



**Non-commercial organisation [DrupalSib.](#)**  
**Act in a **super-system****

Chingis Sandanov

# Chingis Sandanov

Partner at i20 Group  
COO at DrupalJedi  
CEO at Wodby



*Wodby*

**5 years** of work with **Drupal (and Drupal only)**  
**on an international level**

- Development
- Project management
- Drupal PR, promotion
- Drupal audit
- Consulting

# Drupal market



- **Marketing (Digital Experience) - Enterprise**
- Government
- Internet business (E-commerce, media)
- Education
- Non-commercial
- Intranet

# Enterprise is a big **private** business (an unofficial meaning)



**Fortune 500**

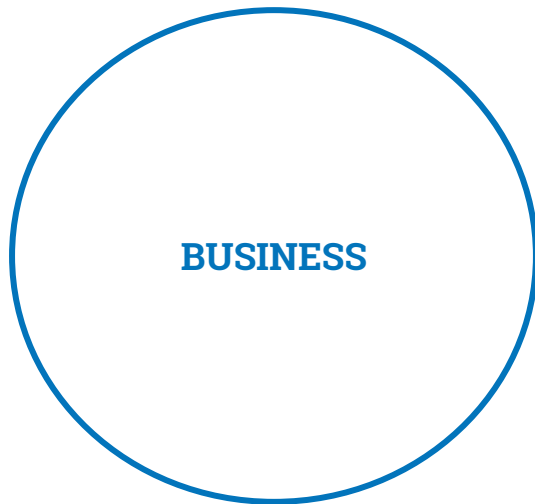


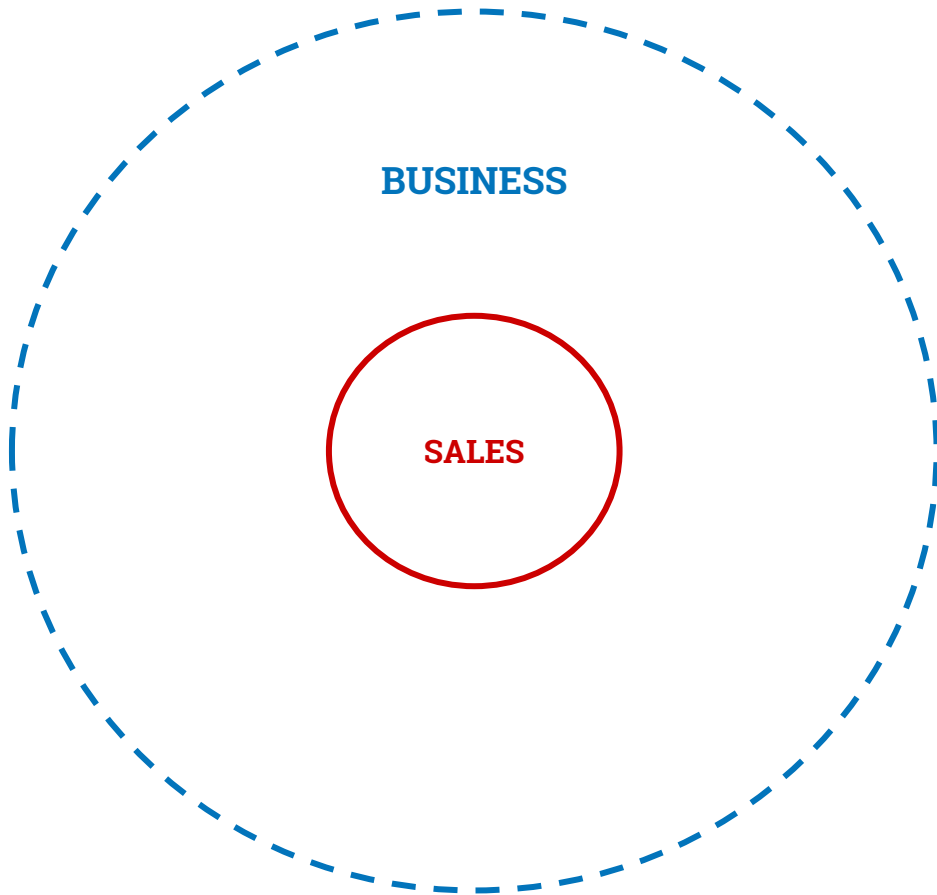
# Drupal is a good **system solution** for an enterprise

