



Acquia Digital Lifecycle Management: Fostering Continuous Success in the Digital World

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Table of Contents

Introduction	2
What Is Digital Lifecycle Management?	3
How Does Acquia Digital Lifecycle Management Work?	4
Envision: Build a Center of Excellence	5
Create (Part 1): Acquia Solutions Accelerate Development	6
Create (Part 2): Acquia Cloud Streamlines Development	7
Engage: Solutions that Help Digital Marketers Engage and Convert Customers	8
Optimize: Easily Test and Iterate before Site Launch	9
Scale: Acquia Cloud Ensures Success	10
Iterate: Continuously Improve and Maintain Your Site Easily with Acquia	11
Conclusion	12

Introduction

A great digital experience greets an online visitor with personalized content. It engages the visitor with the content the customer is most interested in, anticipates the next best step in the customer's unique journey, and seamlessly integrates personalized content, social experiences, and commerce if relevant. Providing this integrated experience is a tremendous challenge; but even achieving that is not enough. It has to evolve continuously to keep pace with channels, devices, and the "next big thing" in the social world.

Although having the ideal digital experience is one challenge for digital marketing teams and IT to solve, another challenge is trying to develop those experiences faster and deliver them reliably and securely at scale.

To address these challenges successfully, Acquia sees a market shift, which requires solutions that include functionality for building truly integrated experiences quickly and deploying those experiences reliably. Acquia calls this category of technology Digital Lifecycle Management.

Acquia offers Digital Lifecycle Management as the culmination of Acquia's history and expertise in providing great digital experiences at an enterprise level for thousands of companies. Acquia Digital Lifecycle Management combines our Drupal expertise with a platform that offers a complete solution for digital marketers, developers, and infrastructure professionals to work together on creating a futureproofed digital experience.

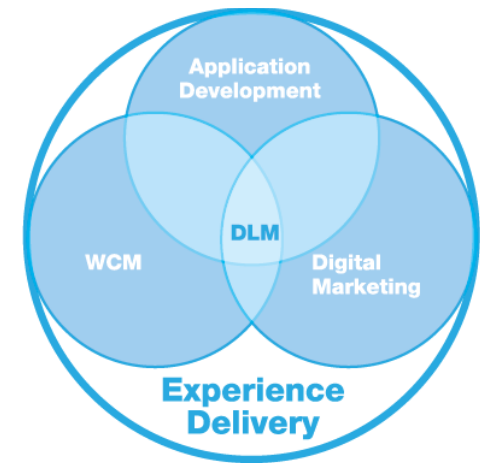


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What Is Digital Lifecycle Management?

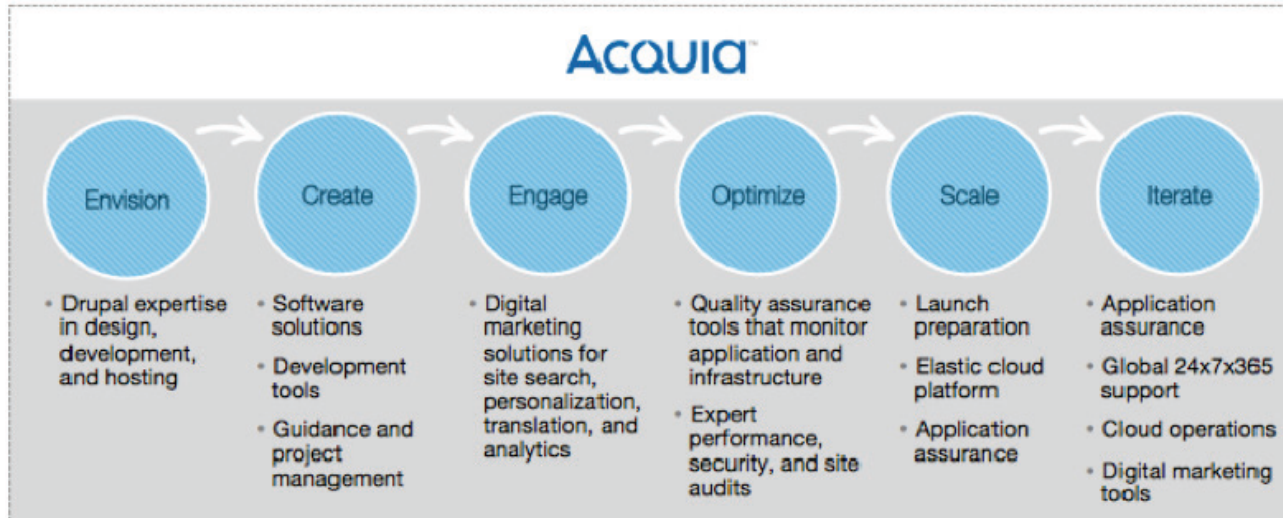
Digital Lifecycle Management is an emerging technology category born out of the convergence of four existing categories:

