why we use open source
a business owner's perspective

alick mighall, md - june 2017

miggle

alick mighall, md, miggle
working in digital since 1994

various broadcast/audio/web
roles 1994-1999

Yahoo Europe 1999-2006

miggle 2007-present

twitter: @alickmighall
mail: alick@miggle.co.uk
web: www.miggle.co.uk

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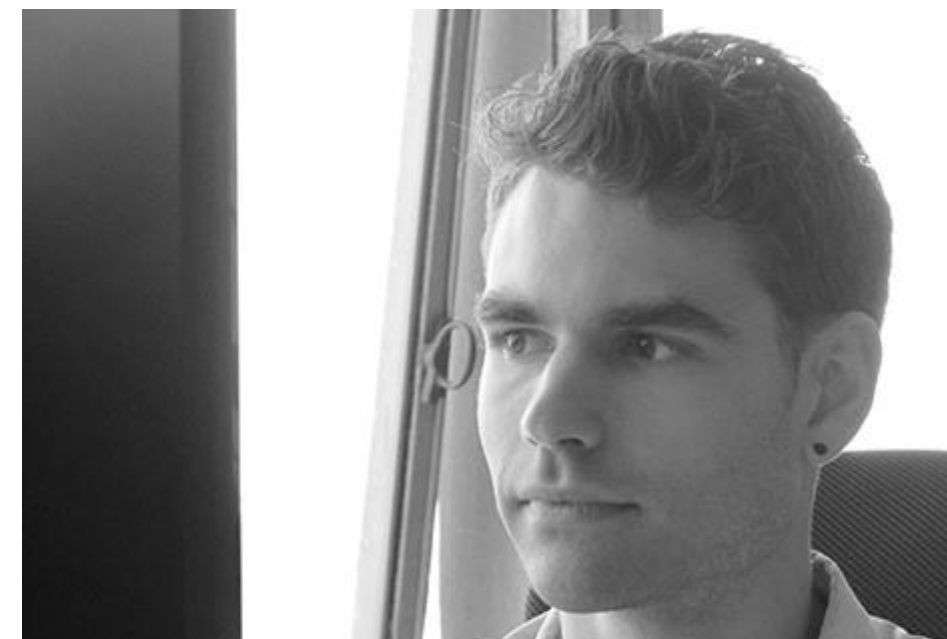alick - md

emma - operations

adam - product

ben - design

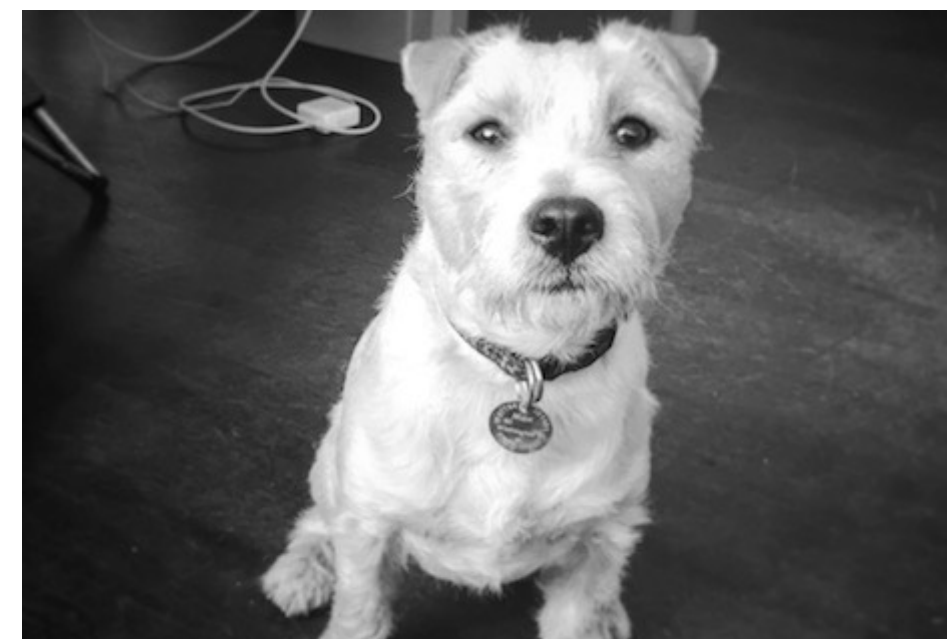ian - dev

xavier - dev

ayce - dev

louis - dev

karolina - account

gaby - business

jess - delivery

max - dog

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a team of 11 (12 from Monday!) founded in 2007

