# One Drupal to rule them all

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Ten years ago, the average organization had one website. Since then, the world has become a more complex place with a diverse set of needs. If you're like most organizations the number of sites you have continues to grow at a rapid clip. You've dipped your toe into the social media waters by setting up one or more blogs, you use microsites for the foundation of your marketing efforts to promote products and events, and community sites to engage with the people who use your products. And of course, you have your corporate website, as well as your intranet and a number of internal collaboration websites for different projects. This is today's reality.

During the past year, I've met with many organizations that have hundreds of sites; some even have thousands of sites. Most of these sites are vastly different in terms of scale, functionality, complexity and longevity. As a result, the level of investment and the time to market requirements are usually very different. Some of the websites are owned by the company's IT department while other websites may be owned by their marketing department.

For most organizations, one tool cannot get the job done, so they keep multiple tools in their toolbox - whether they intend to or not. Unfortunately this is a common scenario in many enterprises. We see many organizations that run on Vignette, but they add WordPress to power their blog, and use SharePoint for their intranet. Managing integration and multiple (proprietary) solutions is not only costly but it acts as a roadblock to innovation and slows time to market when changes are needed.

It can be a complete mess. [2]

Drupal

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