



Building Enterprise Social Communities with Open Source Drupal

A Comparison of Open Source vs. Proprietary Approaches to Building Your Community

This white paper provides a brief introduction about why social-style software is important to organizations, and why open source Drupal is the best enterprise social software solution. If, in addition to this, you're looking for information on the cost and value of Social Publishing, please get and read Acquia's white paper entitled "TCO for Open Source Social Publishing," available at <http://acquia.com/>.

Executive Summary

Innovations in consumer social web services create both opportunity and risk for your enterprise. Your customers and employees are increasingly gathering in online communities of like-minded people, and there is an urgent, growing need to nurture these communities. The organizations that succeed and leverage this social momentum increase loyalty, brand value, and revenue. Those that fail to do so will be stuck merely watching as their communities self-organize wherever the community wants to - probably out of sight, out of mind and out of the influence of the organization.

Sadly, most enterprise software tools don't provide ways to let organizations participate in this trend:

- Existing Web Content Management Systems (WCMS) are designed to create rigid workflows and content staging before anything appears on a company website. But these controls on content creation preclude the free-flowing community interactions that are required for community growth.
- Leading consumer Web 2.0 sites don't provide even the basics for enabling an organization to create an organized, branded and flexible platform for community building.
- Emergent enterprise social software products supply community features, but don't have even the basic web content management capabilities necessary to gracefully wed enterprise and community content. These also lock you and your data into niche products that limit expandability and make migration hard.

What's needed is a convergence of web content management and social community features. This new category is called Social Publishing.

Drupal is the leading enterprise-level platform for organizational Social Publishing sites, providing advanced WCMS and social capabilities. Plus, Drupal itself demonstrates the value of social community software: it is open source software written by a large, global community of developers who are constantly improving and extending it, assuring that it is your best choice for Social Publishing.

In this paper, we examine:

- the underlying drivers for enterprise social software;
- the key functional requirements of a social solution for organizations;
- how Drupal meets those requirements;
- how open source development helps Drupal outpace any proprietary alternatives;
- examples of how Drupal is being used in enterprise-grade Social Publishing;
- how Acquia can support organizations in creating and growing their communities using Drupal.

The Social Web Changed Us

The consumer web pushed the accelerator

Consumer web applications showed us that the web is no longer just a way to get or give information, or buy and sell goods. The social web got us talking to each other in new ways.

- Facebook asks us “What’s on your mind?,” lets us join Groups and to add people to our Friends list to keep in touch.
- Twitter wants to know “What’s happening?” and then tells all our friends at once what we’re thinking;
- Even the most timid of us write no-holds-barred comments on products reviews at e-commerce sites like amazon.com.

The payoff made it worth the risk

At first, sharing our private thoughts publicly on the web seemed scary. We had to learn from early, tentative experiments that revealing ourselves attracts other people who like us, or who are like us. Experience taught us that this social-style interaction is worth it because it helps us:

- Find people we know, or find new people we don’t know that turn out to be worth knowing;
- Gather those people into groups to concentrate & control our conversations & networks;
- Interact with our preferred groups to find ideas, expertise, and information previously hidden from us.

Social interaction and information flow happens faster on social-style platforms. We know more, learn more, and get together to do more than we did before the social web.

Enterprise choices put on the brakes

Social interaction and information flow happens faster on social-style platforms. We know more, learn more, and get together to do more than we did before the social web. It’s only natural that people want to bring these benefits to work.

Sadly, the software choices available to enterprises to add these social web benefits haven’t looked good:

- New capabilities simply aren't available in Web 1.0 tools. Most first-generation proprietary WCMS' simply have no mechanism to handle user-contributed content. Some supplement with bolt-on online forums; but relationship building, collecting, and sharing works better with social web-style "friends" & "groups".
- Consumer social sites don't meet wider business requirements. An enterprise may well need a Facebook page, but it is not the right place for an internal team to have its strategy planning chat. A customer conversation may start on Twitter but the answer might take more than 140-characters.
- Email - the old stand-by - even fails. Its failures are obvious when you discover you've been accidentally left off of a distribution list for editing a marketing white paper. Old email folders are bulging with out of date conversations. And communications fall off when a message isn't at the top of the Inbox list.

