

Notes:

What is a value proposition?

<https://conversionxl.com/blog/value-proposition-examples-how-to-create/>

- explains how your product solves customers' problems or improves their situation (relevancy),
- delivers specific benefits (quantified value),
- tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

From <http://www.drupal.com/get-started-with-drupal#agency>

Drupal can help you and your clients create sites faster and with more features at a lower cost.

Features

Drupal is the go-to web content management platform for agencies and systems integrators worldwide. Drupal powers millions of websites, many built and maintained by web agencies and integrators who've learned that Drupal is the best answer to support the speed, agility and flexibility — and total cost of ownership — agencies and their clients need to evolve and grow at the speed of digital.

Benefits

- Proven web content management platform that scales to any business or brand
- Limitless possibilities to extend and enhance Drupal with thousands of add-on modules
- A platform for building a profitable web content management and digital experience practice

Developing with Drupal and the Drupal community

INCREASING THE VALUE DELIVERED

Drupal will deliver more value over a project's lifespan because an agency can deliver higher quality solutions that are forward compatible with future Drupal feature releases and can be distributed with their clients and their partners to maximize impact.

- **Increasing Impact:** by embracing Drupal community's values and principles, namely "Principle 1: Impact gives purpose", we prioritize the needs of individual who use Drupal, and thus empower them with better tools to increase their productivity and their impact.
- **Increasing Quality:** through active and deeper collaboration with Drupal community and its members with a Drupal Contrib-First Approach, Drupalists will increase their Drupal competency, thus leading to higher quality solutions.
- **More Secure Solutions:** By using existing solutions from or contributing new solutions to the Drupal community, this code will receive increased visibility and scrutiny, and can opt into [Drupal Security Advisory policy](#), to identify and resolve security vulnerabilities.
- **Forward Compatibility:** through a deeper engagement with the Drupal community, Drupalists can develop a forward-looking perspective and collaborate early with the Drupal community during any development planning and execution to ensure custom solutions are aligned and compatible with other Drupal community efforts.
- **Increased Extensibility:** by adopting Drupal software architecture patterns, contributed custom solutions can be designed to be extended themselves, thus making them re-usable in other future solutions.

LOWERING THE COST OF OWNERSHIP

Drupal projects developed using a contrib-first approach will benefit from lower cost of ownership through the project's lifetime and for other related projects. A Drupal Contrib-First Approach produces higher quality development work that is extensible, reusable and more maintainable requiring less effort to pivot when business requirements change.

- **Higher Quality and Forward Compatibility Results with Less Work:** a Drupal Contrib-First Approach will help ensure that our solutions will align with core Drupal architecture and reduce the risk of compatibility errors, lowering the need for refactoring and costing less.
- **Maintainable and Extensible Solutions, Less Effort to Change:** a Drupal Contrib-First Approach adheres to Drupal coding and documentation best practices and produces maintainable and extensible solutions, which reduces the effort to on-board developers familiar with Drupal best practices and to adapt or extend solutions to accommodate changing or new business requirements.
- **Reusable Functionality, Future Savings:** by adopting this approach and contributing custom solutions to the community, new functionality becomes readily available for clients and their partners for reuse, and thus decreasing costs associated with future Drupal projects.