



THE LEADER IN DRUPAL PLATFORM DESIGN AND DEVELOPMENT

X ALL THE THINGS TOTAL CONTENT CONTROL

JOE TURGEON x TIM COSGROVE

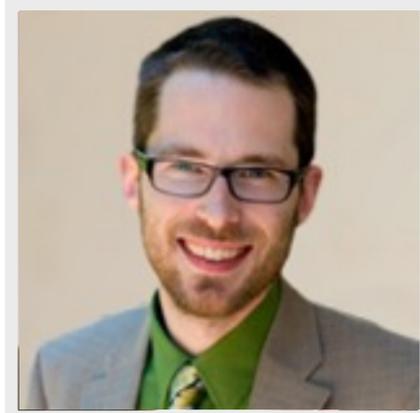
WHO THIS IS FOR

- Developers
- Project Owners
- Multilingual Site Creators
- Content Developers
- Site Builders

phase://
TECHNOLOGY

THE LEADER IN DRUPAL PLATFORM DESIGN AND DEVELOPMENT

MAKES
BIG
WEBSITES



JOE TURGEON

Solutions Architect

jturgeon@phase2technology.com

@arithmetic



TIM COSGROVE

Software Architect

tcosgrove@phase2technology.com

@timcosgrove

THE CLIENT



phase://
TECHNOLOGY

“BRAND Z”

- Large multinational consumer products company
- \$9.7 billion in sales annually
- Nearly \$1 billion in online sales
- Operates in about 150 countries, about 50 online
- Sites in about 30 languages

EXISTING WEB SOLUTION

- Custom-written commerce engine
- Also serves static content
- No CMS of any kind
- Non-commerce pages static HTML

**BRAND Z WANTS
ALL THE THINGS!**

ALL THE
THINGS!



image:
<http://hyperboleandahalf.blogspot.com/2010/06/this-is-why-ill-never-be-adult.html>

phase://
TECHNOLOGY

DRUPAL-BASED PUBLISHING PLATFORM

- Multi-market
- Multi-lingual
- Multiple brands
- Interfaces with existing ecommerce system

English: bmwusa.com
Spanish: bmwusa.com/es



BMW US site

German: bmw.ch
French: bmw.ch/fr
Italian: bmw.ch/it



BMW Switzerland site



BMW brand sites

English: miniusa.com
Spanish: miniusa.com/es



Mini US site

English: mini.ca
French: mini.ca/fr



Mini US site



Mini brand sites

BRAND Z PLATFORM CONCEPT



PLATFORM OBJECTIVES

ALL THE CONTENT!

- Subject to workflow
- Able to be translated
- Able to be saved to multiple revisions, including drafts

all the things?



image:
<http://hyperboleandahalf.blogspot.com/2010/06/this-is-why-ill-never-be-adult.html>

phase://
TECHNOLOGY



The Ultimate Driving Machine®



3 of 6

BMW Members

[Sign in](#)

Not a member? Sign up to access exclusive features, manage account information and save content.

[Sign up](#) [Learn more](#)



Quote On Demand

[Start now](#)



Trading In Your Car?

[Get the trade-in value](#)



BMW USA is now on YouTube.

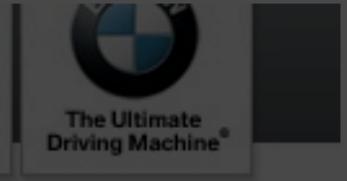
[Start watching](#)



The New R 1200 GS.

[Learn more today](#)





My BMW Sign In

ess
ount

Sign In Your current sign in information remains the same.

Email Address or Login ID

Password

Remember me on this computer [?](#)

[▶ Forgot your Login ID?](#)
[▶ Forgot your password?](#)

You are on a secure server.

Don't have an account on bmwusa.com yet?

With a personal account, you can:

- Create and edit your personal profile
- Set or change your preferred BMW sales and service centers
- Contact BMW via priority email communications
- Save vehicle configurations and content, including images and video

If you are a BMW Owner, you can also:

- View and download driver's guides for your model
- Track a new BMW from the factory to your driveway

Plus, if you have a lease or loan with BMW Financial Services, you can:

- Make an online payment
- Track and manage your monthly statements

DOWNLOAD, DRIVE AND SAVE

screenshot:
<https://www.bmwusa.com/Secured/Content/Forms/Login.aspx>



BATCHED CONTENT MANAGEMENT

- Preview whole groups of content updates together
- Publish, unpublish, and manage the workflow state of whole groups of content en masse

Build Your Own

BMW Members

▶ Sign in

Not a member? Sign up to access exclusive features, manage account information and save content.

▶ Sign up ▶ Learn more

Quote On Demand

▶ Start now



BMW X3 Mountain Driving Event

▶ Learn more



Trading In Your Car?

▶ Get the trade-in value



The All-New 1 Series M Coupe

▶ Learn more



[Privacy Policy & Legal](#)

[Company Information](#)

[Careers](#)

[Contact Us](#)

[Site Map](#)

[View Mobile Site](#)

[Trouble Viewing This Site?](#)

[Join us](#)

©2011 BMW of North America, LLC.



BMW Members

▶ Sign in

Not a member? Sign up to access exclusive features, manage account information and save content.

▶ Sign up ▶ Learn more

2011 BMW Alpina B7 Sedan

▶ Learn More



Quote On Demand

▶ Start now



The New 3 Series

▶ See what's coming



BMW TV

▶ Start Watching



[Privacy Policy & Legal](#)

[Company Information](#)

[Careers](#)

[Contact Us](#)

[Site Map](#)

[Trouble Viewing This Site?](#)

©2010 BMW of North America, LLC.



BMW Owners

Sign in to the Owners' Circle

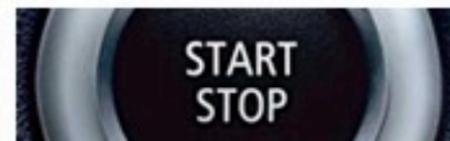
My BMW

Create a My BMW account to save configurations, rate videos & more.

▶ Sign In ▶ Sign Up

Build Your Own

▶ Start now



BMW Ultimate Service™

▶ See what's included

\$0 Maintenance
For the first 4 years
or 50,000 miles

X6 Sports Activity Coupe

▶ Learn more



Lease Offers

▶ See current lease offers



[Privacy Policy & Legal](#)

[Company Information](#)

[Careers](#)

[Contact Us](#)

[Site Map](#)

©2008 BMW of North America, LLC.

[View All](#)

FLEXIBLE LAYOUTS

- Select different templates to use for the same content type
- Allow users to define complex inputs for the output of structured content
- Allow users to build basic templates themselves and to reuse them

Home 1 3 5 6 7 X Z4 M Hybrid Gebrauchte Automobile Service & Zubehör Faszination BMW
 Mein BMW BMW TV Kontakt Konfigurator Händler & Service Partner Finanzieren & Versichern Shop Großkunden & Behörden BMW Motorrad
 Großkunden & Behörden

BMW Deutschland  Freude am Fahren



BUSINESSKUNDE WERDEN. FLEXIBILITÄT ERFAHREN.

