ACQUIA

EXPERIENCE DIGITAL FREEDOM

HOW TO BUILD BRAND-COMPLIANT SITES AT SCALE

CONTENTS

How Quickly Can You Build Websites?

Enterprise organizations often have to manage vast, complex digital estates, consisting of dozens, hundreds or even thousands of digital properties. On average, companies are managing **over 200 digital properties.** Building, maintaining and optimizing all of these sites is a significant challenge.

On the one hand, there is pressure associated with managing more and more digital properties. On the other, IT faces tight deadlines from business stakeholders who want the latest and greatest functionality.

The net result: Site sprawl. Marketing departments might create their own sites without guidance or input from IT, causing two problems: First, IT may find itself having to support non-standard and even non-compliant web technologies. Second, IT may not even know about all the sites that marketing has created.

In this e-book, we will explore why the combination of Acquia Site Factory and Acquia Site Studio is the best solution in the market to empower marketing and other stakeholders to create sites quickly, while simultaneously enabling IT to manage all sites effectively.

SECTION 1

Common Challenges to Building and Managing Sites at Scale

Common Challenges to Building and Managing Sites at Scale

When companies have to quickly build multiple websites, they can encounter a number of difficulties.

Speed

Keeping up with the pace of business is often a struggle for IT, especially when they have legacy tools and limited resources. Updates to marketers' campaigns are delayed on existing sites, and new sites take too long to build because they sit in an IT backlog.

Cost

IT resources are often very constrained, with the only developers available being high-cost professionals who will bill the organization a premium rate. This drives up the price of projects and limits the quantity and effectiveness of the digital experiences that do launch.

Governance

When the business needs sites built faster than IT can support, marketing might outsource new site creation to agency partners, with the added cost that entails, or spin up their own ad hoc sites, using whatever tools they choose. These sites aren't governed effectively by IT, which could result in reduced brand awareness, missed sales opportunities or, in some industries, regulatory or legal repercussions.

SECTION 2

What You Need to Build
Sites Quickly at Scale

What You Need to Build Sites Quickly at Scale

In order to build sites at scale in weeks, not months, there are several key things you need:

- A low-code/no-code method that empowers marketers or other stakeholders to create sites without relying on IT or incurring exorbitant expense

- A system that ensures brand compliance across the enterprise

- Tools for IT to manage and secure all sites (building sites on a common platform with a shared codebase is one way to do this)

Acquia customers who currently use Acquia Site Factory are multisite enterprises by nature.

Site Factory is recognized by analysts and the world's largest brands as the #1 solution for "sites at scale." They choose Site Factory because it enables them to:

Manage multiple sites from a single interface

Site Factory gives multisite enterprises the tools, visibility and control they need to launch hundreds or thousands of sites and manage them from a centralized console.

Update and maintain sites from a single codebase

One of the most complex overheads that an organization has on both the front and back end of a large digital estate is managing code. But when you can manage and update all of your sites from a single codebase, platform maintenance and governance becomes effortless. Site Factory allows organizations to set up multiple websites with the same codebase and the same core themes and modules.

Easily define roles, permissions and workflows

Acquia Site Factory allows organizations to group permissions into roles, making it easier to give and revoke permission to users based on their job functions. Roles are assigned to users, defining what they can and can't do on the team's applications and environments. Roles are easily customizable to match your workflow and business needs.

Ensure worry-free security and global support

Managing thousands of sites worldwide with legacy systems exposes you to serious threats. Acquia Site Factory ensures the same stringent security and compliance standards across every one of your sites. Our 24/7 global support provides the industry's top Drupal expertise whenever and wherever you need it.

Imagine you could combine Site Factory's unparalleled platform governance with the power to rapidly design, build and edit sites through an intuitive interface designed for marketers, designers and business owners.
What would that mean for your business?