> Formed in 2007

> Team of 11
  * 4 developers - all of whom are Acquia certified,
  * Product Manager (Acquia Certified Sitebuilder),
  * Product Delivery Assistant,

> Over the years we've done a variety of web development projects for a range of different clients - most of which have been built in Drupal

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we are experts at building content management solutions which deliver operational freedom

2007
2009
2012
2015
2017

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history of this presentation

> About sixth time I've given this presentation.

> First wrote it in 2012 - 5 years into miggle

> Last presented it in 2015 for <u>jam's podcast</u>.

> At that time jam gave me quite a lot of help with tidying it up, so when I proposed it for Bristol I didn't think I'd need to make many changes to it.

> But quite a lot as happened in the last two years...

- Drupal 8
- miggle has changed
- Market has changed

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so i felt it needed a rewrite - why?

> Because the considerations of why you might go open source change.

> The three big moments we've thought about, and either chosen, or persisted with open source, 2007, 2009 and now have been driven by different factors
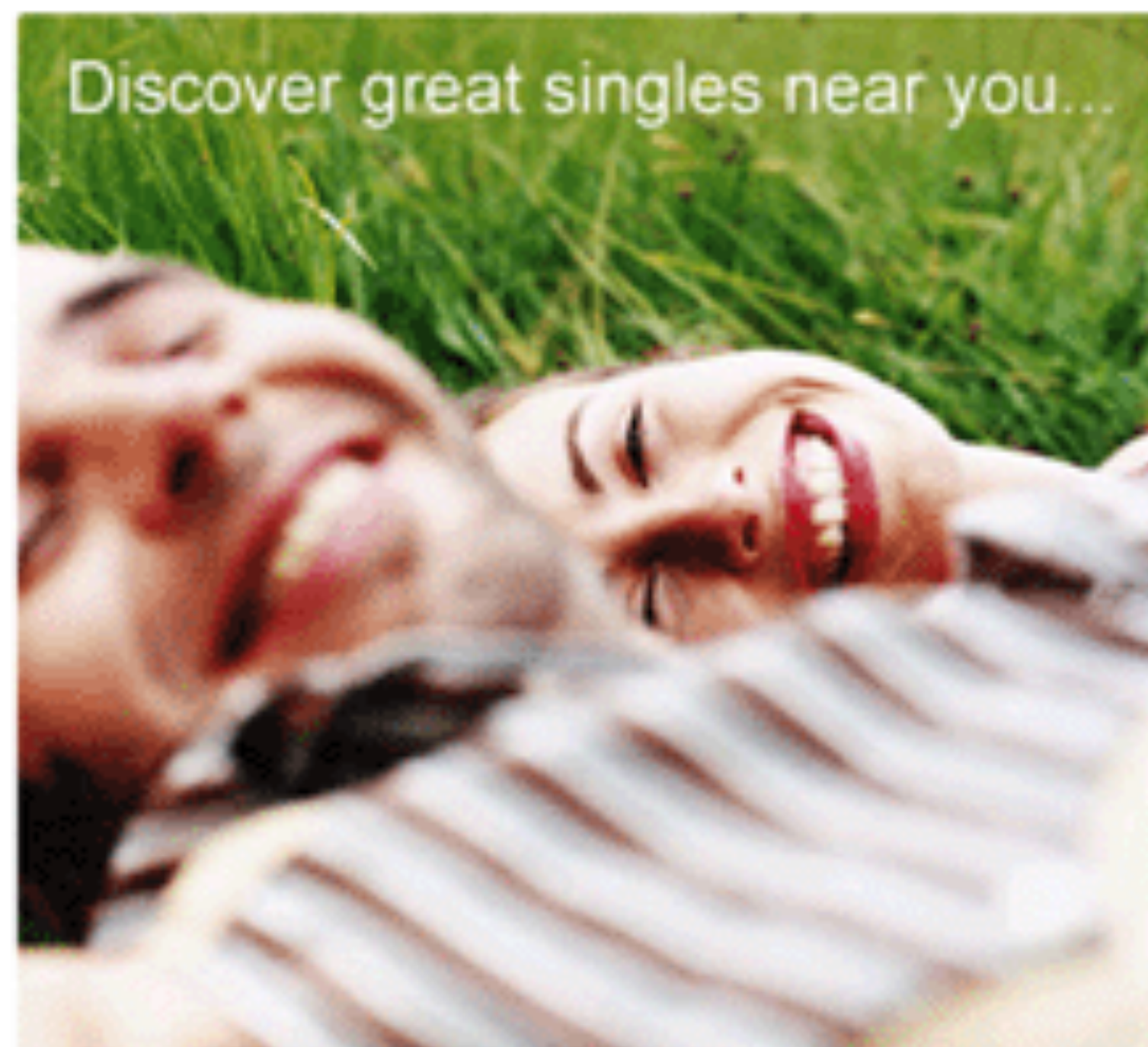
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the three potential outcomes

