



# Article Side

Continuous and effective growth is important for Drupal excellence by [Valuebound](#)

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There are quite a few competent Content Management Systems available that can really be effective for the growth of a company. However, Drupal is that unique system that is really changing the direction of how an organization will look at its content delivery strategy and the tools used to support it. Drupal is so innovative and forever evolving that it's becoming a favorite round the world.

The modern mantra in business is to do "more with less", and this in turn has increased migration to the cloud. It is also impacting the digital marketing strategies of smaller organizations, causing the free and open source software to become a key factor in an increasingly competitive world.

Drupal is playing an important role beyond its influence on small companies, government and non-profit organizations. The truth that Drupal can proficiently handle enterprise level projects has dawned on the world and thus it's also a primary choice for the larger organizations of the world as well. Drupal growth is apparent, along with the commotion it is creating for Enterprise CMS. This growth activity, shown in the charts below:

## Drupal Usage Trends

But the issue that should be taken into account is that even though Drupal's growth is steady, well-sustained, its future is probably inhibited due to the two major challenges that every member on the Drupal:

### 1. Sustainable Community Growth

The Drupal motto - "Come for the software, stay for the community" can be realized in all senses. If you join a Drupal camp or conference then you can really see what an incredible ecosystem lies beneath this software.

However, the community is required to keep up its momentum by continuing activities to help it grow. This could include frequent releases, proficient add-on modules, easy extendibility, stable security system, events and an increased number of companies supporting the software and the community.

The Drupal Association, the nonprofit organization behind Drupal events, is really doing a commendable job to foster and help convey the efforts to improve Drupal and how everyone can contribute to it.

The base that the association has put in place is stable enough to sustain the rapid community growth, but this growing community needs to maintain the support for which it is known. The important thing is to keep the community together, and this will continue to impress its growing users in the enterprise market round the globe.

### 2. Global Enterprise Success Cases

Startups, small and medium companies setting up few or several sites using Drupal are good situations for platform success.

While this is good, large deployments of Drupal sites by global corporations, up to hundreds of websites for a single company, are the key factors of establishing Drupal as the leader in the

enterprise world.

As Drupal started to grow in popularity, the proprietary CMS solutions found ways to differentiate their products and prove that they remain the leaders for enterprise use. Apart from this, the Web Experience Management (WEM) has also risen in popularity to challenge open source CMS, demanding innovation in how the platform could be configured to support organizations for better customer engagement.

As Drupal is a modular platform, it has quite a few options to address WEM pillars. Although Drupal has the flexibility that is important to corporations, they also demand stable, well-configured modules that will make a CMS invincible for this market.

In order to achieve stable growth, Drupal service providers must continue to excel and improve their services towards larger enterprises by providing tailor-made Drupal solutions to suit global organization's requirements. Then again, stressing how Drupal's core and existing modules can achieve success is also important.

## Conclusion

The fact is that Drupal's future is being taken care of and is well on its way to continued success. The eighth version of the platform is currently being carefully designed, and it should be out in 2013. As the market gets prepared for such open source enterprise level CMS along with its vibrant community; that release could mean a real change.

As Drupal grows more popular and its future becomes brilliant, it's important that the community remembers that it is the backbone of its success. Having seen the Drupal community for years, we can have faith in it and expect it to continue in its journey to evolve for a superior CMS.

Valuebound is a leading Drupal Development Company providing Enterprise Drupal web solutions. For more information on Drupal Development, contact us at [info@valuebound.com](mailto:info@valuebound.com)

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