. [Read more >>](#)

Multiple focus keywords – Premium feature

With this feature, you'll be able to optimize a post for two completely different terms, or for two synonyms. This means you no longer have to choose between terms you'd like to rank for! [Read more >>](#)

Premium support – Premium feature

Possibly even more important, buying Yoast SEO Premium (formerly known as WordPress SEO by Yoast Premium) gives you [access to our support team](#). You can email them your questions about usage of the

Get your Yoast SEO Premium license:

1 year upgrades & support:

- ☐ Up to 100 Sites – \$ 799
- ☐ Up to 50 Sites – \$ 499
- ☐ Up to 20 Sites – \$ 249
- ☒ Up to 5 sites – \$ 129
- ☐ Single Site – \$ 69


Buy now!



Yoast SEO for Drupal Premium?

Yoast SEO Premium

Facebook preview



How to optimize your Facebook reach

How to optimize your Facebook reach • Yoast

Ever thought about how to increase your Facebook reach? These tips from Marieke will help you find out what works best for your audience!

YOAST.DEV

Yoast SEO Premium

Content: ● multiple focus keywords

Snippet Editor

Multiple focus keywords WordPress plugin • Yoast
yoast.com/yoast-seo-premium-multiple-keywords
Read this post to learn how to optimize your post for multiple focus keywords!

Focus Keyword multiple focus keywords

Focus Keyword

Pick the main keyword or keyphrase that this post/page is about. Read [this post](#) for more info.

my sample focus keyword

<https://yoast.com/yoast-seo-3-2/>



Yoast SEO for Drupal Premium?

No. We can't even keep up with Yoast's innovations..

Yoast SEO Premium

Facebook preview

How to optimize your Facebook reach

How to optimize your Facebook reach • Yoast

Ever thought about how to increase your Facebook reach? These tips from Marieke will help you find out what works best for your audience!

YOAST.DEV

Focus Keyword

Pick the main keyword or keyphrase that this post/page is about. Read [this post](#) for more info.

my sample focus keyword

<https://yoast.com/yoast-seo-3-2/>



Selling Distros

Distro Dries

2006:

“In fact, I predict that 2007 will bring a small tsunami of Drupal distributions built around a **hosted service model.**”

Distro Dries

Dries 2010:

'Without Drupal distributions, we won't be able to successfully **compete with commercial vendors.**

Drupal distributions have great potential, but we have to do them right, and we have to figure out how to make them **sustainable.**'

Distro Dries

Dries 2016:

Distributions enable Drupal to **compete** against a wide range of turnkey solutions, as well as break into new markets. The number of vertical distributions that can be created is nearly limitless, and the possibilities are endless. **Thunder** is a great example of that.

Thunder

A dramatic night scene featuring a city skyline illuminated by lights, with a massive, dark storm cloud deck overhead. Multiple bright, jagged lightning bolts are visible, striking down from the clouds and illuminating the city below. The sky is a deep purple and blue, contrasting with the warm yellow and white lights of the urban landscape.

The Core Team's expenses are paid by Hubert Burda Media. There is no plan to earn money.

Hubert Burda Media will fund the initiative for a significant period that is long enough to establish Thunder in the market. If Thunder is successful, we might change the funding to a foundation model like Apache.org in a couple of years.