Stand-alone solutions try to help, but at too-high cost

Opportunistic startups and re-tooled enterprise software factories are vying to fill the software void and bring the benefits of the social web to enterprise users. Vendors like Jive Software, Telligent, Lithium, and others have offerings called Enterprise Community software, Social Business Software, etc. These supply web-style group spaces, friend lists, and activity rivers in enterprise packages that bolt on next to your organizational website.

But you've heard this song before:

- Using single-purpose solutions saddle you with incremental and costly license and maintenance costs;
- Proprietary software gobbles up your data and makes it hard to migrate away when the inevitable need arrives;
- Adding another software title means more than incremental growth in management and infrastructure costs.

Plus, a separate social website draws your social-savvy web users away from your primary website. But your social-savvy web visitors expect to interact right where they find the content in the first place - not elsewhere - whether it's your customers, collaborators, partners, or employees.

Instead of a stand-alone social solution, you need Drupal - a full-fledged WCMS that also provides all the community features you need.

Social Publishing with Drupal Combines CMS & Social

You don't want two separate solutions for your Web CMS and social interactions. And you don't need to have two. Drupal serves both purposes handily in one package.

Drupal has been, and always will be WCMS plus social

In fact, Drupal's first purpose was as a social site for students coordinating their late-night-going-out activities.¹ But early in 2000, demands from the Drupal user base outpaced the lone author's ability to add new capabilities, leading to Drupal's release as open source.

Drupal quickly attracted the attention of cutting-edge website developers. This community quickly molded Drupal into the platform of choice to innovate sites using the latest web technologies, from social features like blogging, RSS syndication, folksonomies, etc., to CMS-style features like custom content types, (layout) templating engines, content tagging and many others.

Today, a decade later, this passionate developer community has made Drupal into a powerful, flexible, complete Social Publishing platform. Its heart - "Drupal Core" - is in it's seventh major release, and developers have extended this with thousands of add-on "Modules" that add mind-boggling power.

Drupal provides a rich variety of social site capabilities

Don't be fooled by proprietary vendors who claim otherwise. Drupal provides as much or more functionality than proprietary software products. When other vendors say Drupal doesn't do something, they're usually comparing their product to Drupal Core.

This is an error. Drupal is intentionally designed to keep Core as a small, but powerful framework, and add new features via Modules. In fact, often there are two modules that do a similar thing, both contributed by different open source

¹ Drupal began as a student project at University of Ghent, Belgium, in 2000 by Dries Buytaert, Acquia's CTO and co-founder.

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developers who value different approaches to the feature. You are free to select which one fits your needs better, and use it, instead of being limited by one developer's implementation.

So let's compare apples to apples. Here's a list of features that are commonly provided by proprietary social business / community solutions. Drupal provides all of these when you combine Drupal Core with just a few of the thousands of Drupal's free, off-the-shelf contributed modules²:

- Users with rich profiles, including photos; linked to / pulled from LDAP if available
- Groups, with varying access control (invitation-only, moderated-join, and open), group owners, group information, and member listings
- Configuration control over group and content visibility, by role or group membership
- Content types:
 - Blog, document, article and wiki type pages
 - Projects within a group, and tasks within that
 - Comments on any page, blog, document project, or task page, either flat or threaded
 - Calendars (for tasks, meeting dates, milestones, etc.)
 - Activity messages (within and across groups)
 - Direct messages (to a specific user)
 - Microblog entries, and/or status updates
- GUI-selectable page and content block drag-drop layout, including user-customizable home / dashboard pages
- List of recent activity within a group, or across all groups to which a user belongs
- List of recent blog, page, document, project, task, message, or microblog posts
- List of currently-online members (within a group or on entire system)
- Traditional (threaded) discussion forums
- Tags - both formal taxonomy and informal tagging - along with tag clouds and content listing by tag

