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Enterprise Drupal Solution

Everything You Need to know



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Introduction

Do you know that global players like NBA, Tesla, Lush, Puma, Pfizer, and a million others use Drupal and are fostering billion-dollar businesses? Well, astonishingly Drupal enjoys a staggering share in the market and it is a popular choice of many large enterprises. It is one of the leading open-source content management systems (CMS) written in PHP and widely adopted by enterprises to create digital platforms that deliver the best customer experiences. It empowers enterprises to drive digital innovation, develop enterprise assets, and propel the marketing campaigns for a stronger ROI. Many organizations especially non-profit, government agencies, and large corporations use Drupal for complex, high-traffic, and content-heavy applications.

The advantage with Drupal is that you would have a single and tightly integrated platform serving both as a CMS and as an ecommerce platform. If you want to explore more on Drupal, this is a perfect guide for you to know everything about it.



What is Drupal?



Drupal is an open community supported framework used for creating, organizing, and managing a website. Powering millions of websites and apps, it makes it easy for contributors to publish and deploy the websites. Drupal installations include a set of modules called core components that provide features such as user management, user-contributed content, menu systems, etc. It also enjoys a thriving global community that contributes and supports thousands of flexible and robust modules and themes that can be easily integrated into your websites. It can be used for every type of website from a personal blog to highly trafficked enterprise-level sites as well.

Features

Skynet Technologies has been harnessing the power of Drupal to architect and implement web content strategies for global enterprises. The range of features encompasses the following -



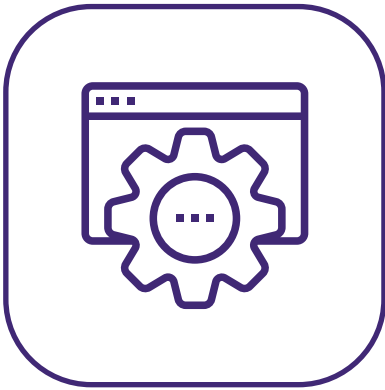
Ready-to-use Templates

Drupal enables and empowers businesses to launch their digital initiatives in a timely way to meet their goals and market priorities. Drupal has multiple ready-to-use website designs and layout templates with all the navigational links in place. You can select a template and start distributing the content through an easy-to-use wizard-like interface. An elegant workflow would enable proper preview, review, approval, and publishing for you. If your business has a compelling need to launch and manage microsites with specific information on certain products and initiatives, or if you have the need to put together the content pages quickly without the need to seek assistance from a development team, Drupal is the best in that case.



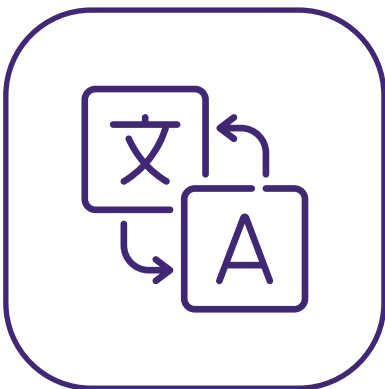
Content-publishing Modules

Drupal makes content publishing easier and one can quickly put together the content for any webpage including multimedia content like audio, video, and graphics. You can also perform page previews, get the content reviewed, enable easy publishing, and even populate the content in respective content zones. Drupal provides the ability to manage page layouts and content items. One needs to fully exploit the power of Drupal to architect, design, and develop these. You can choose, assemble, and configure the right set of modules, design the right content architecture, customize the core and contributed modules to meet any specific needs of the enterprise.



Third-party Integrations

Third-party APIs are a necessity to enrich your website functionality. Any enterprise requires data to be collected from the website and get integrated with other apps like CRM, or other core business applications. Even Drupal may serve as a dashboard for other legacy enterprise content wherein Drupal's extendable block APIs and core authentication systems assist in creating and consuming certain widgets. With Drupal, one can eliminate all the bottlenecks involved in integrating these APIs and deliver a wide range of functionalities to your website. You can integrate CRM, ERP, payment gateways, and other requisite third-party applications seamlessly to build enterprise-level applications.



Multi-lingual

If your enterprise is dealing with international customers, your web content needs to be multilingual and localized. Drupal has a built-in capability that handles multiple languages and ensures that all the published content and website interfaces can be translated into the language of your choice. Also, the language interface for content writers and publishers can be entirely different from what is presented to the site visitors. Other localization features like language, currency, date formats, etc. can also be auto-populated based on the SmartIp and geo-tagging.