The tragedy of the (Drupal) Commons

2010: Launched in 2010 by Acquia, compete with Jive and Yammer

2011: Acquia Commons 2.0 as Social-as-a-Service via the Acquia Cloud

2012: Jeff Noyes and Lisa Rex prototype Drupal Commons 3.x

2013: Commons 3.0 released

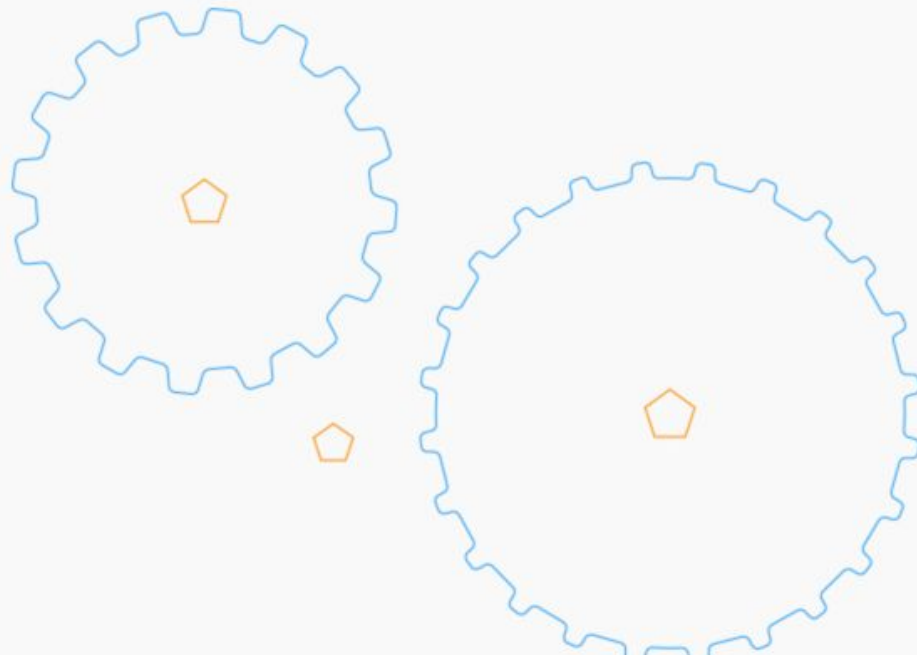
2014: Gartner *"There is some concern about whether the open-source community will keep up with expectations in this market..."*

2015: Ezra steps down as the primary maintainer for Drupal Commons

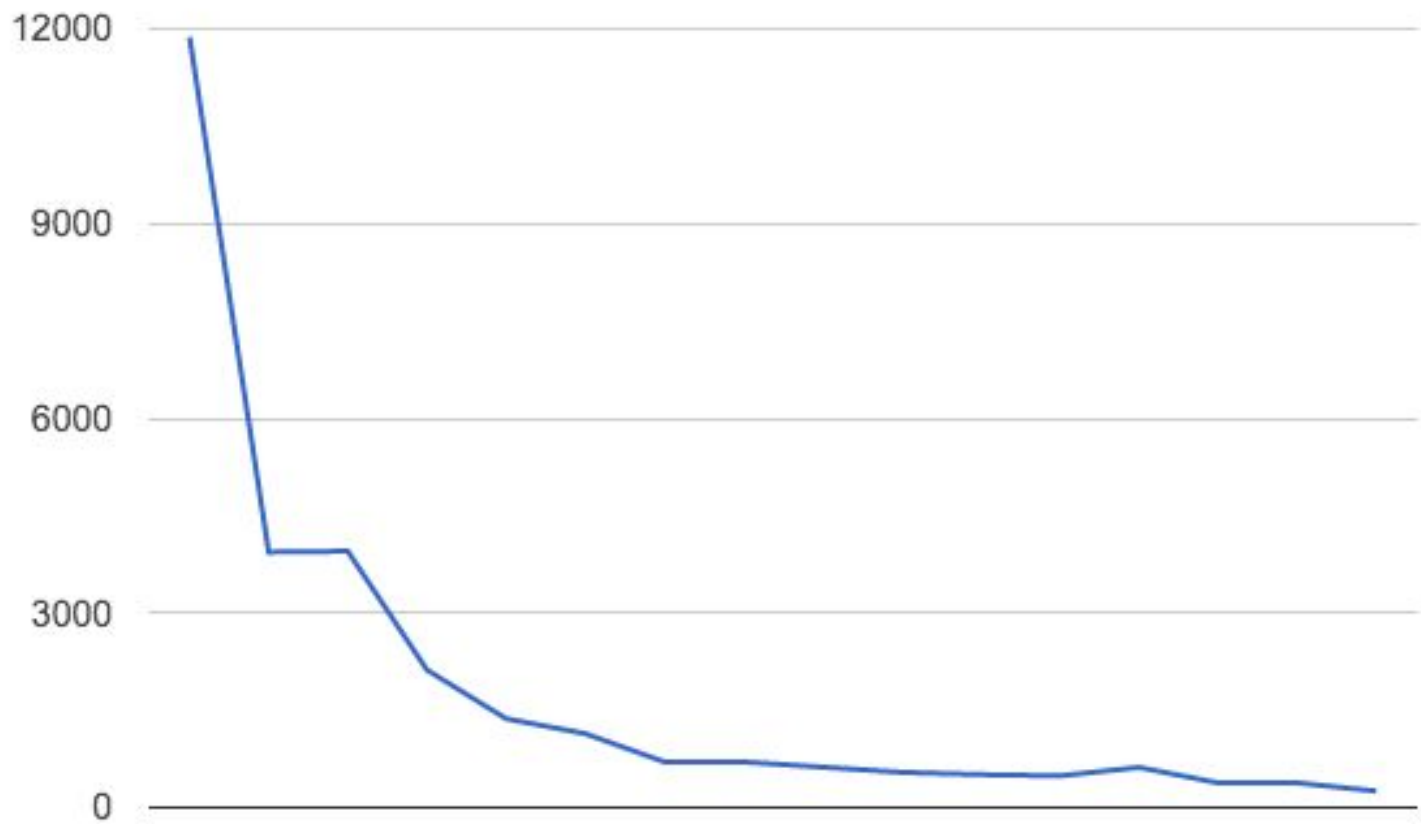
2016:

404: PAGE NOT FOUND

Yikes! We can't find the page you're looking for.
We recommend going back to the [homepage](#).