> Reviewing those decisions are crystallised for me in three options, which we always used at Yahoo when reviewing opportunities
  - Build it
  - Buy it
  - Partner with it
> Yahoo! Personals
> First miggle client site

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YAHOO! personals

Discover great singles near you...

Search ads for FREE:

I'm a: Woman

Seeking a: Man

Age: [ ] to [ ]

☑ Show photo ads only

Location: [ ] Enter City or ZIP/Postal Code

Find My Match

Post a Free Ad

Let the person you're looking for find you! Add voice *and* video.

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Tune In to French on Seahaven FM!

With Magali on Saturday at 2pm and on Wednesday at 10pm, discover Le Top Dix, the French Top 10. Only on Seahaven FM! If the only French songs you know are "La vie en rose" and "La me...

Cosmofil supports Seahaven FM

Many years ago, I spent several winter months in the small Greek island of Kassos. There is a harbour and 4 villages on top of the 4 hills that surround Fry, the harbour town. At the time, ther...

End of the First

"i am not going to build a CMS"

alick mighall, january 2007

i took that decision based on this thinking - a lot of which is still valid today

> the world didn't need another CMS. It just needed the ones that were there to get better…. somehow…
  - i assumed by increasing market share - whether those CMS were off the shelf or open source. what i didn't full appreciate back then as a driver was the power of the open source community to improve solutions

> if they did, established CMS were more likely to be able to embrace new trends as they happened and therefore would work seamlessly with existing technology.

> should be easier to find people who can use well known CMS.

> building a CMS from scratch means re-inventing wheels.

> new CMS have greater exposure to bugs and/or cover limited use cases.

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our/the market in 2007

> More demand then for brochure-ware style sites with simple functionality

> 'Buy it' often still too expensive

> SaaS, PaaS and IaaS in its infancy
  - Wix didn't move from Flash to HTML5 till 2012
  - Squarespace acquisition of brace.io in 2014
  - Acquia founded 2007
  - Amazon S3 cloud storage, SQS, and EC2 only just launched (2006)

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our/the market in 2007 cont.

> Open Source - wasn't quite there...
- Wordpress 2.1
  - predating custom post types.
- Joomla 1
  - some nice features and a good manual - but quite limiting
- Drupal 5
  - I didn't have time to make the calculations to jump to hyperspace

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WP 2.1

Just another WordPress weblog

Hello world!

January 27th, 2016

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

Posted in Uncategorized | Edit | 1 Comment »

Search

Pages
» About

Archives
» January 2016

Categories
» Uncategorized (1)

Blogroll
» Alex
» Donncha
» Dougal
» Matt
» Michel
» Mike
» Ryan

Meta
» Site Admin
» Logout
» Valid XHTML
» XFN
» WordPress

Drupal 5

Username:

Password:

Log in

Request new password

Welcome to your new Drupal website!