² See the end of this white paper for a listing of contributed modules that can be installed with Drupal core to provide these features

- RSS feeds for group activity
- Content bookmarks
- List of top contributors; contributor name is a link to a page listing all that user's contributions
- Polls, with role-based access controls for creating, voting, results-viewing
- Voting / rating of content and users
- WYSIWYG editors for all content, configurable per-role
- Image upload / management
- Live chat among group members
- Integration with consumer social sites, in either direction (e.g. post microblog entry made on site to Facebook, or show latest Tweets from followed-users in sidebar block)
- Site analytics, including content quantities, group membership counts, total number of system users & groups, etc.
- Faceted search with filters by content type, plus content recommendation engine³
- Email - for notices of, or adding, new content

Because Drupal is open source, there's very likely a pre-built, contributed module on drupal.org that provides the feature you want.

And if there's something missing from this list, don't worry. Because Drupal is open source, there's very likely a pre-built, contributed module on the project site (at <http://drupal.org>) that provides the feature you want.

If there isn't, Drupal still doesn't hold you back; since it's open source, your developers, or an Acquia developer partner, can write new modules to add any functionality you want. And you can act immediately to add it to your site - without waiting for some vaguely-promised API to appear at some indefinite future time, as is often the case with proprietary alternatives.

But Social Publishing doesn't stop with that feature list

Social Publishing is the intersection between community features and traditional content management. The difference between Drupal and the off-the-shelf social business or community solutions is that Drupal remains a fully-capable WCMS.

³ Provided as a feature of an Acquia support / Network subscription

This is important. It means that you can integrate all those capabilities above into your fully-functional primary website. No taking users away to some other subdomain, away from all of your content.

Ask your social-only vendors if their solutions provide any of the following tiny sample of Drupal's capabilities:

Capability	Drupal	Jive	Telligent
Structured web pages	Yes	No	No
A mature, rich page layout templating engine, enabling CSS/XHTML complaint, semantically correct, and accessible output	Yes	No	No
Custom content types	Yes	Limited; Java programming required	Limited; .Net programming required
Custom data views	Yes (via GUI)	Limited; Java programming required	Limited; .Net programming required
Users with configurable profiles, roles & a rich, point-click permission system	Yes	Limited	Limited
Multilingual content support	Yes	No	No
Localized admin UI	Yes; 33 languages done, 12+ in-process	No	No
eCommerce	Yes	No	No
Content publishing workflows	Yes	No	No
Custom forms with processing workflows	Yes	No	No
Multivariate page content testing	Yes	No	No
Semantic web / RDF content publishing	Yes	No	No
Ad network support	Yes	No	No
And the list goes on!!!			

Endless Reasons to Use Drupal

Open source outpaces proprietary software

Drupal can do an amazing number of things, from meaningful things like those listed above to others that seem trivial - like zip code validation & automatic reformatting. Trivial - until you need them and don't want to spend

time developing them. And when you need just that one feature, the normal response in the Drupal community is: "There's a module for that", ready for use and accelerating your site's capabilities.

Drupal is so powerful because of the size of the Drupal community and its open source development model. Tens of thousands of developers around the globe are building sites every day using Drupal. None of them wants to waste time developing code that is plumbing - code they know every other developer needs, too. Much of this type of code need not to be unique to a site - e.g. form builders, workflow rules, etc. They know that if they solve the problem once and contribute a module for a feature the code back to the project, there are two powerful benefits:

- Other developers who use the module are likely to add incremental capabilities and give those back, too. The original developer gets enhancements to his or her original contribution "for free."
- Once everybody starts doing this, there's an increased chance some other developer will have written code you can use when you need to solve a particular coding problem.