Als kleines oder mittelständisches Unternehmen brauchen Sie vor allem eines: Partner, die genauso flexibel sind wie Sie und in jedem Moment auf Ihre Bedürfnisse eingehen können. Diese Anforderungen erfüllt BMW. Wir betreuen Sie vor Ort mit passenden Lösungsvorschlägen, z.B. für Ihre Fahrzeugflotte oder Ihre Finanzierungsfragen. So erstellen wir Ihnen ein individuelles Angebot mit maßgeschneidertem Service und direkter Betreuung durch Ihren Händler.

Wenn Ihr Unternehmen in Deutschland ansässig ist, bereits fünf oder mehr Automobile im Fuhrpark-Bestand hat, und über einen Zeitraum von drei Jahren mindestens drei Neufahrzeuge der Marken BMW oder MINI abnimmt, können Sie von den besonders günstigen Konditionen und Serviceleistungen für BMW Businesskunden profitieren.

Als Businesskunde genießen Sie viele Vorteile, die speziell auf Ihren Bedarf zugeschnitten sind. Fragen Sie bei Ihrem BMW Partner nach einer individuellen Business-Lösung für Ihr Unternehmen.

-  **Ihre Vorteile**
Besondere Konditionen für BMW Businesskunden.
-  **Händlersuche**
Finden Sie einen BMW Händler in Ihrer Nähe.

Home 1 3 5 6 7 X Z4 M Hybrid Gebrauchte Automobile Service & Zubehör Faszination BMW
 Mein BMW BMW TV Kontakt Konfigurator Händler & Service Partner Finanzieren & Versichern Shop Großkunden & Behörden BMW Motorrad
 Großkunden & Behörden

BMW Deutschland  Freude am Fahren

AAA

SOUVERÄN IM DIENST.

BMW Behördenfahrzeuge.

Mit BMW Behördenfahrzeugen werden deutschlandweit Bundes- und Landesbehörden, deren nachgeordnete Dienststellen, ausgewählte Kommunalbehörden sowie staatliche Organisationen und Institutionen beliefert. So können deren Mitarbeiter im Alltag und auf Dienstreisen die BMW typische Dynamik und den souveränen Komfort genießen. Die enge Kooperation mit BMW Vertragshändlern und Niederlassungen gewährleistet dabei ein optimales Zusammenspiel von Beratung, Vertrieb und Service.

Sie haben Fragen oder suchen einen Ansprechpartner?
 Kontaktieren Sie uns:
behoerdenverkauf@bmw.de

Wie soll Ihr BMW Behördenfahrzeug aussehen?
 Stellen Sie hier Ihr Modell zusammen.
[Konfigurator starten](#)



Ihre Vorteile

- Großes Modellangebot**
Fahr Freude pur: Bei unserer großen Modellauswahl finden Sie für jeden Bedarf das passende Fahrzeug zu Sonderkonditionen.
- Attraktive Services und Angebote**
Als Behördenkunde sind Sie immer gut beraten und profitieren von besonderen Angeboten, Serviceleistungen und einem Höchstmaß an Qualität und Leistung.
- Wegweisende Technologien und Innovationen**
Wer viel unterwegs ist, weiß den überragenden Komfort und die Effizienz unserer Modelle zu schätzen. Vertrauen Sie auf die Innovationen von BMW ConnectedDrive.

CONSISTENT, INTUITIVE UI

- CMS users with only basic training
- CMS will be used worldwide

Content ⊖

CONTENT

COMMENTS

[+ Add content](#)

SHOW ONLY ITEMS WHERE

status

type

language

UPDATE OPTIONS

<input type="checkbox"/>	TITLE	TYPE	AUTHOR	STATUS	UPDATED	LANGUAGE	OPERATIONS
<input type="checkbox"/>	German article	Article	admin	published	10/26/2012 - 14:54	German	edit delete
<input type="checkbox"/>	French article	Article	admin	published	10/26/2012 - 14:53	French	edit delete
<input type="checkbox"/>	English article	Article	admin	published	10/26/2012 - 14:51	English	edit delete

+ Add content

This page provides a drag-and-drop interface for assigning a block to a region, and for controlling the order of blocks within regions. Since not all themes implement the same regions, or display regions in the same way, blocks are positioned on a per-theme basis. Remember that your changes will not be saved until you click the *Save blocks* button at the bottom of the page. Click the *configure* link next to each block to configure its specific title and visibility settings.

[Demonstrate block regions \(Bartik\)](#)

+ Add block

[Show row weights](#)

BLOCK	REGION	OPERATIONS
Header		
<i>No blocks in this region</i>		
Help		
<input type="checkbox"/> System help	<input type="text" value="Help"/>	configure
Highlighted		
<i>No blocks in this region</i>		
Featured		
<i>No blocks in this region</i>		

Content

CONTENT

COMMENTS

+ Add content

Blocks

BARTIK

SEVEN

statu
type
lang

This page provides a drag-and-drop interface for assigning a block to a region, and for controlling the order of blocks within regions. Since not all themes implement the same regions, or display regions in the same way, blocks are positioned on a per-theme basis. Remember that your changes will not be saved until you click the *Save blocks* button at the bottom of the page. Click the *configure* link next to each block to configure its specific title and visibility settings.

UPD

Main menu

LIST LINKS

EDIT MENU

+ Add link

Show row weights

MENU LINK	ENABLED	OPERATIONS	
+ Home	<input checked="" type="checkbox"/>	edit	delete