Please follow these steps to set up and start using your website:

1. **Configure your website**

   Once logged in, visit the administration section, where you can customize and configure all aspects of your website.

2. **Enable additional functionality**

   Next, visit the module list and enable features which suit your specific needs. You can find additional modules in the Drupal modules download section.

3. **Customize your website design**

   To change the "look and feel" of your website, visit the themes section. You may choose from one of the included themes or download additional themes from the Drupal themes download section.

4. **Start posting content**

   Finally, you can create content for your website. This message will disappear once you have promoted a post to the front page.

For more information, please refer to the help section, or the online Drupal handbooks. You may also post at the Drupal forum, or view the wide range of other support options available.

http://www.migglecms.info/migglecms/

Google

Welcome CMS Super User

Logout	Website	Settings

| Header | → |
| Footer | |

List Conten

| Modules |
| Templates |

Splash page (d

Splash page (defa | **Content** → | **List Content** |
| **Registered Users** → | **Create Section** |
| Share with | **Create Category** |

Left menu

Picture Gallery	**Create Article**
	Left Sidebar
1011	Tutorial		**Right Sidebar**
20	Tutorial Category
1	Tutorial Article
1010	#Various Countries
1005	Home
1002	Europe
6	France
2	Zinedine Zidane
1	Charles de Gaulle
1	Asterix

and then i built a CMS!

>i'd forgotten a lot about the web.

>it reminded me of how to code.

>i learnt about my limitations.

>it made me think about 'must-haves', 'nice-to-haves' and roadmaps

>I LOVED IT!! Too much....

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and, in a concept stolen from a DrupalCon 2011 session

> building your own CMS are like building sandcastles

> it's a lot of fun

> and you can just keep adding and adding

> but, they are impossible to maintain against the constant tides of change

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"this lunacy must stop!!!"

alick mighall, september 2009

back to the drawing board…
embracing open source

"Our preference is to deliver solutions that are based on free open source software written in PHP/MySQL.

To us, free is as much about freedom as it is about costs. It allows clients to be free of tie-ins and protected from a business continuity perspective.

Popular open source solutions are contributed to by thousands of developers.

Plus:- (but these things also apply to 'Buy it')

I.   Wheels don't need to re-invented
II.   Clients have limited exposure to bugs
III. Good open-source solutions will quickly embrace the best of new technology as it happens
IV.   Work seamlessly with existing technology.
V.   Staffing advantages. Describe roles, competencies, skills and responsibilities and judge suitable candidates on relevant, related and specific experience on the software being used."

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we always wanted to sell clients self-sufficiency...

> ....they shouldn't be dependant on us or tied in. they should have options

> and - in truth - so should we, if certain work becomes an obstacle to growth.

> in 2009 we decided we'd focus only on open source solutions - and as part of this we made our own CMS open source.

- our work was done, but someone might want to take it further.
- our clients were no longer dependant on us - they could take the code elsewhere.
- and, then, soon after, a great thing happened....

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it was the final part in our conversion

> a client ordered a security review

> why was this a good thing?

> it's how you deal with it that counts
  - we dealt with it like this :) but felt like this ~X(

> it had only been discovered because we'd made miggleCMS open source.
  - the miggle dev team are great - but they are few in number.
  - it's hard (impossible?) for a small team to code a fully secure solution.
  - opening it up gave us the benefit of extra eyes on the code.

> it validated our approach.

> and no one got hacked!

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Drupal Demo Site

User login

Username *

administrator

Password *

••••••••••••

- Request new password

Log in

Welcome to Drupal Demo Site

No front page content has been created yet.

well, we didn't get there straight away

> This was a shame - because I'd always got this sense Drupal was a Lego kit

> We spent time evaluating trucks, helicopters, boats and planes as we tried to find the best open source platforms on a vertical by vertical basis - like jobs, e-commerce etc.

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www.flickr.com/photos/pmiaki/
www.flickr.com/photos/kismihok/

a social frontend to Fitness First's recruitment platform

> -Using the stories and experiences of staff, in seven markets and languages, to describe what made their jobs great - with a view to trying to improve the overall quality of people who'd apply for roles

> it seemed like the perfect use case for WordPress - lots of blog-content, limited need for content management.