These benefits and others means there is a strong tradition among Drupal developers to contribute new feature innovations, mundane utility functions, and other source code back to the project's open source code repository. This makes for a constant flow of new capabilities in Drupal.⁴

You are the beneficiary of work from this cooperative development model. As developers help each other, they're also helping you by filling in all those nuisance gaps that exist in proprietary software, where there's only a dozen or two developers responsible for all feature development.

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Drupal is safe to use

And we mean in two senses of the word "safe": license-safe, and technology-safe.

Don't let proprietary vendors frighten you with FUD about open source licensing. Drupal's license has always been website-friendly. Despite the tradition to contribute code back to the Drupal project, there is **no requirement** for you to

⁴ The new modules RSS feed for Drupal has an average of 4-5 postings per day - meaning 4-5 new Drupal capabilities are added daily!

expose, give-back, or surrender any of the unique features that you, or your web developer, create when building your website.⁵ You can build all the little details you want to make your site unique, and not be forced to give them to your competitors.

And Drupal is a very secure software platform. It has been vetted and road-tested by one of the most security-conscious sites on the planet: Drupal powers the U.S. White House site at <http://whitehouse.gov>. But not just there: Drupal powers over 500,000 sites on the web, including those run by large, multinational organizations from Sony, Popular Science magazine, Harvard University, and even spreadfirefox.com.

Other platforms may claim they are more secure, but these rarely mention their security issues, making them sound more secure than they are. Security experts will tell you that this “Security through obscurity does not work.”

In contrast, open, peer-reviewed code - like Drupal - will always be more secure than compiled, proprietary code.⁶ The Drupal project has an extremely well-run, merit-driven security team that isn't afraid to examine, fix, and promptly and openly notify users of discovered issues - even if it means the uninformed might use this tradition to claim that Drupal has security issues. The Drupal security team respects your intelligence, and knows you are better off being informed about risks, and what to do about them, than to try to keep such risks quiet for political or face-saving reasons.

Drupal is design- and designer-friendly

Pre-packaged social community sites also suffer from another key shortcoming compared to Drupal: lack of visual freedom. Some offer eye candy by providing drag/drop of content blocks. But they quickly hit limits when it comes to the more significant design changes, such as making the site fully reflect your corporate site identity. They require Java, .NET, XML or other programming skills to implement

Drupal powers over 500,000 sites on the web, including those run by large, multinational organizations.

5 The only companies required to do so are those that distribute pre-packaged versions of Drupal for wide distribution - as Acquia does.

6 See <http://news.slashdot.org/story/98/07/20/0819202/FeatureSecurity-Through-Obscurity>

this level of design. But web designers don't know or use these programming languages, making it highly difficult - if not impossible - to implement your branding elements.

In comparison, Drupal is designer-friendly and fully customizable via standard HTML, CSS & Javascript - the lingua-franca of designers. Drupal powers hundreds of thousands of websites, most of which have a unique design. This wouldn't be possible unless Drupal was an easy yet powerful platform to implement fully-custom designs.

Consider, for example, the New York Public Library's new Drupal site. This site is visually stunning, yet has a variety of community-friendly features. This simply couldn't be done with a pre-canned proprietary community software package.

Drupal is free from pricing penalties

The opportunistic, proprietary social community products cost more than they ought to because of how they're packaged. Vendors often split their products into two versions: One for "internal" use among your trusted team, and one for "external" use with site visitors that aren't on your internal team. To add insult to injury, these products are amazingly priced per-user. This penalizes those companies that are successful in growing their communities.

Here, Drupal is demonstrating yet another principle of open source "freedom": the freedom from artificial packaging designed to do nothing but enrich a vendor at your expense.

The Drupal-based website for the New York Public Library

This pricing penalty serves nobody's interest but the vendor's. These onerous models force you to have separate sites for each use type, pay for multiple, separate licenses, and sometimes pay a third time to move content between systems with separate pricing models for internal and external users.

In stark contrast, Drupal has no software license cost - period. It can also handle internal and external variations simply, via configuration. Administrators can define roles that control access to content, give users one or more role types to permit them to access content, and create workflows that provide additional controls needed if a high degree of content approval or staging is required.