- **Web Content Management.** Web Content Management has historically been a critical information repository that every web experience connects to, but in the past few years has emerged as the best solution to serve the front-end digital experience. Content-driven experiences engage and convert, and many start-ups have built digital marketing technologies to integrate with content management to further engagement.
- **Digital Marketing Technologies.** These technologies address specific functional experiences required and/or wanted on a site. These include site search, video platforms, testing and optimization, analytics, email marketing, recommendations, and other social technologies. All these technology areas are converging with Web Content Management via required integrations to have consistent experiences.
- **Application Development.** The technologies used to develop the experience are becoming increasingly important with the movement to Agile and overall faster delivery. The pace of change that the business is driving requires technical teams to throw out waterfall delivery methods, and move to Agile or “agile-ish” methods at the very least. It’s not just a methodology change; it requires that teams acquire solutions that enable effective delivery in the new methodology as well.
- **Experience Delivery.** All the work up until now—creating engaging digital experiences that can be updated quickly and continuously—is for nothing if the infrastructure supporting the delivery fails. We live in a day where downtime means dollars, especially to big brands that are expected to deliver great experiences. Whether you deliver your site via an onpremise model, co-location, or your cloud flavor of choice, making sure the site is up and running optimally is paramount to avoiding headlines and brand and image damage.



How Does Acquia Digital Lifecycle Management Work?

Acquia Digital Lifecycle Management provides the platform and expertise to succeed at all stages in a digital lifecycle. Acquia's solutions and expertise are integrated yet uniquely serve the needs of each stage in the lifecycle.



This cycle is intended to be fluid, with some organizations going back and forth between creation, engagement, and optimization for weeks.

The following sections will examine each cycle of Acquia Digital Lifecycle Management and the value each offers in ensuring great digital experiences for our customers.

Envision: Build a Center of Excellence

Making the decision to build on Acquia's digital experience platform is only the first step. Assembling your Drupal team is the key to empowering innovation and your ongoing success. Helping to train and elevate your team is the first stage of the Acquia Digital Lifecycle.

Acquia will partner with your organization to deliver everything from fundamental Drupal training to more advanced learning that helps differentiate your practice and quickly onboard your staff:

- **Training jumpstart.** A variety of packages offering hands-on Drupal workshops designed to reduce the learning curve dramatically by providing training and project advisement on best practices for Drupal and site development.
- **Public and private training.** Designers and developers learn through on-site classroom-style courses. We develop and maintain a standardized, up-to-date Drupal curriculum and offer custom courses to address specific training needs within your organization.
- **Ongoing education and knowledge resources.** The Acquia Library helps your team get up and going quickly with Drupal and Acquia Products with hundreds of courses (instructor-led and virtual online), how-to articles, comprehensive product documentation, webinars, podcasts, videos, and blogs.

Acquia will partner with your organization to deliver everything from fundamental Drupal training to more advanced learning that helps differentiate your practice and quickly onboard your staff:

Create (Part 1): Acquia Solutions Accelerate Development

The pace at which modern digital experiences are expected to be developed and modified is completely different than several years ago. Waterfall development occurred over 6+ month time periods or longer, and any feature/modification requests were put in the “queue” and not seen for months. Drupal is positioned uniquely to keep up with the pace of the web based on it having the largest developer community and that it is innovating constantly. And Acquia provides Drupal solutions that accelerate development:



Acquia Community Cloud. Enables organizations to create online social communities quickly for both collaboration and content delivery.