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○ Search Site   ○ Search Jobs

Go

Fitness Firsters

THIS MONTH'S COVER STARS

BIG BEACH BONANZA *POOLE*

Read their story ›

Welcome to Fitness Firsters, a celebration of the incredible people who work together to help make a difference to people's lives. See for yourself what makes Fitness First such a great place to work.

LATEST STORIES
LATEST STORIES

WORLD OF OPPORTUNITIES

THE HELP YOU GET

ADD YOUR STORY

VIEW STORIES BY

LOCATION ▾

ROLE ▾

DATE ▾

FEATURED JOB

Fitness
David Palmer
MORE

Current Opportunities

OUR ROLES

Personal Training ›

Member Experience ›

Belfast CFPT Finalist Mens Health UK

One of our Personal Trainers, Ben Mudge,... Read More

THE HELP YOU GET

Development ›

Benefits ›

Support & Tools ›

Training ›

MY STORY
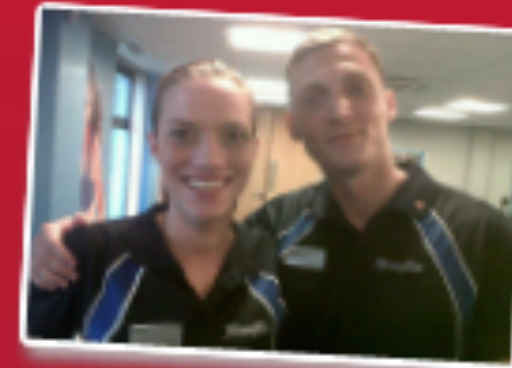
Well Done Jackie!

READ MORE

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but the user journeys and business requirements quickly changed

> the truck needed to become a plane and we incurred lots of technical debt in fudging that change. so that wasn't ideal…

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(our view up to 2016 of WordPress)

Convair Model 116

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Sweet potato and pecan pancakes

These are perfect for those lazy school-holiday mornings — when everyone's a little less rushed off their feet. Try serving American-style, mixing sweet and savoury, with bacon and grilled tomatoes, and a little maple syrup on the pancakes.

Let's Do Lunch recipes

LET'S DO LUNCH WITH GINO & MEL
▶ **Chicken with tomatoes, tarragon and white wine**

LET'S DO LUNCH WITH GINO & MEL
▶ **Perfect steak and chips with peppercorn sauce**

Get inspired

Find more recipe ideas

Enter an ingredient, dish, chef, or occasion   **Find recipes**

Try... Beef recipes, Chicken recipes, Healthy recipes, Vegetarian recipes

finally a really decent Drupal opportunity forced our hand

> about a year later in 2011, having known that we were placing lots of editorial staff with large media owners ITV asked us to do the same for Drupal developers.

> although we'd not got too far with Drupal in the past, knowing is was based on PHP/MySQL we thought how hard could it be...

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https://www.flickr.com/photos/jezarnold/

dealing with a scarcity of talent

> when we tried to find decent staff on the terms we needed them it was hard

> so we saw that as an opportunity and started to focus on it

> and the fact we were able to work with completed sites solved the problem of getting from the finished article to the install - because we could work backwards

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› Get inspired

Drupal Demo Site

Home

User login

Username *

administrator

Password *

●●●●●●●●●●●●

- Request new password

Log in

Welcome to Drupal Demo Site

No front page content has been created yet.

in 2017, the open source and SaaS alternatives are stronger - but Drupal has got stronger too.