Save configuration

+ System help

Help

configure

Highlighted

No blocks in this region

Featured

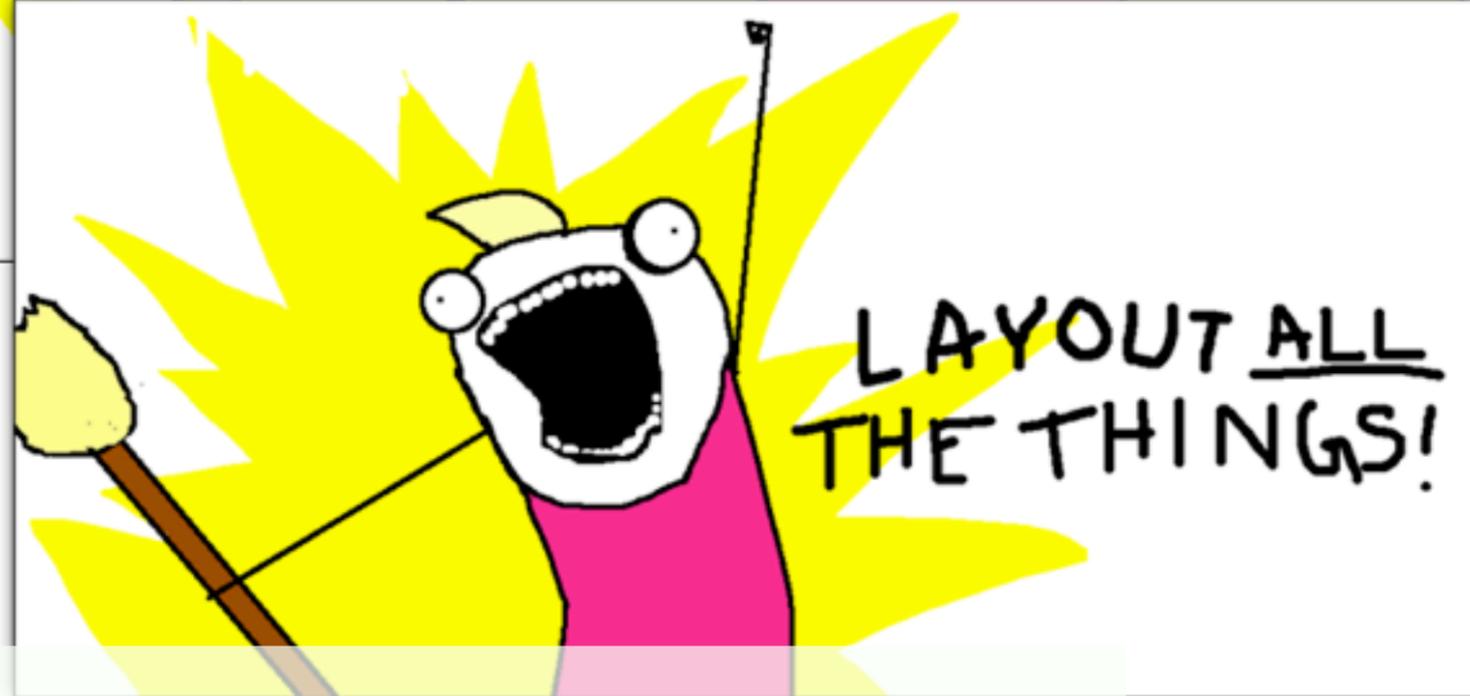
No blocks in this region

PLATFORM GOALS

- Content layout is flexible
- All content is translatable
- Content is subject to workflow
- The CMS UI is consistent and intuitive



LAYOUT ALL
THE THINGS!



LAYOUT ALL
THE THINGS!

image:
<http://hyperboleandahalf.blogspot.com/2010/06/this-is-why-ill-never-be-adult.html>

LAYOUT ALL THE THINGS!

OBJECTIVES

MULTIPLE LAYOUTS IN CONTENT

- Layouts are independent of content type
- Multiple layouts can be used in one content type
- Editors can define own layouts in CMS



WHY ROBIN HOOD?

“THERE IS LITERALLY NO FOUNDATION, NO ACTIVITY, THAT IS MORE EFFECTIVE.”

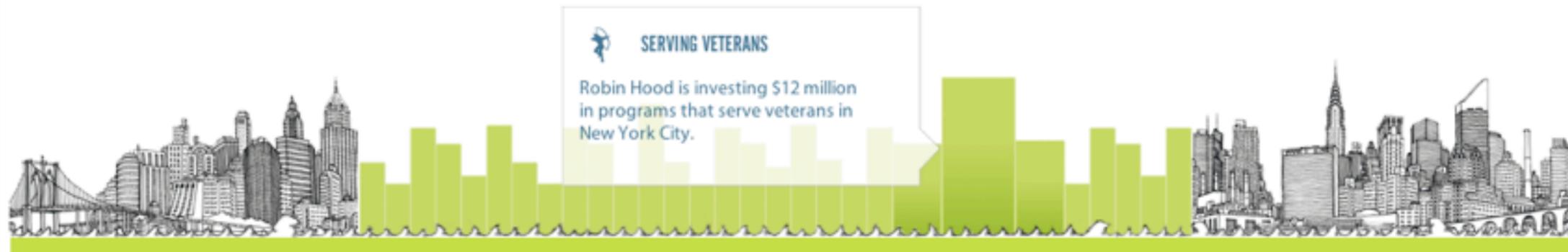
— ERIC SCHMIDT, EXECUTIVE CHAIRMAN, GOOGLE

WE ARE THE LARGEST POVERTY-FIGHTING ORGANIZATION IN NYC

At Robin Hood, 100% of every donation goes directly to fighting poverty. We make grant decisions to maximize impact, much like a financial manager chooses investments to maximize profit. The upshot: a 15:1 return on your investment dollar.

SERVING VETERANS

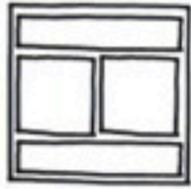
Robin Hood is investing \$12 million in programs that serve veterans in New York City.



LAST YEAR, ROBIN HOOD INVESTED \$146 MILLION IN MORE THAN
200 OF THE MOST EFFECTIVE POVERTY-FIGHTING PROGRAMS IN NEW YORK CITY.

SOLUTION: TEMPLATE FIELD

- Allows a single field to contain many pieces of data
- Each template has HTML, optional CSS & JS
- Can be in code, or DB; can be overridden
- Because it's a field, can be revisioned



Two Columns, 50/50 Stacked

A standard content area with a top, middle left, middle right, and bottom region. The two middle regions are split evenly.

[Change template...](#)

The screenshot shows a content management system interface with a sidebar on the left and a main content area on the right. The sidebar has four regions: Top, Middle Left, Middle Right, and Bottom. The 'Middle Right' region is selected and highlighted with a blue border. The main content area is titled 'Middle Right' and contains a rich text editor. The editor has a toolbar with various icons for text formatting, alignment, and insertion. Below the toolbar, there is a video block labeled 'BLOCK: MW approach video' and a text block for 'MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER'. The text block includes his title, a link to his profile, and his affiliation with MIT and The New York Times. At the bottom of the editor, there is a 'Disable rich-text' option and a 'Text format' dropdown menu set to 'WYSIWYG'. A link for 'More information about text formats' is also present.

APPLES TO ORANGES...TO PLUMS.

Finding and selecting the most effective organizations to fund is a challenging task. How do you choose between programs that offers job training to the unemployed, to programs that focus on children's health, to programs that help the homeless?

To compare apples to oranges to plums, Robin Hood has developed a disciplined system for comparing the impacts of dissimilar programs by measuring them on this same scale: how much the program is going to increase future earning and income. Watch how we utilize metrics to select the top programs in New York City.