Drupal has no software license cost - period.

Social Publishing in Action

Social Publishing isn't a hypothetical concept; it's in real, practical use in enterprises around the world. Here are two of many of real-life examples of Social Publishing websites built using Drupal.

Symantec feeds its corporate community

Symantec created its community site to create closer connection with customers of its commercial business products. Symantec has many products, but wanted in particular to create a closer connection with customers of its corporate software tools such as backup/archiving, clustering/replication, storage management, endpoint virtualization, mail gateway, and other enterprise solutions. These products typically have a higher complexity, and the company's customers frequently share common issues; it pays to enable these customers to connect with each other, and with the company.

Symantec has constructed a community site (<http://symantec.com/connect>) to serve just this purpose. The site handles traditional CMS-functions for corporate-to-customer information. The home page, video archives, and blogs provide a continuous stream of valuable content to its customers. The site is also used for product updates, downloads, and other support information. Classic WCMS functions.

Yet, this isn't just a classic, one-way WCMS: it is also a social site. The site is set up so that customers can also add their own valuable content through both user-contributed static content and dynamic interactions with other users. In fact,

Symantec is so desirous of customer video content that the company provides instructional screencasts to teach their customers how to create, upload and distribute video and screen content to the site. And to facilitate community building, the site lets users join and have conversations via a wide range of defined groups, ranging from Partner to Developer-, User-, and Product-focused groups.

The site has thousands of their key corporate customers actively participating,

Symantec's Drupal-powered community site for business customers and partners.

considers it a complete success, and is a perfect example of combining Social Publishing and WCMS capabilities.

CNN adds citizen journalism

Organizations facing structural change in their industry are among the first to recognize the shift to social publishing - because they must. They are quickly moving beyond dedicated "community sites." Turner Broadcasting illustrates this best. The company created CNN Go, a website providing "Local Insights, Global

Experiences" (<http://cnngo.com>). At first impression, the site looks like a company-produced news site, full of company-produced editorial on fascinating places to visit in Asia.

But look more closely. On the front page, reader comments are top-center in the content section. And immediately under those, you'll find a link to a surprising section.

CNN Go wants you to be the author, the reporter, and share your knowledge by writing articles about local insights. Here's how the site invites you:

But there are only so many of us to go around -- and get around. To cover the world the way it demands to be covered, we need you. Your experience, your local insight, your unique view of the world. After all, you make up the lifeblood of your city and no one knows your city better than you.

That's why we've created City Pulse, to provide an opportunity for people to share their own local insights.

Here, you can become a guest contributor and help us write stories we're already working on. Have a look at the CNNGo City Pulse editorial calendar below and contribute your best ideas to upcoming stories.

The screenshot shows the CNNGo.com website interface. At the top, there's a banner for "52 weekends" with the tagline "Somewhere different every week". Below the banner is the CNN International logo and navigation links for "sign in" and "register". A search bar and a "GO" button are also present. A horizontal menu lists cities: BANGKOK, HONG KONG, MUMBAI, SHANGHAI, SINGAPORE, and TOKYO. The main content area features several articles and sections:

- Budget bus travel for beginners**: An article about budget bus travel in Bangkok, accompanied by an image of a blue bus.
- Catch up with BANGKOK all day, every day**: A section with a collage of images and the CNNGo logo.
- Minnie, Mickey and massage at the Tokyo Gift Show**: An article under the "EXPLORATIONS" section, featuring a Mickey Mouse graphic.
- Golden, not so delicious: The 7.5 million baht apple**: An article under the "shop in BANGKOK" section, featuring an image of a gold apple.
- Get CNNGo in your inbox**: A subscription prompt with a "subscribe" button.
- latest reader comments**: A section titled "SHANGHAI" with a quote: "It's just a little slice-of-life piece of journalism. These are the kinds of..." and another comment: "Two migrant workers, one... Birdiey".
- the don't miss list**: A section titled "FEBRUARY" with a sub-section for "BANGKOK" featuring an image of a restaurant and the text "Sunday Champagne Brunch at The Peninsula".