Acquia Commerce Cloud. Makes delivering rich, engaging shopping experiences with the flexibility, scalability, and security your business demands easy.



Acquia Cloud Site Factory. Provides a better way to create and manage multisite deployments. Rapidly build mobile-ready brand, campaign, and franchise websites on a turnkey cloud platform that accelerates site creation while reducing costs.

Create (Part 2): Acquia Cloud Streamlines Development

Acquia Cloud is a Platform-as-a-Service (PaaS) that delivers a world-class development platform and Drupal hosting solution. The development platform, referred to as a continuous integration platform, helps developers streamline development with Acquia Cloud:



Ensure agile development practices are followed. Acquia Cloud is purpose-built to help streamline delivery. It includes separate development, staging, and production environments to ensure all code is tested before hitting the live site.



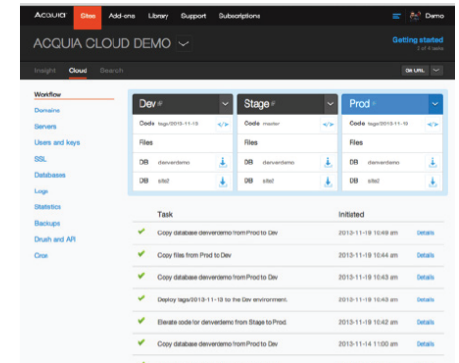
Deploy code without fear. With an automated workflow, you can drag and drop to deploy code, files, and databases across your development, testing, and production environments.



Ensure quality with automated QA tools. Acquia Cloud includes quality assurance tools that automate testing against releases to ensure your Drupal code will perform, is secure, and follows Drupal best practices.



Standardized development environments. Acquia Partners can stay plugged in and productive at all times. Acquia provides online and offline development workflow with the help of Acquia Dev Desktop. Acquia Dev Desktop comes with a dev workflow that integrates seamlessly between your hosted site on Acquia Cloud and local work on your local machine.



Engage: Solutions that Help Digital Marketers Engage and Convert Customers

At Acquia, we have created our own solutions that easily integrate third-party technologies into our platform.

Our technologies include:



Personalization. Acquia Lift simplifies personalization, empowering marketers and site builders to build immersive and automated personalized digital experiences from the ground up with adaptive virtual learning, new and engaging campaigns and content, increased conversions and revenue, and improved engagement.



Site Search. Acquia Search makes it easy to create and deliver great search experiences. Acquia Search includes critical features, such as faceted search, filtering, text analysis, logging, content recommendations, and more. It's also delivered as a web service and built on a redundant infrastructure to ensure site search is always performing on your site.



Spam blocking. Every site should enable social functionality and provide opportunity for users to contribute comments to a blog, write reviews and recommendations, or contribute in an online community. Many organizations fear user generated content will hurt their brand and don't have a team that can scale content moderation appropriately. Mollom is a content quality assurance platform that blocks spam and helps teams quickly moderate content.



Web analytics. Digital marketing teams need to make better decisions faster, and those decisions need to be databacked. Acquia Analytics drives customer intelligence by showcasing how they interact with your brand. It helps you easily understand behavior, segment users, and drive them to the behavior you're like to see. Acquia Analytics is customizable to report on the Key Performance Indicators (KPIs) that are paramount to your success.



Translation. Acquia partners with Lingotek, a provider of localization solutions that combine machine translation, community-based translation, and individual translation. Their user interface provides intelligence around where your users are coming from, where you should localize first, and has an easy workflow for translation.

Optimize: Easily Test and Iterate before Site Launch

There are public website failures that could have been avoided over something simple: testing. Healthcare.gov is the current example of when testing best practices weren't applied. Acquia's solutions exist to help our customers continually test the quality of their applications before go-live:



Acquia Support. Acquia employs the best team of Drupal support experts available. Our team works 24x7x365 across the globe to ensure success for our customers. They'll work with our customers pre-launch to respond to issues related to site development and help make sure our customers are on track for a successful go-live.