[READ MORE ABOUT ROBIN HOOD METRICS.](#)



MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER

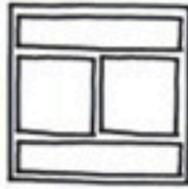
Ph.D., Economics, Massachusetts Institute of Technology
Editorial Board and economics columnist, The New York Times

WE PUT IN THE TIME AND THE KNOW-HOW TO HELP OUR PARTNERS SUCCEED.

SITE VISITS
 **1,600**

MANAGEMENT ASSISTANCE
 **\$6.7 M**

REAL ESTATE ASSISTANCE
 **1.3 M**



Two Columns, 50/50 Stacked

A standard content area with a top, middle left, middle right, and bottom region. The two middle regions are split evenly.

[Change template...](#)

Top

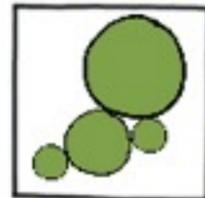
Middle Left

Middle Right

Bottom

Middle Right

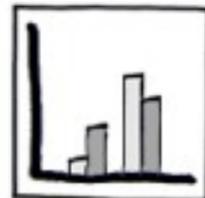
Available Templates



Bubbles

A collection of pulsing bubbles. Seven bubbles can have content associated with them. Four additional bubbles can have customized images.

Select



City Stats

A city skyline graph. This interactive template has 29 bar graphs which can each have associated information.

Select

Disable rich-text

Text format

[More information about text formats ?](#)

Top Text

B I U [List Icons] [Source] [Undo] [Redo] [Link] [Unlink] [Image] [Table] [Code] [Fullscreen] [Print] [Help]

Size [Dropdown] Styles [Dropdown] [Table Icons] [List Icons]

NEW YORKERS IN NEED FACE A DAILY STRUGGLE.

Chronic illness that causes school absences, lagging performance and lost income for care-taking parents. It's interconnected challenges like these that increase the gap between those in poverty and those on a path to succeed. Sometimes attacking poverty can be something as simple as recognizing the domino effect caused by childhood asthma and providing inhalers to those who need them.

body p

Disable rich-text

Text format **WYSIWYG** [Dropdown] [More information about text formats ?](#)

Bubble #1

Bubble #2

Bubble #3

Bubble #4

Bubble #5

Bubble #6

Bubble #7

Image - normal
40k.png [Remove]

Image - active
40kInverse.png [Remove]

Description
40,000 New York City schoolchildren don't have a place to call home.

Image Bubble #1

Image Bubble #2

Image
bklynbridge.jpg [Remove]



NEW YORKERS IN NEED FACE A DAILY STRUGGLE.

Chronic illness that causes school absences, lagging performance and lost income for care-taking parents. It's interconnected challenges like these that increase the gap between those in poverty and those on a path to succeed. Sometimes attacking poverty can be something as simple as recognizing the domino effect caused by childhood asthma and providing inhalers to those who need them.



 SEE HOW OUR PROGRAMS
FIGHT POVERTY

OTHER BENEFITS

- Allows node-specific layouts, even within one content type
- Layouts can be shared across content types

MULTIPLE LAYOUTS IN PAGES

- Layout of a single content type may change significantly from node to node or even revision to revision
- Layouts need to be attached to node for workflow, etc.

CONTROL OVER BLOCKS

- Content editors need to create blocks freely
- Need to be able to place blocks as part of page content
- Need to be able to embed blocks in other content

SOLUTION: BLOCK REFERENCE

- Insert blocks into nodes as field content
- In combination with a content block solution, allows reusable block content to be laid out in arbitrary layouts

Bottom Blocks

The three columns of blocks at the bottom of the homepage main column.

BLOCKS LEFT:



Energy.gov Blog [bid:1243]

✓ Add another item

BLOCKS CENTER:



Energy Popular Topics [bid:319]

✓ Add another item

BLOCKS RIGHT:



News

✓ Add

Energy.gov Home: News
Energy.gov News
Energy.gov News Browse By Top
Science: News Right-AC

RIGHT SIDEBAR BLOCKS:



Location Zip Code [bid:769]



Energy.gov Home: Email Sign Up [bid:8227]



Local Savings [bid:2479]



Map: 2009 Energy Consumption [bid:3607]

✓ Add another item



The 2011 Solar Decathlon

Congratulations to the University of Maryland, winners of the 2011 Solar Decathlon!

READ MORE

Find information about your town or city.

Enter your zip code GO

SIGN UP FOR EMAIL UPDATES

REGISTER NOW

SAVINGS

Kansas City Power & Light - Commercial/Industrial Energy Efficiency Rebate Program

Idaho Power - Residential Energy Efficiency Rebate Programs

Louisiana State Building Energy Code

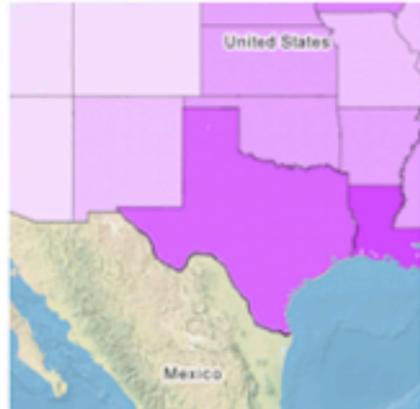
View All Savings

HAVE YOUR SAY

Did you visit the 2011 Solar Decathlon on the National Mall's West Potomac Park? We want to hear your thoughts! Tell us which team's house was your favorite and why.

SHARE

HOW MUCH DO YOU SPEND?



Compare your state's per capita annual energy costs in a state-by-state map of average energy expenditures.

HOW MUCH DO YOU USE?



BLOG

OCTOBER 7, 2011 SunShot Initiative Researcher Wins National Medal of Technology and Innovation Last week, President Obama recognized Dr. Rakesh Agrawal, who is currently a researcher with the Department's SunShot Initiative, with the National Medal of Technology and Innovation.

POPULAR TOPICS

- Tax Credits, Rebates, Savings
- Heating and Cooling
- Industrial Heating & Cooling
- Solar
- Home Weatherization
- Appliances & Electronics

NEWS

OCTOBER 5, 2011 Secretary of Energy Chu Congratulates 2011 Chemistry Nobel Laureate OCTOBER 5, 2011 Obama Administration Announces Job-Creating Grid Modernization Pilot Projects OCTOBER 4, 2011

SOLUTION: EMBEDDABLES

- Allows block content to be placed into rich text contexts
- Effectively allows revisioning of block placement within that context



Two Columns, 50/50 Stacked

A standard content area with a top, middle left, middle right, and bottom region. The two middle regions are split evenly.