Social media Integrations

Drupal's modules enable easy integration with social media pages. One can have a seamless and easy two-way exchange of content between your website and social media channels. The platform could be anything, be it Facebook, Twitter, LinkedIn, or other channels, selected content from the website can be dynamically shared on the social media pages. The content feeds from social media can also be presented on Drupal websites. If you are contemplating automating the whole process, you can also configure some widgets that make this process easier.



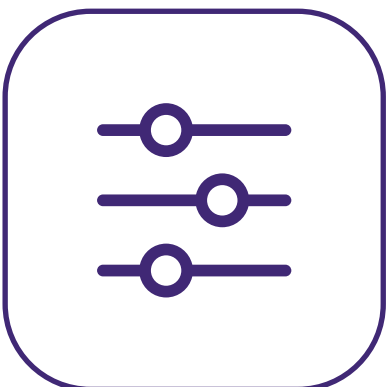
Decoupled Implementations

Drupal CMS is one of the most mature, fully ready headless CMS and has shown a great impact on the user experience. Currently, Drupal 8 forms part of a large number of decoupled implementations with the content being served on various channels and devices. Drupal has all the components required to implement a decoupled CMS with its API first strategy. One can detach the head of Drupal and the developer can still leverage any JS framework such as React or Angular to render the front-end experience and deliver a quality user experience.



Responsive Layouts

As smartphone usage is exploding with each day, users also leverage the power and convenience of mobile devices to access and perform communication, information, and other commercial activities. With mobile responsive layouts, you can ensure and design all your content for the mobile phones first and make the web content available for both the web and mobile. Drupal supports an out-of-the-box responsive layout approach and delivers a great user experience on mobile phones.



Personalization Feature

Drupal enables rich profiling of the users, customized engagement, and activity simulation for personalization. With Drupal personalization, you can engage and connect with everyone in a personalized manner by understanding the interests and preferences of each user. You can serve up content that would be the most appropriate, meaningful, and suitable to the person. This is also augmented by Machine learning and AI tools that automate the process of delivering personalized and contextual content to the users.

Why chooses Drupal?

Globally, many organizations have been looking for a solution that helps their business grow and improve their user experience. As technological innovations started speeding up, choosing the CMS for your enterprise is a tough call. If you are on a quest to leap and accelerate digital transformation, Drupal helps you manage and deliver a host of content across devices and channels. Experience the power of Drupal to engage with your audience through your websites and beyond.

Presented below are some of the solid reasons that make **Drupal a great choice for the enterprise** of any scale and vertical.



Flexible

Drupal is an open-source platform and it derives excellent value by being flexible. It keeps its core robust features without compromising on the security aspects. You can build a powerful website that's optimized for every device, personalize for every web visitor, and integrate with your marketing suite. You can also enjoy new capabilities for successful digital experiences.



Headless Architecture

To measure the success of any online business, customer experience is the standard. Today, many businesses are going headless as it is destined to take the user experience to a whole new level. Drupal supports headless architecture and can integrate frontend technologies such as React, Angular, etc. to provide a new dimension to the digital experience.



Device Agnostic

As customers' demands evolve, enterprises are also in dire need of finding new ways to distribute their content. Drupal is a great platform to easily integrate and distribute content across devices such as desktop, mobile, tablet, etc. in the desired format. If your end goal is to build responsive websites, then Drupal is the best way to go.



Personalization

Drupal leverages machine learning and predictive UX to discover patterns and forecast the user preferences to offer the best digital user experience. Drupal modules offer an improved web experience for web personalization. It has the features of real-time adaptive targeting that refine, segment, and provide content that resonates with the users.



Easy to build

Drupal is built on PHP and if you have a Drupal expert on your team, setting the website is cut by half. Enabling enterprises to deploy all the core features and functionalities, allows easier customization as per your business specifications. Also, you can choose the layouts and themes for your Drupal websites.



Security

Drupal is one of the most secured CMSs with its core, code, passwords being repeatedly encrypted and hashed to strengthen your website security. It is supported by experts and also enjoys the backing of a thriving global community, plus it has a dedicated security team to take care of any security patches and updates.