> It's improved in two key areas:-

- Drupal 8 based on more standard OOP technologies - making it easier to find people

- Drupal 8 now much more of a CMS out of the box.
  - Lightning extends this further

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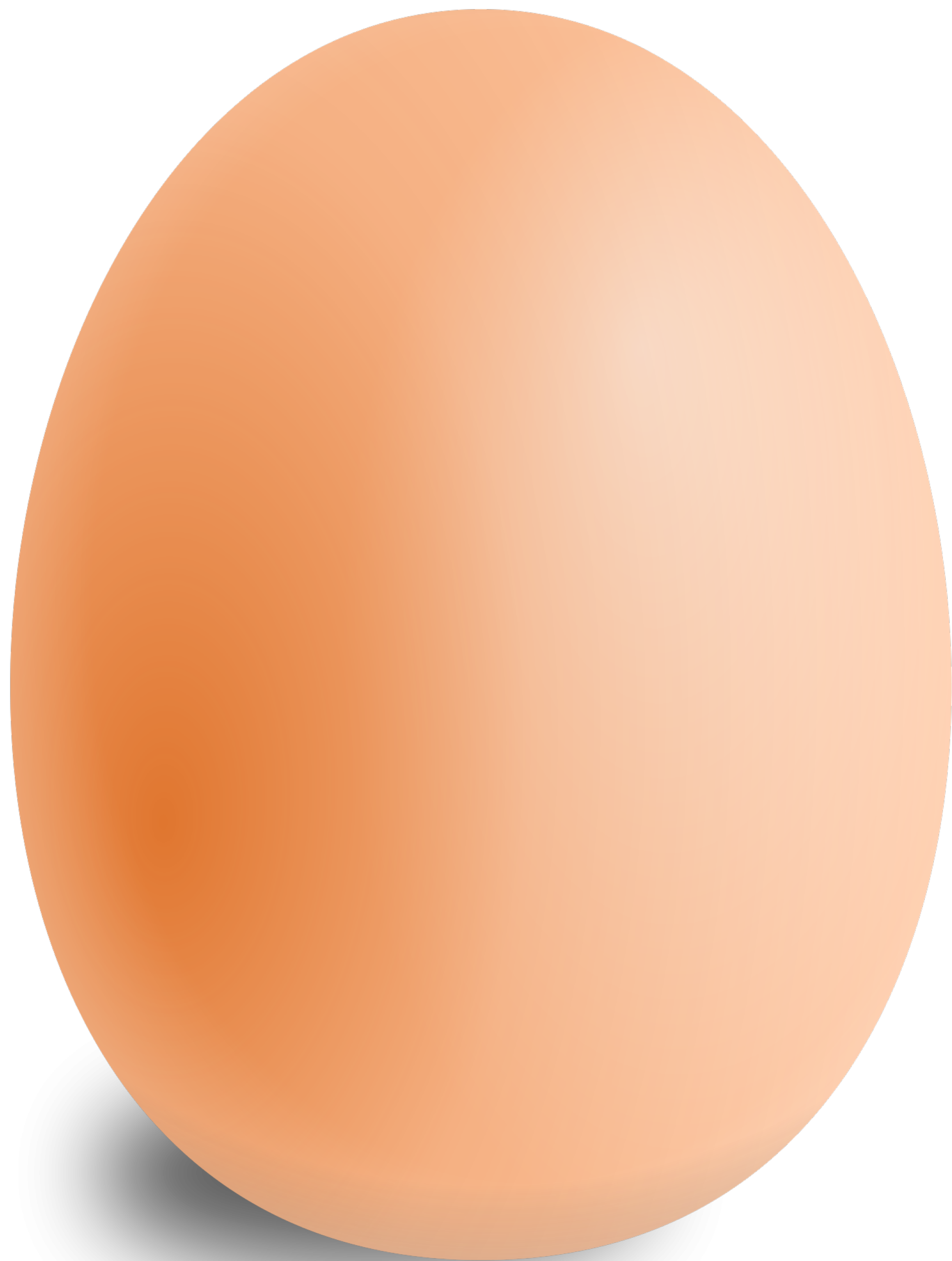
productise your services business

> and what i started to really like about Drupal was that I was working with a product - and products are boundaried

> if you understand those boundaries you can start to use them to your advantage

> what can seem like limiting factors are in fact strengths if you appreciate how those versatile those factors can be.

> you can do a lot of things with an egg

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but it is not a sausage!

and selling a product is great for a services business because...

> qualified leads.

> market helps set price (and price is transparent).