[Change template...](#)

The screenshot shows a content management system editor with a sidebar on the left and a main editing area on the right. The sidebar has four regions: Top, Middle Left, Middle Right, and Bottom. The 'Middle Right' region is selected and highlighted with a blue border. A red box highlights the content within this region in the main editor. The content includes a video placeholder labeled 'BLOCK: MW approach video', a bolded name 'MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER', and his credentials: 'Ph.D., Economics, Massachusetts Institute of Technology' and 'Editorial Board and economics columnist, The New York Times'. Below the editor, there is a 'Disable rich-text' checkbox and a 'Text format' dropdown menu set to 'WYSIWYG'. A link for 'More information about text formats' is also present.

APPLES TO ORANGES...TO PLUMS.

Finding and selecting the most effective organizations to fund is a challenging task. How do you choose between programs that offers job training to the unemployed, to programs that focus on children's health, to programs that help the homeless?

To compare apples to oranges to plums, Robin Hood has developed a disciplined system for comparing the impacts of dissimilar programs by measuring them on this same scale: how much the program is going to increase future earning and income. Watch how we utilize metrics to select the top programs in New York City.

[READ MORE ABOUT ROBIN HOOD METRICS.](#)



MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER

Ph.D., Economics, Massachusetts Institute of Technology
Editorial Board and economics columnist, The New York Times

WE PUT IN THE TIME AND THE KNOW-HOW TO HELP OUR PARTNERS SUCCEED.

SITE VISITS
 **1,600**

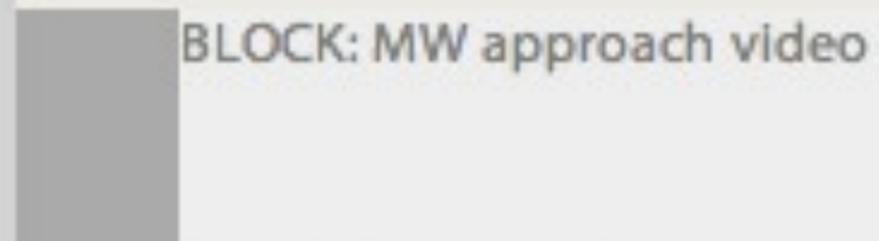
MANAGEMENT ASSISTANCE
 **\$6.7 M**

REAL ESTATE ASSISTANCE
 **1.3 M**

Middle Right



MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER



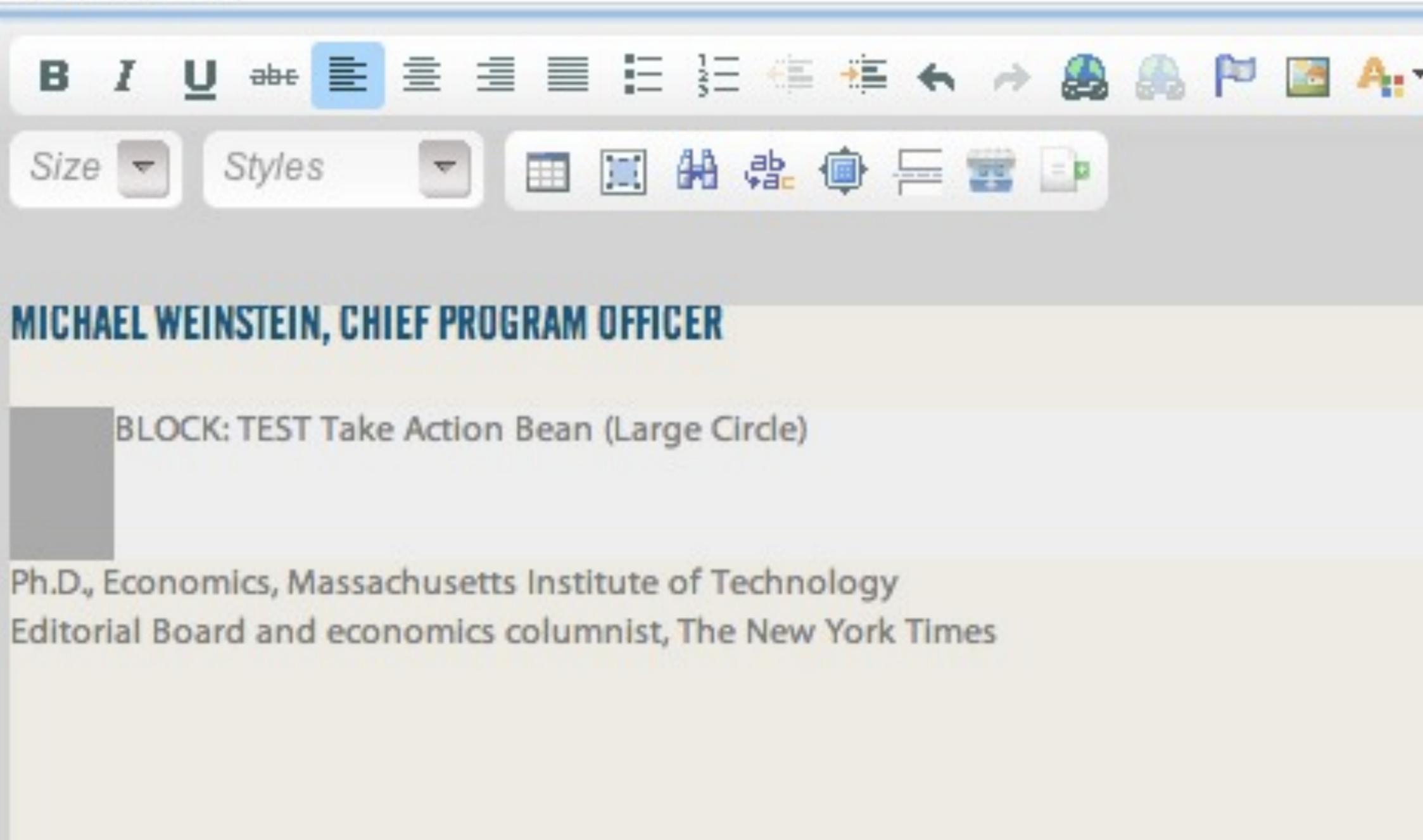
Ph.D., Economics, Massachusetts Institute of Technology
Editorial Board and economics columnist, The New York Times

MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER



Ph.D., Economics, Massachusetts Institute of Technology
Editorial Board and economics columnist, The New York Times

Middle Right



The image shows a screenshot of a rich text editor interface. At the top, there is a toolbar with various icons for text formatting, including bold (B), italic (I), underline (U), strikethrough (abc), bulleted list, numbered list, decrease indent, increase indent, undo, redo, link, unlink, insert image, and insert video. Below the toolbar are two dropdown menus labeled 'Size' and 'Styles'. To the right of these are several icons for table, table border, link, unlink, link icon, table icon, and document icon. The main content area contains the following text:

MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER

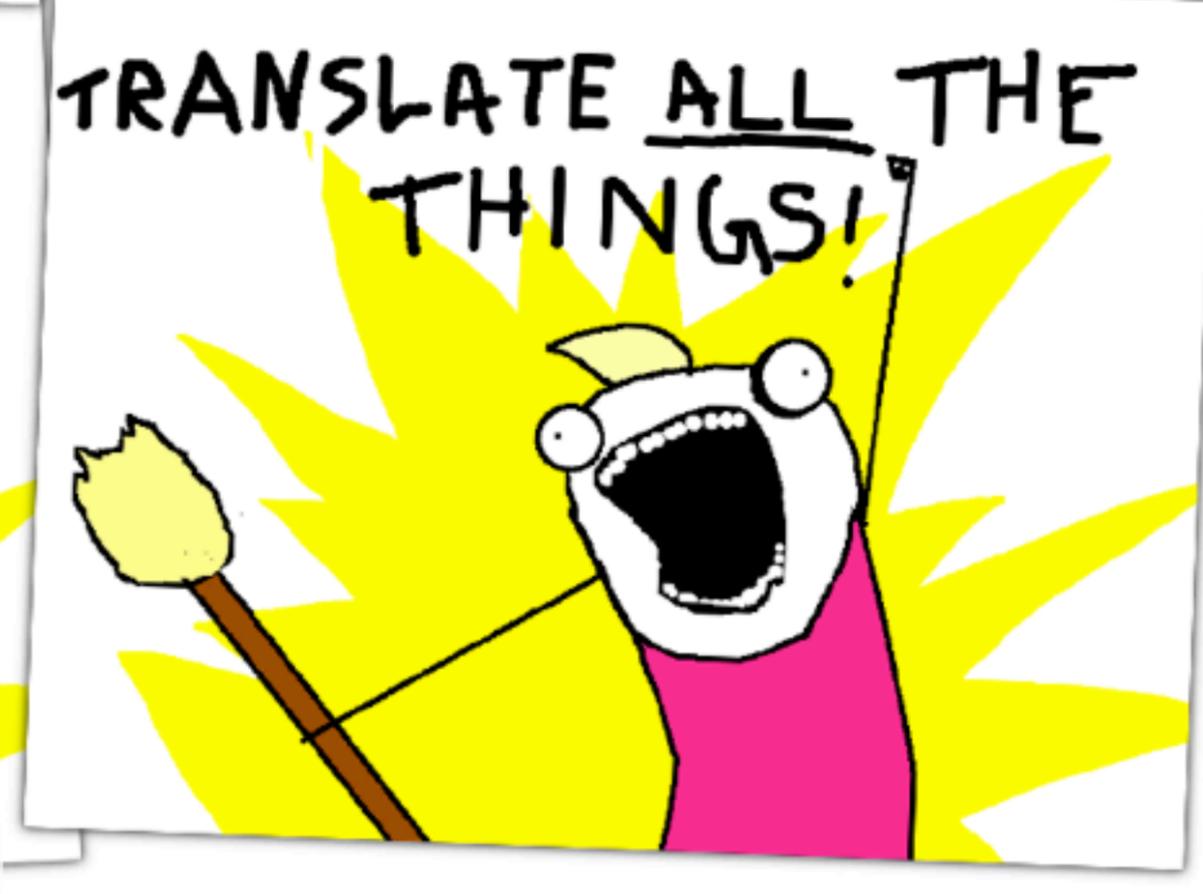
 BLOCK: TEST Take Action Bean (Large Circle)

Ph.D., Economics, Massachusetts Institute of Technology
Editorial Board and economics columnist, The New York Times

MICHAEL WEINSTEIN, CHIEF PROGRAM OFFICER



Ph.D., Economics, Massachusetts Institute of Technology
Editorial Board and economics columnist, The New York Times



**TRANSLATE
ALL THE THINGS!**

OBJECTIVES

ALL CONTENT IS TRANSLATABLE

- Body content, block content, menu items, form labels, and any other visible text
- Related translations grouped and accessible from the source node

“SUBSCRIPTION” VS “LOCALIZATION”

- Subscribed content adopts a specific piece of content from another language
- Localized content begins as a copy from another language, but can be edited independently and diverge

EACH TRANSLATION IS DISTINCT

- Translations may not be literal
- The version of content for a particular market/language should be managed separately from other markets/languages



L'assurance d'être à tout moment entre de bonnes mains.

En savoir plus sur BMW TeleService



Qualité et Sécurité

- › Les Pièces d'Origine
- › Catalogue électronique des pièces et accessoires
- › La satisfaction des clients
- › Pneumatiques à roulage à plat

Accessoires

- › Introduction
- › Catégories
- › Découvrir les accessoires
- › Recherche d'accessoires
- › Roues Hiver
- › Catalogues
- › Magazine

Entretien et Service

- › Entretien Optimisé
- › Forfaits pose comprise
- › BMW Service Inclusive
- › Réparation pare-brise
- › Service Direct
- › L'assistance BMW

Lifestyle

- › Boutique Lifestyle
- › Catalogues

Service client

- › Espace contact

Communication et Navigation

- › BMW Téléservices
- › Cartes routières numériques
- › Interface Bluetooth

Accessoires d'Origine BMW



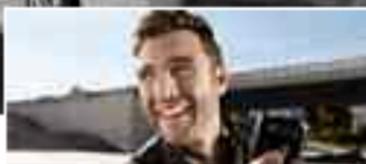
En savoir plus



BMW Service.

Mit dem Kauf Ihres BMW fängt unser Service erst richtig an. Ob Wartung, Hol- und Bringservice, Pannenhilfe oder Recycling: Wir bieten Service aus einer Hand.

- ▶ BMW Service am Fahrzeug
- ▶ BMW Treue Service
- ▶ Mobil mit BMW Service
- ▶ Sicherheit unterwegs
- ▶ Recycling bei BMW
- ▶ BMW Fahrhilfen



▶ Aktuelle Angebote



▶ BMW Service



▶ Original BMW Zubehör



▶ Original BMW Teile



▶ BMW ConnectedDrive



The Ultimate Driving Machine®

Owners

- ▶ Overview
- ▶ Exceptional Value

FOR OWNERS

- ▶ Owner's Manuals
- ▶ Loyalty Offers
- ▶ BMW Center Services
- ▶ Certified Collision Repair Centers
- ▶ Maintenance Program Upgrade
- ▶ Bluetooth Technology
- ▶ Connecting a Music Player
- ▶ Recall

PREMIUM BMW SERVICES

- ▶ BMW Ultimate Service®
- ▶ BMW Ultimate Protection
- ▶ BMW Assist™
- ▶ BMW Roadside Assistance
- ▶ Real Time Traffic Information
- ▶ iDrive

Owners



LOYALTY HAS ITS REWARDS.

BMW has stood by a standard of performance and luxury that's earned us the reputation of the Ultimate Driving Machine.® For a limited time, we are thanking loyal customers with exciting loyalty offers.