Scalable

Enterprises need the ability to handle any traffic throughout and Drupal has stood both the test of time and even traffic spikes. It has the framework extensible via its modules and enabled the core to sustain the bulk of the content. You can streamline the demands of the enterprises through custom Drupal modules.



Easy to Manage

Although Drupal requires more technical experience, it is one of the best platforms capable of producing exceptionally advanced sites. With a WYSIWYG editor and drag-and-drop functionality, you can start straight away. Drupal 8 has made the platform much easier to use even for non-developers.



Multisite

If your organization is on more than one site, maintenance and management may seem to be an ordeal. But with the multi-site feature, you can have a single Drupal installation among several sites. You can handle complex requirements from a single Drupal installation that allows swift and uncomplicated site creation and deployment.



Speed

Drupal helps build faster loading pages and you can notice the same on both desktop and mobile devices. With Drupal modules, you can offer incredible loading speeds to your clients and open numerous doors for your business. Without any second thoughts, you can choose Drupal to deliver optimal response times for your visitors.

Drupal Development

Drupal is based on state-of-the-art technologies such as Symfony and Twig framework components. With experienced Drupal developers, Skynet Technologies emerged as a clear winner in adding great value to the customers and building enterprise-level websites. We combine the features and functionality of the Drupal platforms with a curated selection of modules, themes, libraries, and configurations that help in building faster Drupal sites. With simple out-of-the-box tools, one can choose layouts, drag-and-drop assets, schedule content, preview experience before it goes live.



Our **Drupal development services** include

- ◆ **Drupal 8 and Drupal 9 development**
- ◆ **UI/UX design**
- ◆ **Drupal Theme development**
- ◆ **Drupal Upgrades**
- ◆ **Drupal Migration**
- ◆ **Drupal E-commerce Solutions**
- ◆ **Custom development tailored as per the client needs**

Drupal Maintenance



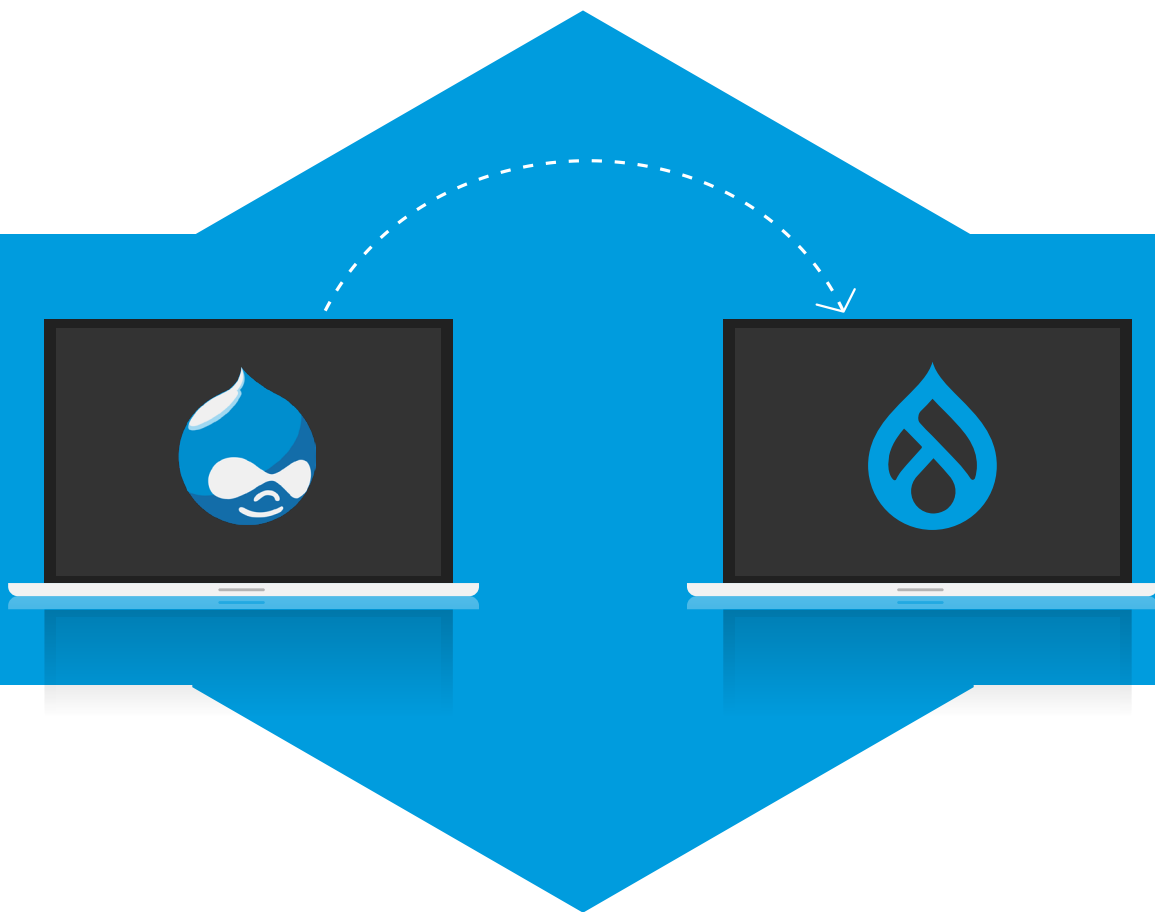
With a full package of support and maintenance services for your business, Skynet Technologies handles the complex, integrated, and ongoing needs of your Drupal websites. Our primary focus would be on the clients' goals and business objectives and ensure that your performance isn't hampered in any way. We have a strong technical team that secures your website from possible threats and speedily fixes challenges.