> easier to quote and propose against briefs on.
  - gap analysis between what's required vs achievable
  - easier trade of between 'nice to haves' & 'must haves'.

> repeat learnings - cut time required from dev team in contributing to RFPs/Breifs/ITTs or in closing sales.

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build in some business continuity protection with your resources

> describe roles, competencies, skills and responsibilities

> judge suitable candidates on relevant, related and specific experience on the software being used

> and it's also helped us answer the question - what is miggle and what it our why?

> that uniforming vision has helped unify the team and helped us grow and improve

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hunting for big deals

> there was a time when bringing in deals has been very much like mammoth hunting

> snare a big mammoth of a deal

> drag it back to the office

> live off it for months

> and when we get to the last leg go out and hunt for another one

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http://www.flickr.com/photos/shanecasey51/6058797427/

ideally we are looking for something more sustainable than hunting mammoths

> Drupal gives us the option to have a more repeatable way about looking to develop business - which is closer to on-going farming and less about hunting when you need

> but to run a farm you need tractors, combines, barns to store grain

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and this is the machinery of your sustainable operation

> your advertising strategy

> your sales strategy

> how you manage leads

> your social presence

> your reputation - driven by word of mouth

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but those benefits you've described?
can't you now do that with 'Buy it' / SaaS?

✔️	❌	❓
agency	client	an issue for PaaS

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adam_b, Lead product manager

On Drupal.org for 8 years 4 months
At least 1 edit to documentation

8ballsteve, Lead Developer

On Drupal.org for 6 years 4 months
Contributor to Entity review, Contact at once,
Field File Mover, and 1 more

ls206, Senior Drupal developer

On Drupal.org for 4 years 9 months
1 edit to documentation
Contributor to Apachesolr repeating dates,
Bassline, Passwordless login, and 4 more

Stuart Miller

On Drupal.org for 4 years 3 months
Contributor to Fuzzy Taxonomy

i_g_wright, Senior Drupal Developer

On Drupal.org for 4 years 2 weeks
Contributor to Bassline, Update My Browser,
Bookmark Organizer

emirmon, Drupal Developer

Drupal.org for 1 year 8 months
ast 1 edit to documentation
ributor to Trustpilot, Contact at once

but with Drupal it's also about community, contribution and partnership

> contributing back to the product by committing code, which alongside things like the Acquia Certification programme demonstrates to potential decision makers that Drupal is a project that is contributed to by highly skilled and enthusiastic professionals - and thus can be a safe choice.

> speaking at and attending events, supporting the association and partnering with other specialists that have a requirement for the services you offer

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our/the market in 2017

> 'Build it' becoming a workable option again because of frameworks
> 'Buy it' becoming cheaper and more powerful because of SaaS
  - And more automation within SaaS having a impact on Open Source/'Build it' budgets - especially with brochure ware or short shelf life sites
> Open Source becoming more diversified because of stronger players.
  - WordPress, agencies like Pragmatic and its community
> PaaS is moving Open Source closer to 'Buy it'
  - Acquia/Drupal, WordPress.com/WordPress.org, Sugar CRM

