



Web Strategy: Using Drupal to Transform Your Business

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Who's this guy?

— [I'm Jason Pamental (@jpamental in most places)

- Built my first site targeting Mosaic and Netscape 1 while studying Graphic Design
- Built my first DB-backed CMS site in 1997
- Have run my own small shop, worked for several others variously as CD, Tech Dir, designer, developer, consultant, infrastructure manager
- Have seen too many correlations between headless chickens and web projects
- Have made a career over the past 15+ years looking for connections, bridging gaps and reconfabulating widgets to use them in new ways to solve vexing problems

Web Strategy Defined

— [It's the 'big' picture:

- **business understanding:** knowing your or your client's business – what it does, who it serves, how it works and how it doesn't
- **design:** including info. arch., usability, user experience, interaction & visual design
- **technology:** what's out there, what it can do, what's coming and when, how it works and how it doesn't, how it can work with and support business and design goals

— [**Web Strategy is the top of the tripod:** supported by and connects the legs & in turn supports and gives direction to the

...and why you should care

— [It's your job to make it all work

— [There are too many good tools out there to just make a pixel-based brochure

— [The web's growing up, so must our thinking. Web tech enables us to make fantastic stuff – you have to study your org or your client and find the opportunities

Why this @ a Drupal Conf?

- [Because building a blog in Drupal is a waste of Drupal's time

- [There are over 6,000 projects on Drupal.org

(2 Way Video Chat, Activity Stream, Google Buzz, Multivariate, Petition Node, Role Contact)

- [Innovation & Inspiration work both ways:

- Study your client for opp's (pain points) and look for modules to help

- Browse the modules directory - you'll find amazing stuff that might set off some light bulbs for this or future projects

Plays Well With Others

— [Drupal has incredible possibilities with just the contributed modules, but that's just the beginning

— [RSS+Feeds=Near limitless content sources

— [Built with PHP and jQuery – don't see what you need? Build it or buy it and integrate

— [Services, LDAP, OAuth, FBConnect modules – examples of even greater interoperability with larger/more complex environments

Some Examples

——— [An Online Corporate Newsroom

——— [A Tech Company's Partner Content/Support Hub

——— [A Sailmaker's Rebate Program

CVSCaremark.com/newsroom

— [Needed to simplify workflow: single platform w/revision and workflow controls

— [1-Click publish and submission to wire services (w/auto-gen Word doc attachment)

— [Simultaneous email notifications to 20,000+ subscribers

— [Solved: PR team can publish once and distribute to main site, IR site, newswires, RSS and Email

CVS Caremark and Walgreen's X

http://info.cvscaremark.com/newsroom/press-releases/cvs-caremark-and-walgreens-announce-new-pbm-network-pharmacy-agreement

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CVS Caremark and Walgreens Announce New PBM Network Pharmacy Agreement

WOONSOCKET, R.I., and DEERFIELD, Ill., June 18, 2010 /PRNewswire via COMTEX/ —CVS Caremark Corporation (NYSE: CVS) and Walgreens (NYSE: WAG) (Nasdaq: WAG) today announced that the companies have reached an agreement on terms under which Walgreens will continue participating in the CVS Caremark pharmacy benefit management (PBM) national retail network for existing, new or renewal plans. The companies are not disclosing the financial terms of the new contract.

"We are very pleased with the outcome of this mutual, multi-year agreement that meets our business objectives," said Walgreens Executive Vice President of Pharmacy, Kermit Crawford. "The agreement makes good business sense, provides the framework we need to operate our business going forward, and assures choice and convenience for the many consumers who look to us for quality pharmacy care. The agreement is good for our patients, pharmacists and shareholders, and will allow us to continue to meet the needs of our customers across the country through the CVS Caremark network."

Per Lofberg, President of CVS Caremark's pharmacy benefit management business, said, "We are pleased to have reached a mutually agreeable solution together with Walgreens that is consistent

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- [All the usual suspects: needed CMS, platform for marketing & PR
 - ... but also integrated with Hubspot and Salesforce
- [Also needed a way to manage branding, materials for marketing and support for multiple partners
 - Using Drupal as core plus PDFlib to dynamically create co-branded datasheets and other materials

nine Nine Technology | "Powered by" x

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"Powered by Nine" solves the puzzle of offering online backup and recovery

Nine Technology: game-changing technology

Our industry-revolutionizing online backup & recovery services dramatically increase performance, scalability & security. "Powered by Nine" services are ready-to-use & can be set up for your client base in minutes. [Learn more about our technology.](#)

Powered to protect. Powered by **nine**

"Powered by Nine" is ground-breaking technology for managed service providers (MSPs) that delivers all the pieces of the puzzle to offer online data backup and recovery services.