- Drupal is a **technology platform**
- Scalable, extendable, modular
- Multisiting, multilingual
- Supported by a **community**
- Drupal Association
- Open source

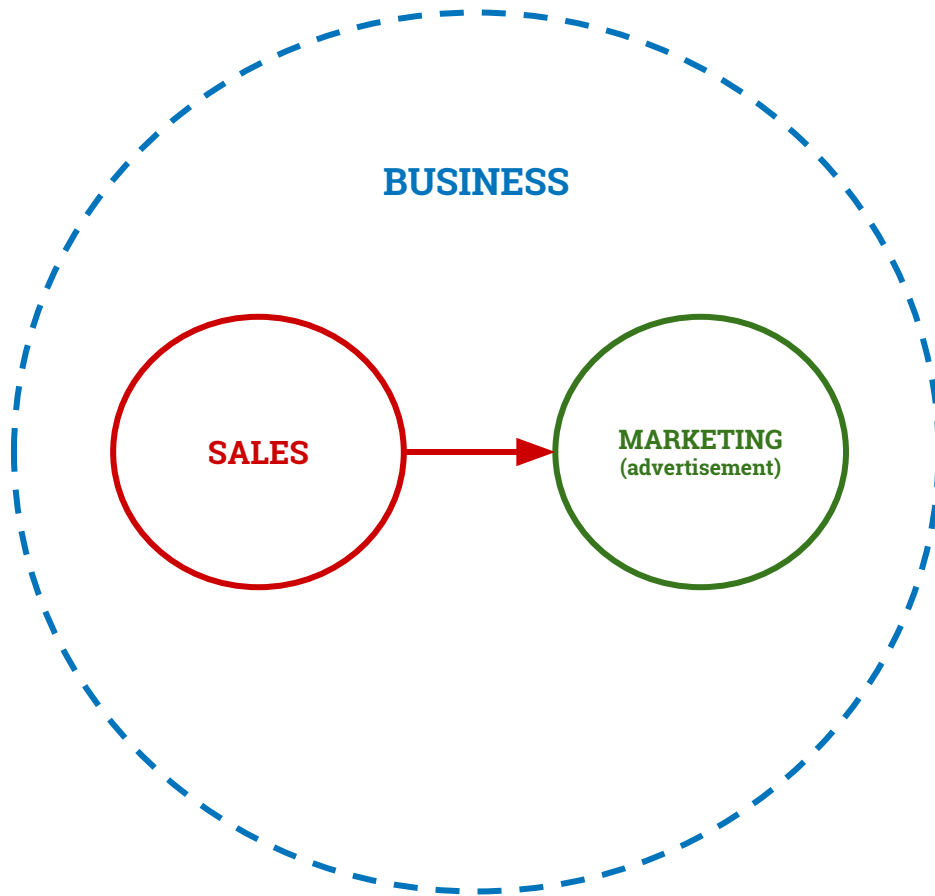


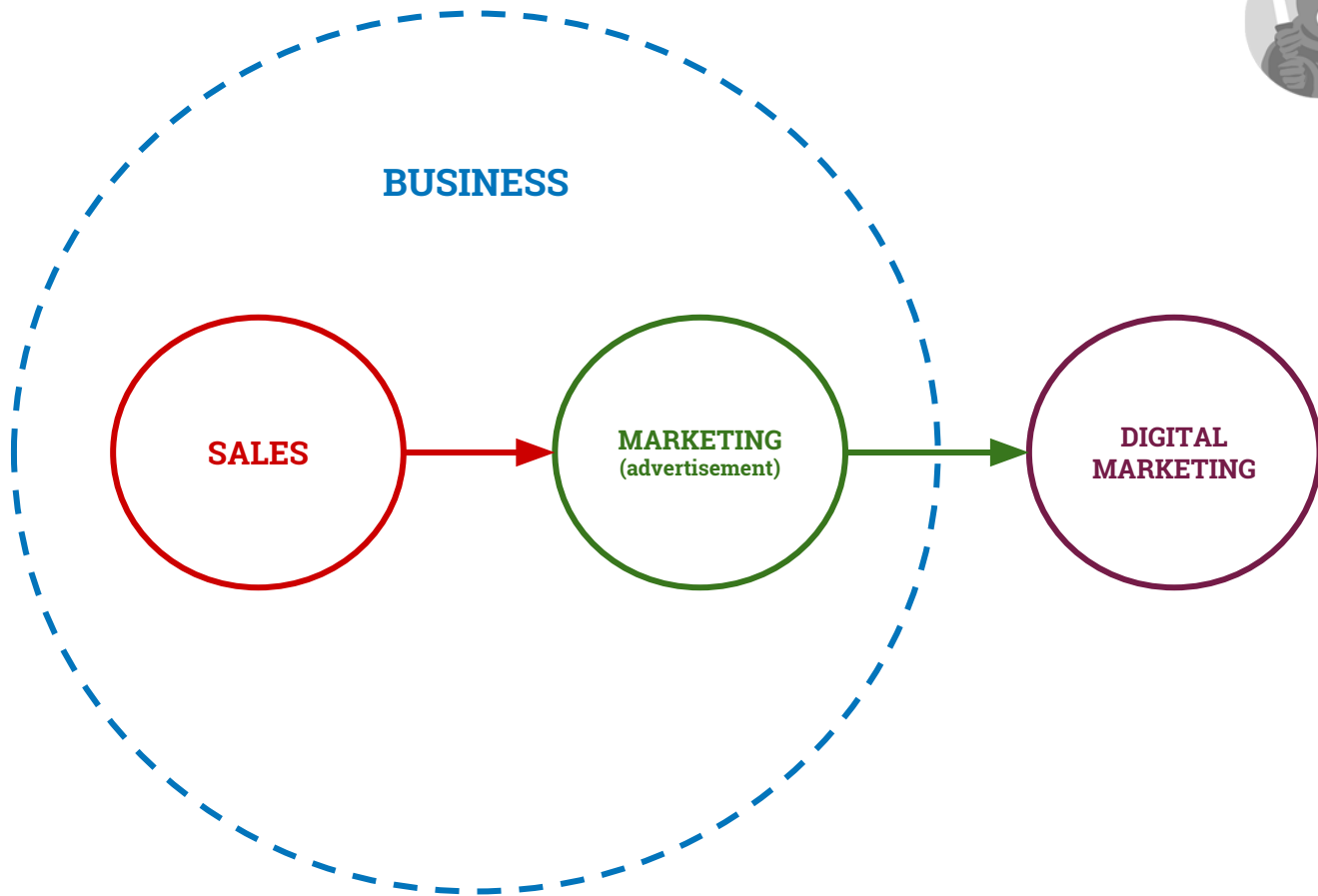
**BUSINESS**

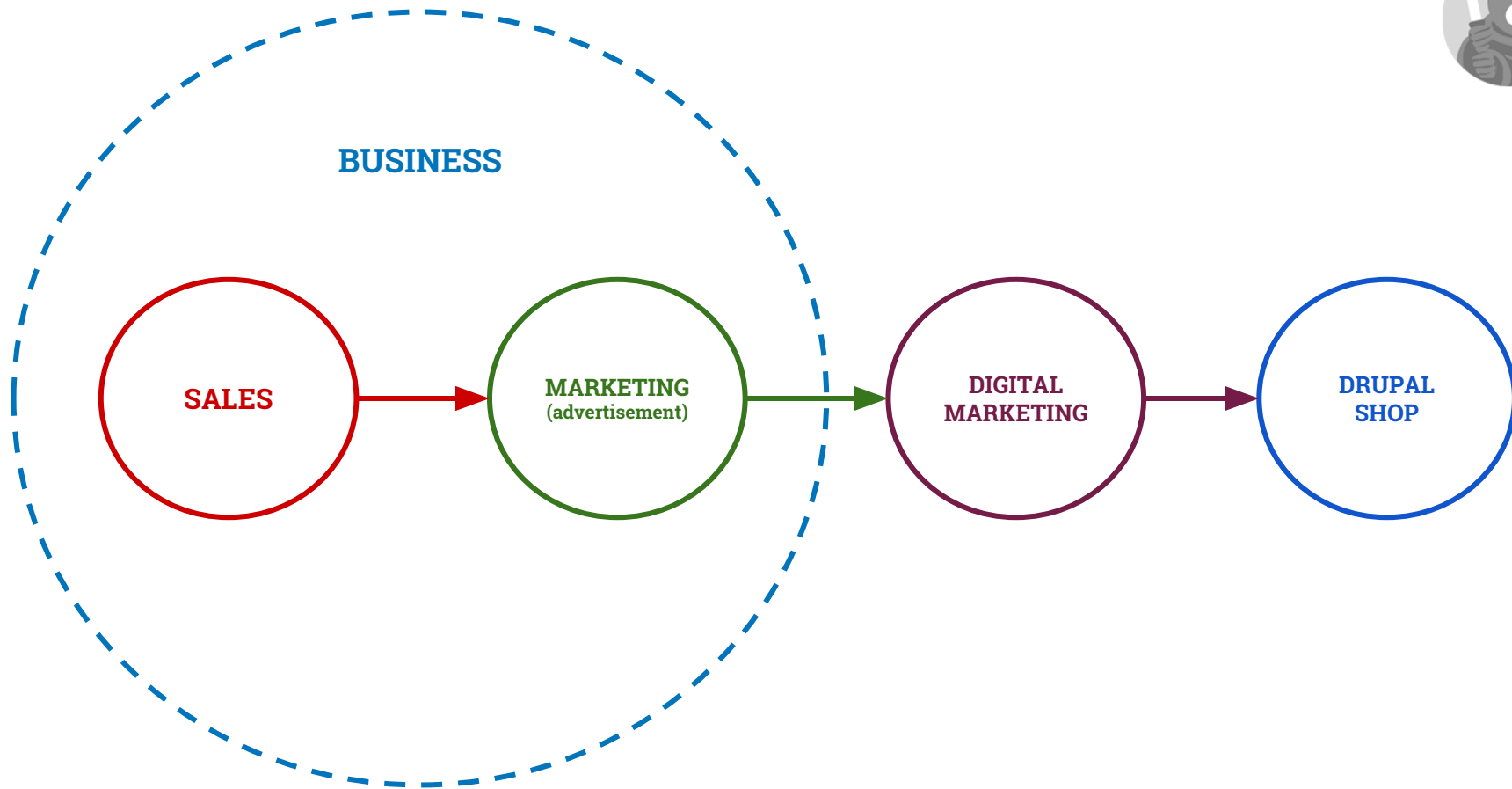












# Drupal market in Russia



- **Marketing (Digital Experience) - Enterprise**
- **Government**
- Internet business (E-commerce, media)
- Education
- Non-commercial
- Intranet

# Back in the **USSR**





# USSR is a big corporation

- **Planned** economy
- **National** economy
- Gosplan
- Committees
- No private capital
- Sectors



**Drupal** committee

**Good bye** planned economy,  
**hello** market economy!





# The **new** reality

- **State** capital prevails **private**
- More than **50%** of export is **oil and gas**
- **Low** amount of a free capital
- **Weak** investment process
- Dilapidated educational system



# Business cluster policy





# Business cluster

- is a **geographic concentration** of **interconnected** businesses, suppliers, and associated institutions in a **particular field**.