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https://www.flickr.com/photos/lamdogjunkie/
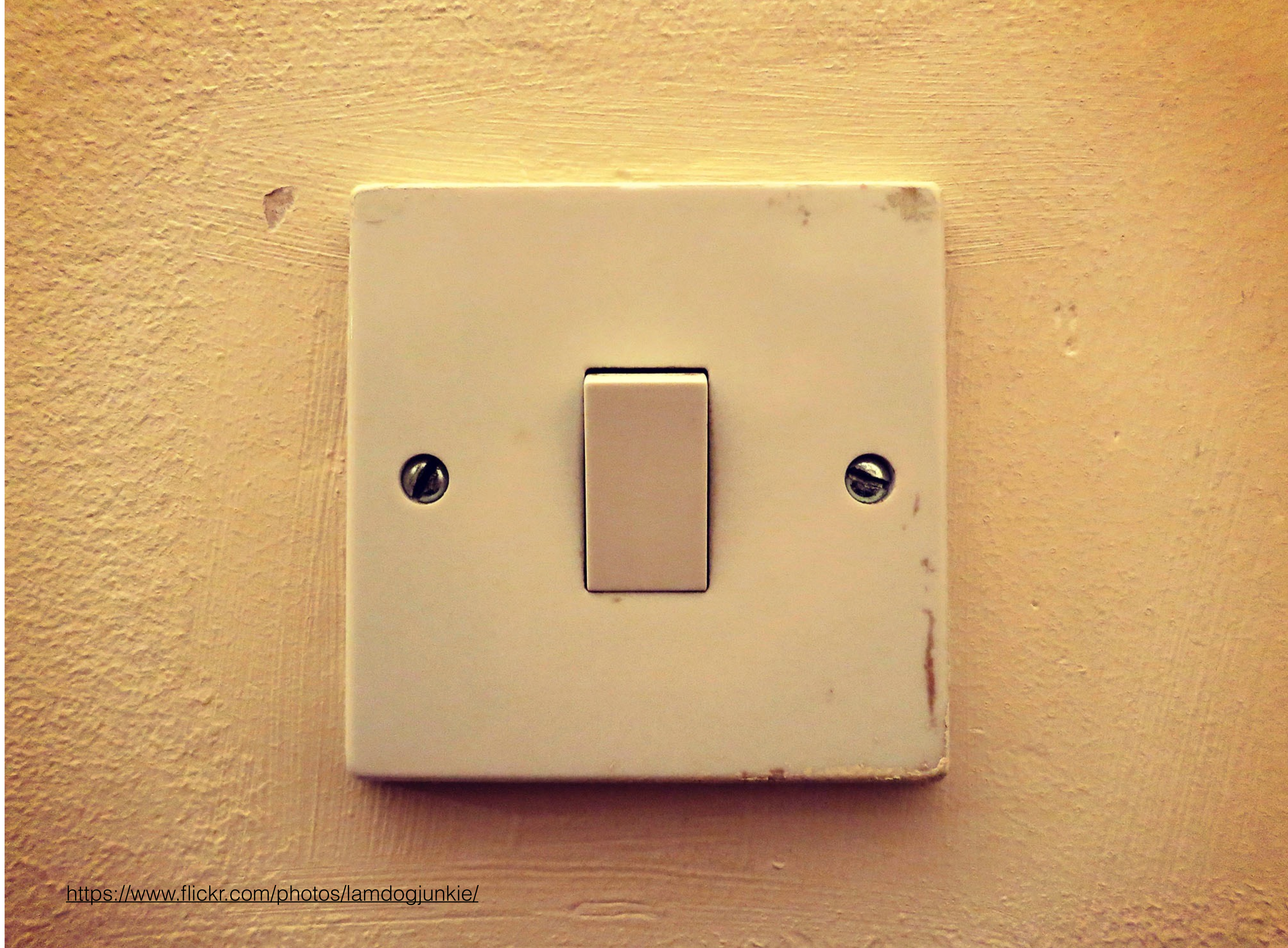
when i last made this presentation I was thinking to what extent i could flick the switch from us being an agency that merely responds to demand, but becomes one that can be proactive?

taking the sustainable farming analogy further maybe it's about specialising in certain crops (i.e. become sector specific - finance, commerce etc.)

in becoming more full service we're forcing ourselves to be more solution agnostic

1. It should be open source
2. If it's open source we should contribute back - open source and community go hand-in-hand
3. Ideally it'd always be Drupal - but price, scope, perception, sensible risk-based views to technical debt mean often other solutions make better sense
   - Lots of people don't want this to be true
   - I'm not sure how a business like ours can help make Drupal be all things to all people

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we're still advocates of open source - but all things have a sweet spot - and Drupal does too.

> Where the risk of hitting a ceiling presents a risk
> Where development is iterative and on-going
> Where integration is key
> Which need decent search solutions
> Which need to scale
> Distributions and multisite
> Headless/Decoupled

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thank you. any questions or feedback?

thanks for listening to this presentation.

questions can be directed to:-

Twitter: @alickmighall
Mail: alick@miggle.co.uk

I'd love feedback please
https://joind.in/talk/b7c59

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