▶ Learn more



Premium BMW Services

There's more to the ultimate driving



Ownership Benefits

There are many benefits simply



Driver Information

Create your account; browse our



Expert Tips

Learn how to sync your iPod to your

SOLUTION:

CONTENT TRANSLATION + I18N

Translations of *English article*

VIEW

EDIT

TRANSLATE

Translations of a piece of content are managed with translation sets. Each translation set has one source post and any number of translations in any of the [enabled languages](#). All translations are tracked to be up to date or outdated based on whether the source post was modified significantly.

LANGUAGE	TITLE	STATUS	OPERATIONS
English (source)	English article	Published	edit
French	French article	Published	edit
German	German article	Published	edit

SELECT TRANSLATIONS FOR *ENGLISH ARTICLE*

Alternatively, you can select existing nodes as translations of this one or remove nodes from this translation set. Only nodes that have the right language and don't belong to other translation set will be available here.

French	<input type="text" value="French article [nid:2]"/>	<input type="radio"/>
German	<input type="text" value="German article [nid:3]"/>	<input type="radio"/>

Update translations

SOLUTION: CUSTOM EXTENSION FOR SUBSCRIPTIONS + UI ENHANCEMENTS

Localizations of *About Us*

VIEW

EDIT

LOCALIZE

WORKFLOW

CLONE CONTENT

Translations of a piece of content are managed with translation sets. Each translation set has one source post and any number of translations in any of the [enabled languages](#). All translations are tracked to be up to date or outdated based on whether the source post was modified significantly.

COUNTRY-LANGUAGE	TITLE	WORKFLOW STATUS	LOCALIZATION STATUS	ACTIONS
US - English	About Us	Published	Localized Original	edit
US - Spanish	Sobre	Published	Localized Copy	edit
Switzerland - German	Übersicht	Published	Localized Copy	edit
Switzerland - French	À propos	Published	Localized Copy	edit
Switzerland - Italian	Sommario	Published	Localized Copy	edit
Canada - English	About Us	Published	Subscribed to US - English	▼ Localize from ...
Canada - French	À propos	Published	Subscribed to Switzerland - French	▼ Localize from ...

SOLUTION: DOMAIN

Domains

DOMAIN LIST

SETTINGS

BATCH UPDATING

USER DEFAULTS

[+ Create domain](#)

The following domains have been created for your site. The currently active domain is **shown in boldface**. You may click on a domain to change the currently active domain. Your default domain is *bmw-usa.com*, which will be used for all requests that fail to resolve to a registered domain.

[Show row weights](#)

ORDER	NAME	DOMAIN	ID	ACTIVE	DEFAULT	OPERATIONS
	BMW USA	bmw-usa.com	23	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	edit domain
	BMW France	bmw.fr	3	<input checked="" type="checkbox"/>	<input type="radio"/>	edit domain
	BMW Germany	bmw.de	5	<input checked="" type="checkbox"/>	<input type="radio"/>	edit domain
	BMW Switzerland	bmw.ch	9	<input checked="" type="checkbox"/>	<input type="radio"/>	edit domain

Save

SOLUTION: DOMAIN CUSTOM EXTENSION

POTENTIAL DRUPAL 8 IMPROVEMENTS

- Integrate more functionality from i18n in core
- Make entities translatable
- Simplify UI for managing content translations

REVISION ALL THE THINGS!

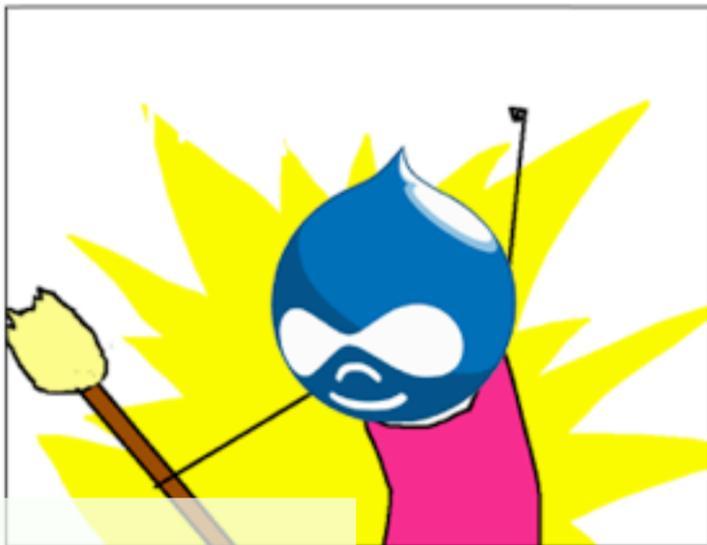
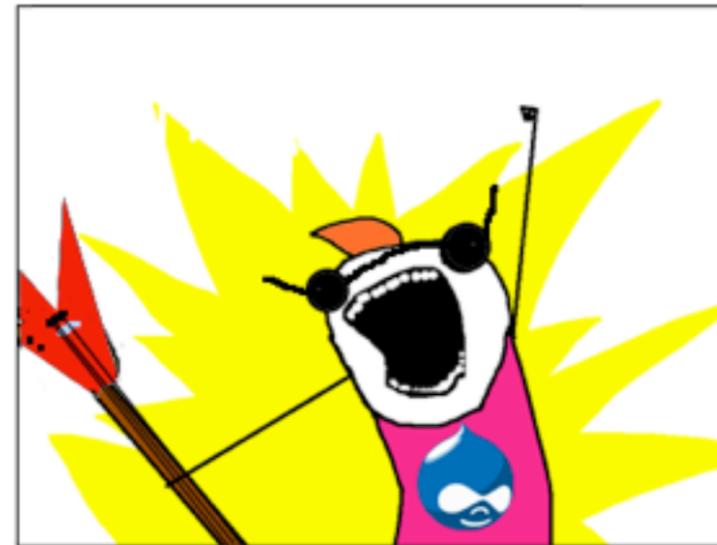
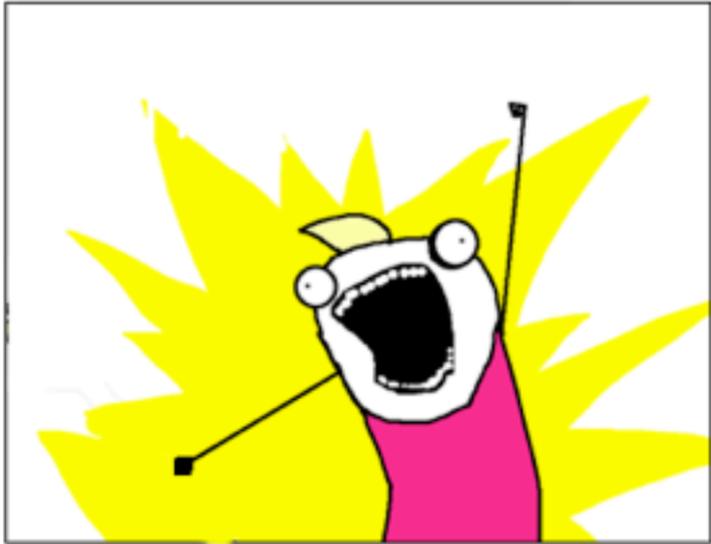


image:
<http://hyperboleandahalf.blogspot.com/2010/06/this-is-why-ill-never-be-adult.html>

REVISION ALL THE THINGS!