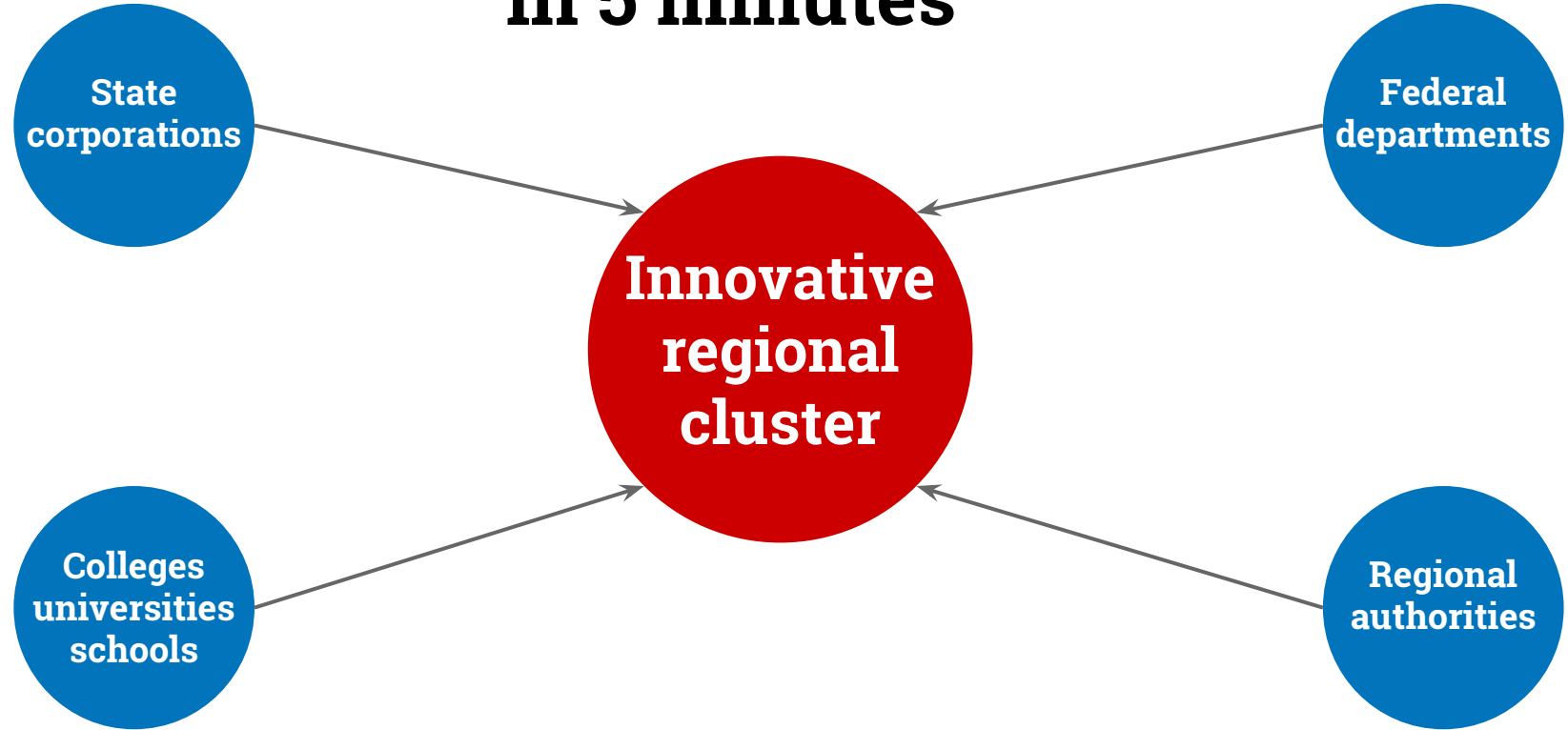
# Examples

- Auto cluster in **Bayern**
- Silicon Valley in **California**
- Gambling in **Las-Vegas**
- Digital Media City in **Seoul**