SECTION 3

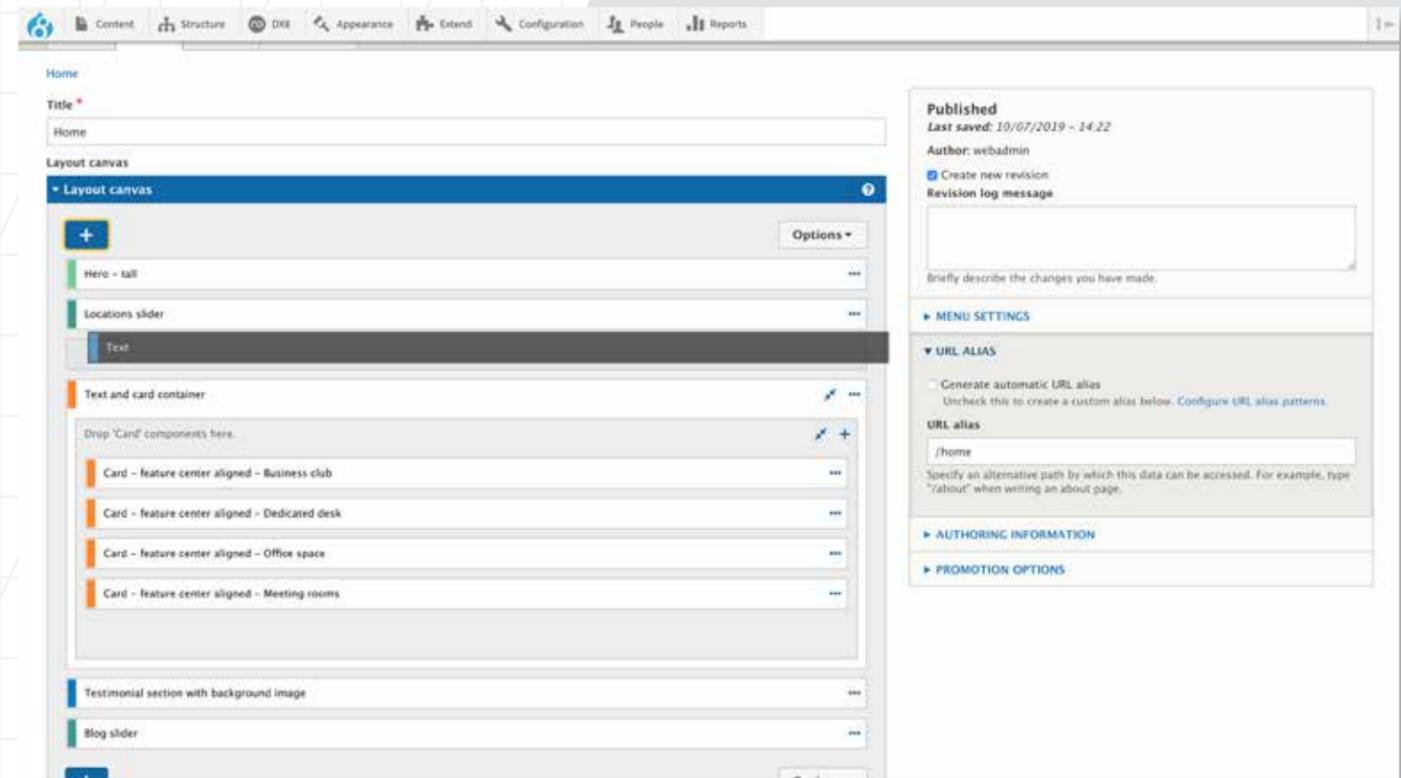## What Site Studio Brings to the Table

What Site Studio Brings to the Table

Traditionally, developing in Drupal required explicit knowledge of the platform. As expected, IT will still play a critical role setting the foundation for your digital experience by building core components and enabling the appropriate roles and permissions within the system. Once the platform is set up, we have eliminated the technical barriers to entry and drastically improved the marketing and business stakeholder experience. With Acquia Site Studio, non-technical team members can spin up new websites in days — or even hours — that are 100% brand compliant. And when you do this on top of Acquia Site Factory, you can do it at scale. This is a new way of building sites with Drupal that has never been possible before.

Site Studio enables people with minimal coding skills, like designers, marketers and content writers, to easily build, edit and manage the websites they work with.

Site Studio boasts a range of features that make it the perfect complement to Site Factory:

- Site Studio is easy to use thanks to its simple, intuitive drag-and-drop interface that uses visual components. Site Studio enables people with minimal coding skills, like designers, marketers and content writers, to easily build, edit and manage the websites they work with.

- The editing experience is easy to configure and customize. Thanks to its straightforward visual interface, users can easily add or rewrite text, change fonts, styles, sizes and colors, upload images and apply layouts to web pages.

- With Site Studio, your digital assets are reusable across all pages on your site and across all your websites. You can export a website's design and style configuration in full or in part and replicate it onto any of your other sites, synchronizing brand styles, components and templates.

- Site Studio uses a "Design Pattern" approach that relies on design components — mini-templates that contain the layout, style, functionality and editing experience to be used by editors on web pages. You can manage these components in Component Libraries and export them for reuse on other sites as needed.

The intuitive drag-and-drop interface is easy for all levels of users to master

SECTION 4

The Business Result

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The net result of combining Acquia Site Factory and Acquia Site Studio:

✓ **Faster time** to market for new digital experiences compared to Drupal alone

✓ **Lower IT costs** tied to initial development and ongoing support

✓ **Higher company-wide adoption** of the platform due to marketing and business teams enjoying a superior authoring experience

✓ **Extra time** to focus on important revenue-driving business activities

The best of both worlds

Organizations who manage multiple brands and have a portfolio of digital properties need a mature, "sites-at-scale" solution.

Acquia Site Factory is the #1 solution for "sites-at-scale" and the platform of choice for companies that base their digital identity on Drupal.

Site Studio is the only solution for Drupal that empowers marketers and business line owners to play a meaningful role in building, deploying and updating websites.

With the combination of Site Factory and Site Studio, IT can fulfill its responsibility to support your business objectives to deliver efficiency and scale, while marketing can enjoy the speed and flexibility of a modern, intuitive page building and content authoring experience. No other solution in the market provides this best-of-both-worlds scenario.

To learn more or see a demo of Acquia Site Factory and Acquia Site Studio, contact us directly at 888.922.7842 or sales@acquia.com

ABOUT ACQUIA

Acquia is the open source digital experience company.
We provide the world's most ambitious brands with
technology that allows them to embrace innovation
and create customer moments that matter. At Acquia,
we believe in the power of community — giving our
customers the freedom to build tomorrow on their terms.

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