Acquia Insight. Acquia Insight is a code quality assurance solution that proactively monitors code against performance, security, and Drupal best practice criteria. It provides alerts when there are issues, recommendations for fixes, and "fix it now" functionality where we can make the update for customers. It's also fully customizable with the ability to ignore alerts we've created and add your own that are relevant for your site's unique needs.



Acquia Cloud. Acquia Cloud's development platform includes the ability to create your own tests via our Cloud API. By using Cloud Hooks, customers can automate further QA tasks via our platform.



Third-party performance management solutions. Acquia partners with organizations such as New Relic, AppNeta, and Yottaa for further performance enabling and testing solutions.



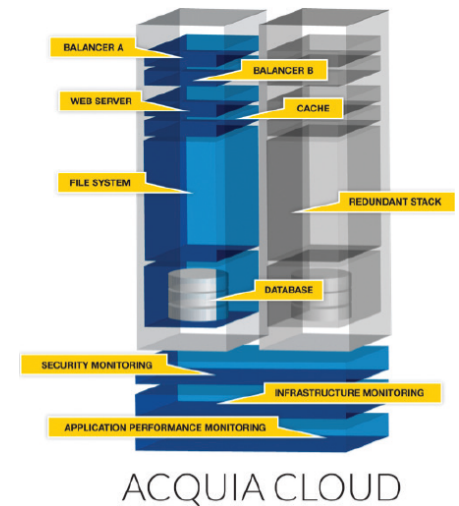
Third-party load-testing solutions. It's a best practice to test your site under real-world scenarios before go-live, and Acquia partners with Soasta, Blitz.io, and BlazeMeter to help our customers do just that.

Scale: Acquia Cloud Ensures Success

Used by the world's most important Drupal sites, Acquia Cloud's battle-tested hosting platform is secure, scalable, and highly available to respond to the demands of global-scale web applications.

Deploy with confidence in our Drupal-tuned hosting environment: Acquia Cloud.

- **Guarantee site uptime.** Acquia promises more than network uptime. For Enterprise customers, we commit to 99.95 percent site uptime.
- **Ensure sites perform under strain.** Acquia Cloud includes burstable, elastic cloud resources that easily scale to meet demand.
- **Select from a spectrum of infrastructure options.** Acquia understands that each site is unique and has its own requirements. Choose from single server to highly available multi-tier server configurations to meet your clients' needs. Acquia Cloud can deploy across Amazon Web Services regions with Multi-Region Failover to ensure the most critical sites will perform.
- **Rest assured the infrastructure is secure.** Acquia Cloud is compliant with the most stringent requirements and regulations outlined by the government, healthcare, financial services, and insurance industries. Our most up-to-date compliance registry can be found on the Cloud Security Alliance website.



Iterate: Continuously Improve and Maintain Your Site Easily with Acquia

Acquia provides tools, support, and knowledge resources that significantly reduce the maintenance burden and allow our customers to focus on continuously improving their site experience:



Acquia Support extends your team's value. Whether it's tier 1, 2, or 3, Acquia's support team can assist your team. Our support team is comprised of over fifty expert Drupalists, having resolved over 100,000 tickets to date. This breadth of knowledge is available to your team when necessary.



Acquia Remote Administration ensures your applications are up-to-date. Our Drupal support experts spearhead the task of maintaining your Drupal code by keeping modules and security patches up to date.



Extended Maintenance Support. Our team can bring predictability to delivering against a maintenance backlog by taking on enhancement projects that can be completed within several weeks. This allows your team to focus on new feature development, while Acquia ensures the current application quality stays high.

Conclusion

Acquia Digital Lifecycle Management is based on our experience with thousands of enterprise customers. Acquia and its partners have empowered these organizations to compete successfully in today's accelerated digital marketplace. While the disruption caused by the advent of digital sometimes seems unstructured and chaotic, the tools and strategies for success in this new economic environment are identifiable and can be organized into an ongoing structure and process.

Acquia Digital Lifecycle Management is designed to ensure your organization can envision, create, and continually evolve its great digital experience.

LET'S TALK