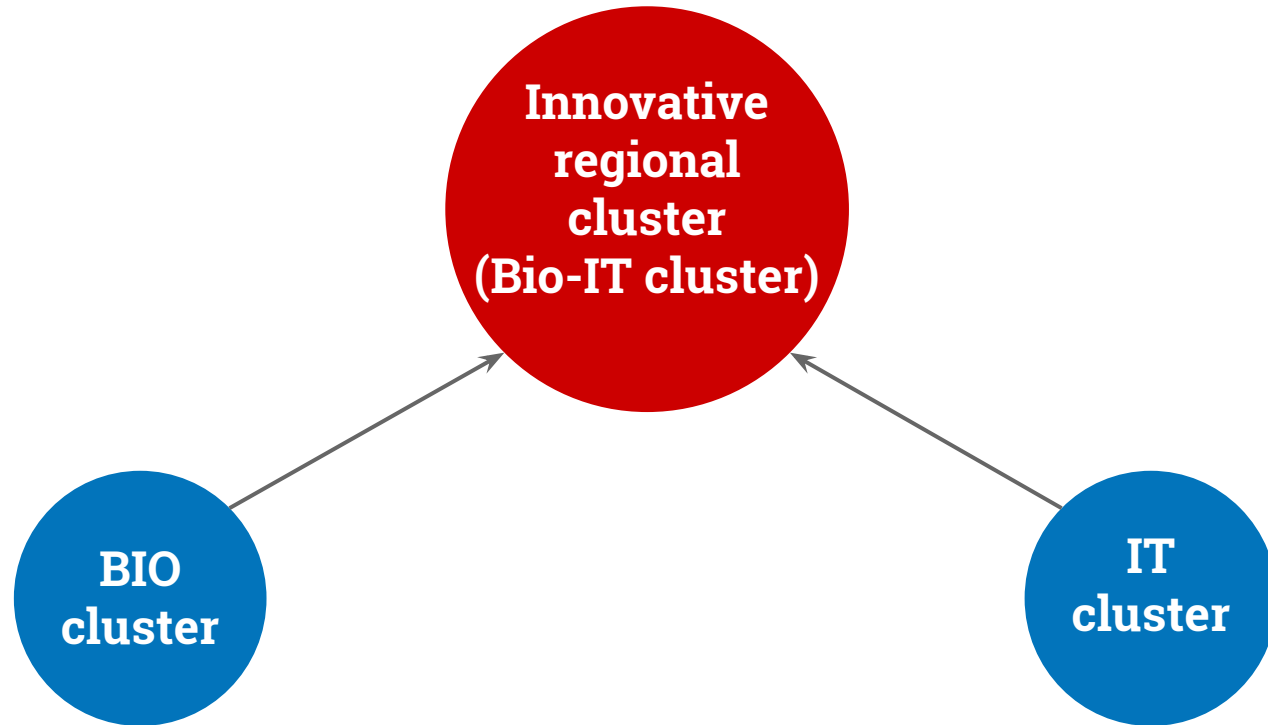
# Business cluster policy



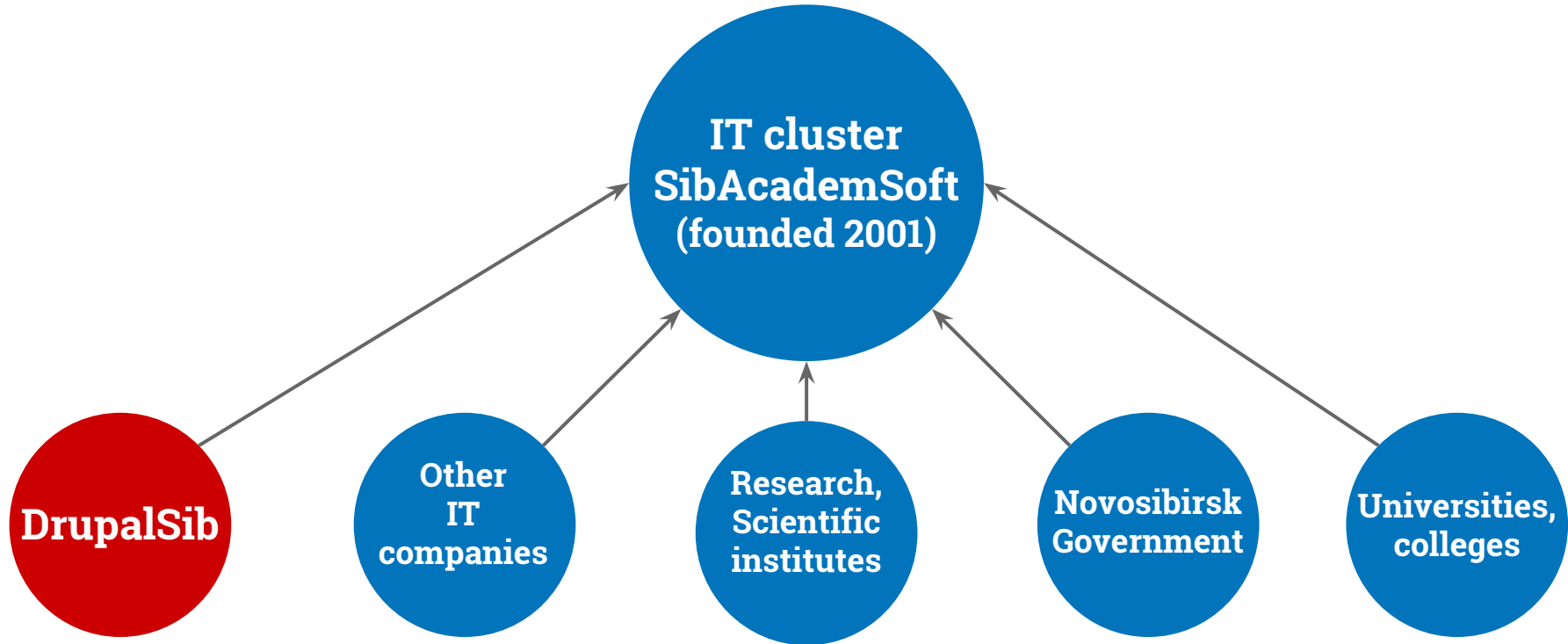