Our **Drupal support and maintenance services** include

- Website Review
- Site Audits
- Security Updates
- Performance Optimization
- Timely Upgrades
- Emergency Support
- Ongoing Maintenance

Drupal Migration

Skynet Technologies is a reputed Drupal service provider with enhanced capabilities of handling data and content of any size and complexity. We have the proficiency to handle any seamless migration and the requisite expertise to implement the latest methodologies and tools for migrating your website to the latest Drupal version i.e., Drupal 9. We also ensure the safety and security of the data before the migration process. We take a complete back-up of the existing enterprise website so that clients can be assured of the data integrity even after the migration and security upgrades.



With the latest release of the Drupal 9 version, we have been helping enterprises to quickly migrate their websites from Drupal 7 or Drupal 8 to Drupal 9 before the end-of-life timeframes. Our migration services include

- Database Migration
- Theme Migration
- Extension Updates
- Backing up the data
- Website Customization
- Maintenance and Support
- Deployment

Drupal ADA Compliance

We make your **Drupal websites ADA compliance**, accessible to all by complying with ADA and WCAG guidelines. With a team of accessibility experts, we conduct an ADA compliance audit and also provide you the remediation measures if required. We also design and redesign the websites to meet the ADA compliance requirements and help you to deal with any potential future lawsuits. We fully take the leverage of Drupal's tools and modules to measure the accessibility score. Drupal also has several contributed modules that add greatly to web accessibility. Some of the measures taken are

- ◆ **Aural Alerts**
- ◆ **Alt Tags**
- ◆ **Ubiquitous fonts**
- ◆ **Mobile Accessibility**
- ◆ **Semantic HTML**



Drupal SEO



Drupal CMS is perfectly structured for SEO and it has all the core elements with in-built SEO functionality aspects. In the ever-changing digital landscape, Drupal has many SEO modules that let you stay ahead of the competition. Some of the SEO friendly modules to optimize each page of your website are listed -

1. **PathAuto** - For URL optimization
2. **Meta Tag** - Allows metadata
3. **Real-Time SEO** - Allows for keywords optimization
4. **Link Checker** - Finds all broken links on the websites
5. **XML Sitemap** - Helps generate the sitemap
6. **Redirect** - To set up easy redirects on your site
7. **Menu Breadcrumb** - Generates a breadcrumb navigation menu
8. **Search 404** - Redirects 404 error pages to appropriate pages
9. **Meta Tag** - Adds metadata to the webpages
10. **Page Title** - Set up unique page titles

Also, **Check out the essential tips on Drupal SEO** to boost your website search engine rankings!

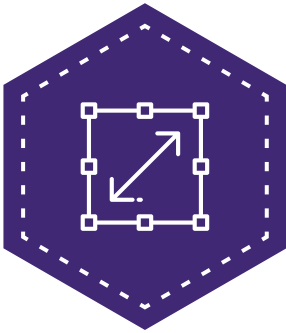
Drupal Commerce

Drupal is the perfect solution for the ecommerce business with all the amazing features for your ecommerce needs. It has hundreds of modules and themes that drive your business online. With these, you can build intuitive and powerful websites. With integrated marketing, payment, fulfillment tools, and content modeling, Drupal brings in more traffic. Drupal commerce makes many basic functions like product details, orders, cart items, payment options, etc. easier. It also provides a content-driven experience wherein mobile editing, in-place authoring, content revisioning, and modules for multimedia content, etc. All the above features of Drupal are accessible to merchants of every size.