CNNGO.com – a Drupal-powered site for community-driven, globally focused knowledge sharing.

CNN Go benefits Turner Broadcasting by reducing editorial costs, increasing breadth of coverage, improving content timeliness, and increasing visitor engagement by getting site visitors to help make the site successful. This is social publishing in action.

Acquia Makes All This Work for You

Open source code like Drupal doesn't magically mean "Software that doesn't need support." Acquia provides commercial-grade help to organizations that use Drupal.

Open source doesn't mean unsupported

Open source code like Drupal doesn't magically mean "Software that doesn't need support." Like any software, at some point you're going to need a hand from time to time. It could be you don't know how to configure and use Drupal in the most effective manner for your social publishing site. Or your site may be so wildly successful that you need better hosting infrastructure to handle the load.

Acquia provides commercial-grade help to organizations that use Drupal. Acquia offers a variety of subscription-based products that provide the foundation for any enterprise deployment of Drupal, including:

- 24x7 support to make sure any issues you have are addressed within a variety of commercial grade response SLAs;
- packaged Drupal distributions that pre-bundle Drupal Core with popular contributed modules to simplify development, deployment, and upgrades;
- access to the Acquia Network which supplies an ever-growing list of web-based services to power new features on your Drupal site, such as faceted site search, uptime monitoring (and downtime alerts), and more;
- cloud-based enterprise-grade hosting for high-volume sites that need high availability; and
- remote administration for those who are either too small for their own administrator or who are big enough where outsourcing is a preferred option;
- access to the Acquia Partner Network, a pre-qualified, tiered network of professional services consultants that will help you assemble the Drupal Social Publishing site that meets your exact needs.

Acquia serves the role that a traditional vendor would in a proprietary product: that reliable, go-to source for help when you need it, deep expertise, and a commitment to make sure your deployment is successful. The only difference? The software is free; you pay only for the support you need.

Building Social With Drupal

Acquia simplifies getting started with Drupal

So, you're sold. You're up for building a Social Publishing site to provide both web content management, and community building all in one place. Drupal provides the building blocks, but lets you assemble them in the way you see fit.

To build your Social Publishing site in Drupal, you've got lots of options. Acquia has two options for you (in addition to the freedom you have to start from scratch using the open source code at drupal.org).

Drupal Gardens

If you're looking for a fast, easy way to set up a microsite for your organization, such as a fast-reaction marketing campaign, it's easiest to use Drupal as a service. Drupal Gardens is just the ticket. Go to <http://drupalgardens.com> and you can set up your Drupal site as fast as you can create an administrative username and password.

Use Acquia's point-and-click Theme Builder to go from your design idea to having a fully-functional Drupal site online in 15 minutes. Our SaaS version supplies all of Drupal Core's functionality, plus a collection of several dozen of the modules we think you'll want in this kind of environment. It's got social features like user profiles and WCMS functions like custom content types. The list of features is fully described at <http://drupalgardens.com/features>.

And if that you want to grow into a capability that is provided by Drupal in open source but which isn't available in Drupal Gardens, you can fully export your site, move it to your own host, install it, and your site will be fully-functional immediately in 5 minutes. You, nor your data, are ever locked up in Drupal Gardens.

Acquia Drupal, and the DAMP installer

For those who want to start experimenting with lots of Drupal modules from the beginning, Acquia has created several easy ways to get started.

Acquia Drupal is a pre-packaged distribution containing Drupal Core plus several dozen community-built modules that site builders frequently use when starting a site project. This distribution is built and tested by Acquia to accelerate you up the Drupal adoption curve. And it doesn't cost anything to use - now or ever. It would be great if you bought an Acquia Subscription for support and our network-based services, but you never need to pay to use Acquia Drupal.