Drupal Distribution - Top 17 (Drupal 7 & 8)





WHAT WE DO

Sprint with us on Commerce 2.x at DrupalCon New Orleans

Three months ago Commerce Guys separated from Platform.sh to refocus the business around Drupal Commerce. Even as a three-person team (we're now four - welcome, [Doug!](#)), we worked hard to dedicate Bojan completely to Commerce 2.x in anticipation of DrupalCon New Orleans. As I discussed in the most recent [DrupalEasy podcast](#), this resulted in great progress both for Commerce 2.x and for Drupal 8 itself. (It also kept us near the top of the [most prolific contributors](#) to Drupal. :)

While we're preparing to present the latest in Drupal Commerce in [our session](#) at 10:45 AM on Thursday, we're also getting ready to sprint on Commerce 2.x the full week from our booth. This will be our first opportunity to jam on code as a full team since our spinout, and we'd love to have you join us.

Look for us near the permanent coffee station (*intentional*) beside Platform.sh and [Acro Media](#), our delivery affiliate in the U.S. whose partnership and vision for enterprise Drupal Commerce have been invaluable as we've rebooted our business.

If you'd like to get up to speed on the current status of development, we recommend the following resources:

- [Drupal Commerce 2.0-alpha4 release announcement](#)
- [Bojan's Commerce 2.x interview on the Modules Unraveled podcast](#)
- [Matt's "Meet Commerce 2.x" webinar with Srijan Technologies](#)
- [My inside scoop on the "new" Commerce Guys with DrupalEasy](#)
- [Documentation on contributing to Commerce 2.x](#)





make your
people bloom

getopensocial.com

 open social



Drupal™

[View Profile](#)[Dashboard](#)[Logout](#)

Download & Extend

[Add Issues for Open Social to dashboard +](#)[Download & Extend Home](#)[Drupal Core](#)[Distributions](#)[Modules](#)[Themes](#)

Open Social

[View](#)[Edit](#)[Version control](#)[Revisions](#)[Maintainers](#)[Automated Testing](#)

Posted by [GoalGorilla](#) on November 1, 2013 at 11:01pm

Social Business Software

#MadeWithD8 #Drupal8

Updated May 9th 2016: [read the latest news about the rebranding of Open Social](#).

At DrupalCon New Orleans? So are we! Come see us at our booth #116 on Wednesday.

Open Social is coming this summer!

Open Social is a distribution for building social communities and intranets inspired on our award winning [social community platform](#). This distribution is the



Maintainers for Open Social

[View all committers](#)[View commits](#)

Issues for Open Social

To avoid duplicates, please search before submitting a new issue.

[Search](#)[Advanced search](#)

All issues

4 open 9 total

Open-SaaS

- Setup
- Own branding
- Online training
- Hosting, VS or EU
- Distro Updates and Maintenance
- Support
- Enterprise services

Open-SaaS

- Sustainable business model
- Invest in innovations
- Pay our developers
- Do more research and development
- Keep distribution open under GPL
- Pay back our investors

DRUPAL DEVELOPER DAYS

Milan, Italy - June 21st to June 26th 2016



DRUPAL
DEVELOPER DAYS



Recap!

Recap

- ❖ Products are already part of our community
- ❖ Selling products can benefit Drupal
- ❖ GPL helps us to keep Drupal open, free and available
- ❖ Selling modules can go hand-in-hand with GPL
- ❖ Drupal 8 will see new products with new business models



Let's discuss!



Join us for Sprints

Friday, May 13 at the Convention Center

First-Time Sprinter Workshop - 9am-12pm in Room 271-273

Mentored Core Sprint - 9am-6pm in Room 275-277

General Sprints - 9am-6pm in Room 278-282



So How Was It? - Tell Us What You Think

Evaluate this session - [thisistheurltotheschedule](#)

Thanks!

Thank you for your attention!

@tacopotze

@goalgorilla

@opensocialhq

@yoast



goalgorilla