Drupal Commerce is also headless which gives immense flexibility to create a great shopping experience for the users. Decoupled Drupal comes with a legion of benefits including high speed, interactive features, and flexibility in front-end view. Drupal offers a magical package that includes features like multilingual, mobile-responsiveness, personalization, SEO, security, and provides a content-rich experience. With Drupal's custom store features, you can have unmatched services for your ecommerce platform.

Benefits



Scalability



Security



Reliable performance



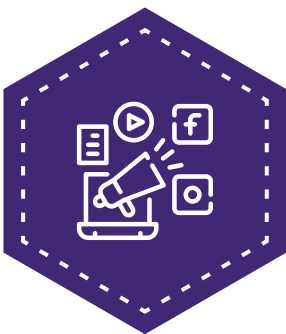
Improved customer experience



Create and manage content effortlessly



Seamless delivery of content across devices



Powerful integrated marketing campaigns



Cater to a global audience from a single platform



Personalized content across the omnichannel customer journey



Why Skynet Technologies for your Drupal needs?

Skynet Technologies has been helping out a number of organizations with **Drupal development** ranging from an SME to a global leader.

Pixel-perfect Solutions

To start with, we take immense pride in providing pixel-perfect solutions with our untamable sense of creative flair. We have a great UI/UX team that loves to craft unparalleled digital experiences that literally blows the competition out of the water.

Powerful-branding

We have extensive experience in a diverse array of digital marketing strategies and drive home success with distinct solutions. With our professional services, we are your go-to choose for building up a brand reputation for you in the market.

Unrivaed Support

We offer continuous commitment and invest in offering dedicated and premier support services to our clients. Our expert technical services offer support for developing brand strategies and growing your presence online.

Free Consultation

We establish a harmonious relationship with our clients and build trust by offering successful solutions. Our team is always keen on earning the client's confidence and hence we offer reviews, analyses, and consultations that are no match to any other agency.

Best Onboarding

Our Drupal experts have solid and unparalleled experience that whatever your needs are, we are ever-ready to take it up. However, intricate your problem is, we make sure you have the smoothest onboarding process.

Global Clientele

We are proud to announce that Drupal services are one of our strongest fortes and we have been serving clients internationally. Our services are utilized by many organizations worldwide including some of the prolific companies.



Certified Drupal Team

Skynet Technologies has a certified team of Drupal developers who build scalable, secure, robust, and high-performing Drupal-based platforms complying with the web standards for providing an ultimate customer experience.

Full-Suite Services

You can have full-suite services that include Drupal design, development, configuration, customization, migration, integration, and performance optimization. We also hold extensive experience in Drupal Themes and custom solutions, or bespoke development solutions. We take pride in our innate ability to achieve challenging outcomes with efficiency.

Enterprise-level

We are experts at managing Drupal sites and apps for enterprise-level clients. With our in-house Drupal specialists and consultants who work with you collaboratively, round the clock, you can have enterprise Drupal solutions of power and scale.

Agile Services

Leverage our agile and efficient Drupal development strategies besides maintaining a lean solution that makes us the perfect choice for enterprise-level Drupal development, maintenance, and support services.

Accessibility

Our Drupal developers strictly comply with ADA and W3C standards. We make our **Drupal websites ADA compliance** for accessible to everyone on the web.

We've just shows you how Drupal is one of the best for enterprise applications meeting all your demands and beyond. Collaborate with our professional team of **Drupal developers** and progress through and prosper in your business.



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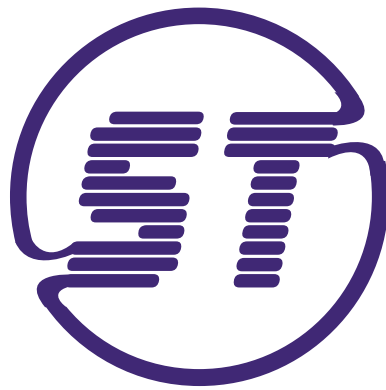
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