Nine Technology TV

Latest Tweets

@spetryjohnson: "Condolences. Is the image saved some back up from?" — Nine Tech 13 hours ago

RT @socinfo_cepai: recovery tops health (Computer Weekly) <http://bit.ly/a13pri> NineTechAdam — 1 day ago

@greenapron: "What are you looking for, SMB?" — NineTechAdam 1 day ago

RT @sierraatlantic: YouTube video — Nine Technology Test <http://youtu.be/Em...> — ninetechonology — 1 day ago

More updates from: [Technology](#) / [Tom](#) / [Adam](#)

VARs and Online Backup (06/09/10)

Gene sits down with Frank Raimondi, director of NASBA, to chat about what online backup and recovery services can do for VARs.

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me, I know. But it's easy to get burned if you look at the wrong details when evaluating a system. After years of being the

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VaultBIZ ONE: Backup and Recovery Solution for Laptop and Desktop Computers

VaultBIZ ONE is an advanced, yet simple and affordable online backup and recovery software offering for individual computers. This solution will revolutionize the fast growing personal computer online backup and recovery marketplace. However, unlike consumer-grade offerings, VaultBIZ ONE is designed to be fully integrated into corporate IT data protection infrastructure and strategy.

VaultBIZ ONE: Your "Ounce of Prevention"

VaultBIZ ONE backup and recovery software offering delivers reliable, cost effective, high performance and secure online backup and recovery services for desktop and laptop computers for remote users, entrepreneurs, small businesses and large enterprises. VaultBIZ ONE solutions are supported on highly reliable hardware, proven algorithms and innovative patented software to create a game-changing solution set that can scale to meet today's most demanding and unique individual computer data protection requirements.

Backup and Recovery Solutions for Small to Large Enterprises

VaultBIZ ONE fulfills the online backup and recovery promises that other services or technologies have not been able to achieve. The "Powered by Nine" technology features include:

- Unlimited backup for one low price
- Scalable, reliable, fast and secure access at all times
- Industry-leading data efficiency techniques and compression to minimize data size, number of files and bandwidth impact
- Intuitive user interface

Simple, intuitive user interface, branded for you

Users who want more fine-grained control can easily customize backup selections

Features

Intuitive and easy to control while remaining simple operations with the Vault USA management and reporting are quick and easy. Managers can remotely lock-down any laptop or desktop using their Vault USA portal license.

Operating System Requirements

Software supported on: 32- or 64-bit XP, Vista, Windows 7
Memory: at least 128MB
Space: 100MB
Network Protocol: TCP/IP

For additional information and complete system requirements, please visit www.vaultusa.com.

VAULT USA
A Nine Technology Company

NorthSails.com

— [(Disclaimer: this wasn't built in Drupal, but could have been and I'll talk about how)

— [Needed to tie print promotion with online call-to-action, receiving and processing of trade-in sails and issuance of rebates

— [Customer gets promo card with new sail purchase

— [Goes to website to register, print shipping label

— [Receiving center checks shipping label and matches codes on intranet page (tied to same DB) – works for partial shipments too. Check-box updates logs receipt of sails

— [Auto-generated email to Accounting; log in and generate printout w/all eligible rebates, w/customer info, sail info and rebate amount eligible

So what about you?

- [Time permitting (checking watch...) let's talk about your project
- [Look around: what's the opportunity? Look for things that take time, things that are oft-repeated, things that need sequenced participation from several parties
- [Even just using core Drupal roles, actions, triggers and permissions you can build great communication tools and workflows.

Look, Think, Plan – THEN Do

- [When starting a new project, don't just listen to what they want to do. Figure out WHY
- [Focus on understanding the problems, issues & challenges first
- [Wide angle lenses see more. Be one – go in and see what people are doing, how they work, what takes their time
- [Tackle one timesaver: get people a few hours back & measure the benefits: that opens the door for bigger opportunities

Thank You!

— [I welcome your feedback!

— [Jason Pamental

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— [Now go make great stuff