REVISIONS?

- More like “versions”
- Keep old copies of content
- Ideally, work on multiple versions of content at once

WORKFLOW?

- Drupal has “unpublished” and “published”
- Add more states, like “approved” or “needs edits”
- Control access to each of those states

CORE DRUPAL REVISIONS

- Only saves previous copies
- Can't edit two copies independently
- No working drafts
- Only applies to nodes
- Only core 'workflow' states

ALL THE THINGS?

- Nodes
- Menus
- Block Content
- Block Placement

NODE ALL THE THINGS!

- Can be translated
- Drupal takes care of basic revisions
- Basic workflow needs met

MENUS

- Drupal Menus are not strictly content
- No publishing, unpublishing
- Behavior can be unpredictable and confusing for content editors

SOLUTION: MENU FIELD

- Menu-like content as a field
- Translatable, revisionable
- Mirrors Drupal native menus
- Flexible menu content - rich text

+ Country Chooser*

Edit

Remove item

+ Customer Service

Edit

Remove item

+ Careers*

Edit

Remove item

+ Terms & Conditions*

Edit

Remove item

+ Privacy Policy

Text

Privacy Policy

Text format

[More information about text formats ?](#)

Plain Text

Edit

Remove item

Path

node/564

f | Choose Country | Customer Service | Careers | Terms & Conditions | Privacy Policy

SOLUTION: NODEBLOCK

SOLUTION: STATE FLOW

- Highly configurable workflow solution
- API-driven, developer-friendly

Current Revision

STATUS

published

REVISION

1551775

ACTIONS

Unpublish

Other Revisions

ID	Title	Status	Last Updated	Actions
1551763	Energy.gov	unpublished	08/29/2012 - 15:01	Edit Delete To Draft
1542049	Energy.gov	unpublished	08/14/2012 - 18:23	Edit Delete To Draft
1541965	Energy.gov	draft	08/14/2012 - 17:45	Edit Delete For Review Immediate Publish Immediate Schedule
1541953	Energy.gov	draft	08/14/2012 - 17:41	Edit Delete For Review Immediate Publish Immediate Schedule
1536349		draft	08/14/2012 - 17:42	

REVISION TAGGING

- Label each revision
- All content with that tag can be acted on
- Preview site with different tags

Save & Continue Editing

Save & Preview

Save & Change Workflow Status

WORKFLOW STATUS: draft

Revision Tag

Win
Winter Campaign

Content

Basic Info *

Blocks

Domain settings *

Mobile *

SEO

Using defaults

Show row weights

CONTENT:

OPERATIONS

✚ ▾ EXPAND TO ADD NEW ITEM

Remove item

Layout

Basic - v1

▾ BASIC - V1

HTML Content

B *I* U abc

Format Font Size Styles

SHOW ONLY ITEMS WHERE

Content Tag

Winter Campaign

Refine

Undo

Reset

State

[any]

UPDATE OPTIONS

- Transition Action: for review
- Transition Action: immediate publish
- Transition Action: approve
- Transition Action: reject
- Transition Action: publish
- Transition Action: unpublish
- Transition Action: to draft
- Transition Action: revert

	TYPE	AUTHOR	STATUS	OPERATIONS
<input type="checkbox"/> Customer Service	Page	tcosgrove	Draft	edit delete
<input type="checkbox"/> Footer Menu	Menu	jturgeon	Draft	edit delete
<input type="checkbox"/> Shopping	Page	tcosgrove	Draft	edit delete
<input type="checkbox"/> View All	MPP	tcosgrove	Draft	edit delete

- Default
- Fall Campaign
- Winter Campaign
- See All Revision Tags

Content

CONTENT

CONTENT REVISIONS

MEDIA

REVISION TAGS

+ Add content

REFINE RESULTS

KEYWORD SEARCH

UPDATED DATE RANGE

Start Date: YYYY-MM-DD

End Date: YYYY-MM-DD

COUNTRY-LANGUAGE

United States E-commerce Site - English

SITE SECTION

- Any -

PAGE TYPE

- Any -

ITEMS PER PAGE

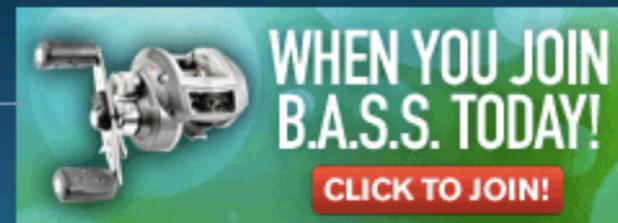
50

UPDATE MULTIPLE ITEMS AT ONCE

Apply action to checked items:

- Choose an operation -

UPDATE



The Latest



PHOTO GALLERY

Best Gifts For Your Fisherman

NOV 3, 2012

Every Elite Series angler gets to pick a favorite song that plays during the weigh-in. Find out

which songs get your favorite anglers pumped.

f Like

182

13 Comments



NEWS

NJ-based anglers OK after hurricane

NOV 2, 2012

f Like

2

1 Comment



Schultz's 5 fave cold weather baits

Elite Series pro Bernie Schultz is an ace in cold water. See what he's packing to the lake this month.



Most Viewed

Most Commented

A truck custom-built for fishermen

Bernie Schultz's 5 Favorite cold weather

POTENTIAL DRUPAL 8 IMPROVEMENTS

- Entities Everywhere
- Content Staging Initiative and Site Preview System

LESSONS

RESOURCES

- Template Field
[http://drupal.org/project/template field](http://drupal.org/project/template-field)
- Formatter Field
[http://drupal.org/project/formatter field](http://drupal.org/project/formatter-field)
- Block Reference
<http://drupal.org/project/blockreference>

RESOURCES

- Embeddables

<http://drupal.org/project/embeddable>

- i18n

<http://drupal.org/project/i18n>

- Domain

<http://drupal.org/project/domain>

RESOURCES

- State Machine
http://drupal.org/project/state_machine
- Nodeblock
<http://drupal.org/project/nodeblock>
- Menu Field
http://drupal.org/project/menu_field

THANKS.

QUESTIONS?

JOE TURGEON

Solutions Architect

jturgeon@phase2technology.com

@arithmetic

TIM COSGROVE

Software Architect

tcosgrove@phase2technology.com

@timcosgrove

phase:II
TECHNOLOGY

phase2technology.com

@phase2tech