And if you don't already have a PHP interpreter or the mysql database installed, download and use our "DAMP" stack installer. It contains both of PHP and mysql, along with a convenient GUI for starting and stopping these applications as system services, features for creating multiple, but separate instances of Drupal (to simplify your development), and includes plus the MyPHPAdmin tool for direct database access when you need it. And, like Acquia Drupal, our DAMP stack costs nothing.

Suggestions for building your social site

If you use Drupal on your own hosts to build your social site, as Symantec and Novell have, it's helpful to know what contributed modules to add to your installation of Acquia Drupal.⁷ Note that because the Drupal community is wildly productive, in many cases there are several alternative modules that provide similar - but slightly different - functionality than those listed here. As described above, your choice of module can be made based on how you prefer a particular feature to work or to integrate with the rest of your site.

And, if you don't like the way the ones here work, dig around on drupal.org a little. Remember - if you want something, "There's (probably) a module for that." Here's some suggestions we have for building your business social site:

⁷ Note that Acquia Drupal already contains Drupal core plus several dozen contributed modules to help sites get more quickly and easily assembled. But it's just a starting point; you'll need more for a social site. The listing in this section focuses on what additional modules you might consider adding to an Acquia Drupal installation to build your social-type site.

Description	Drupal module(s)
Named groups within a site, with configurable characteristics	organic groups
Customizable user profiles, and user signup automation	In Drupal core, advanced profile kit, avatar selection, signup, auto assign role, birthdays, user stats
Friends, other relationships between users, inviting people to join a site or a group	friendlist, buddylist 2, user relationships, invite
Flexible, reconfigurable page layouts	panels 3, composite, core blocks, or skinr
Show recent activity (in a group, or on a site) in a block	activity, or activity_log, or heartbeat
Email notifications of new site / group content	notifications, subscriptions, comment notify
Publish & send newsletters to subscribers (text or HTML), with opt-in and opt-out	simplenews, MIME mail
Context-sensitive page layout capabilities	panels 3, context, and spaces
Bookmarked/tagged/favorite pages, or flagging potentially inappropriate content, or other flexible content flagging	flag
Messaging between users	guestbook, privatemsg, instant messenger
Predefined content types for project management, e.g. teams, people, projects, tasks, tickets, timetrackings, notes, knowledgebase, invoices, expenses	storm
File cabinet and GUI-based management for collections of files	web file manager, image browser (for image collections), file browser
My status, microblogging, or other short broadcast communication	microblog, shoutbox, custom content types with a view
User ratings, top contributor listings, links to summaries of user contributions	userpoints, userpoints top contributors
Content ranking, user polls, other surveys	voting api, quiz, plus custom content types and workflows
Conditionally-taken actions based on events, e.g. workflow notifications, page redirections, and many other capabilities useful in group activities	rules
Group activity notifications & scheduling	calendar, events, organic groups calendar, date, date API, jQuery calendar, calendar block
Integration with external social sites	gigya, twitter, facebook connect, google friend connect, flickr

Note that Drupal's role & permission system (along with the "og user roles" companion module for Organic Groups) provides fine-grained control over which users have the rights to utilize capabilities (functional or administrative) of many elements of each of these modules. This assures that a Drupal installation can be highly secure.

Conclusion

Social Publishing is a mandate Drupal can satisfy

The community that your organization serves wants to interact - with each other, and with you. Your organization can nurture and grow with this community if you can provide the infrastructure. Two things need to be combined in this infrastructure: a WCMS with Web 2.0 capabilities, like blogs, tagging, etc., plus the social features users are accustomed to, such as social groups, project spaces, and status activity postings.

Drupal combines all these capabilities into a single, free package. It accomplishes this through the power of open source, which provides speedy technical advancement from the community with the no-cost licensing model of free software.

Acquia makes it commercially viable

At Acquia, we are committed to giving you the confidence you need to underpin any production deployment in your organization. We believe in open source, are confident in the amazing power of the Drupal community, and how it can help build a community for your organization.

We look forward to helping you do this.

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