# What is a cluster policy in 5 minutes



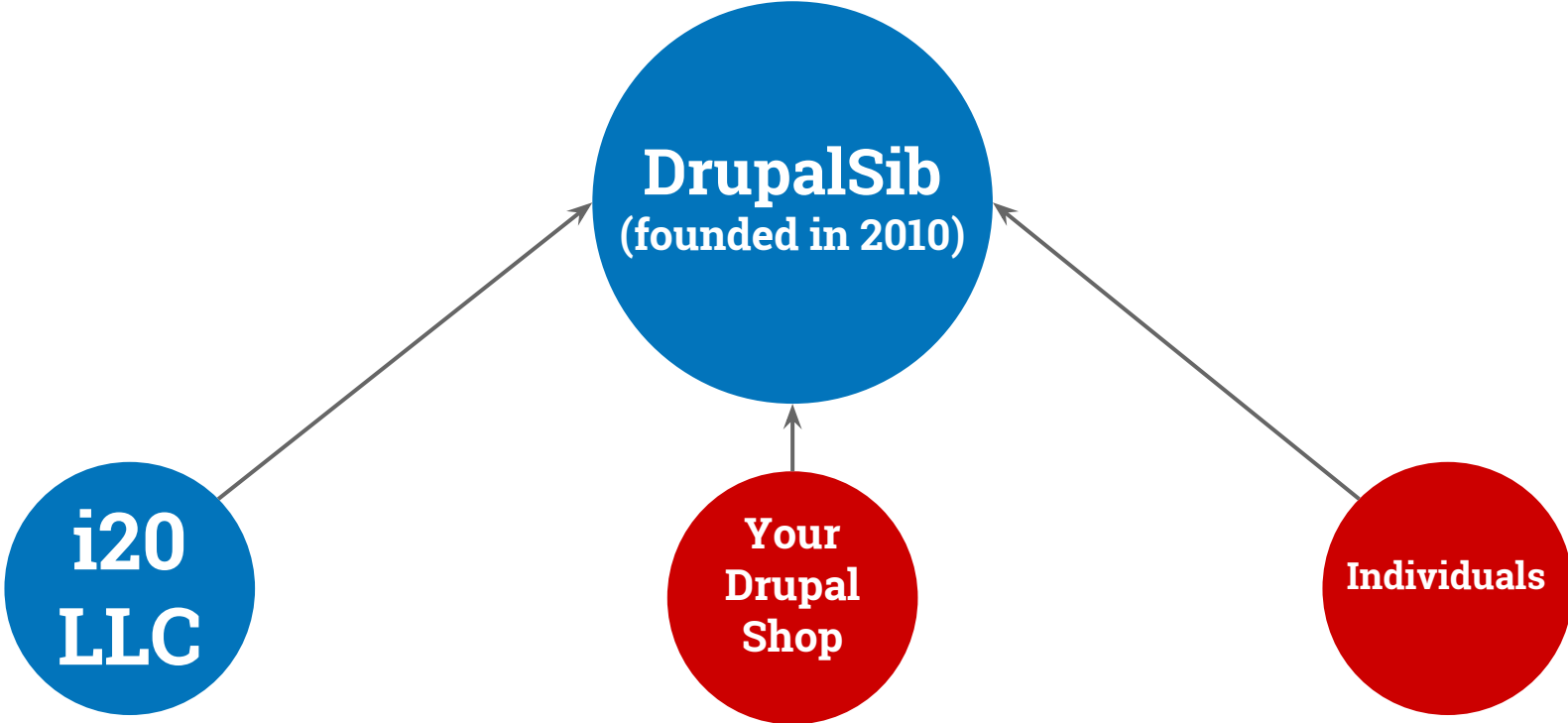
# Bio-IT cluster in Novosibirsk region



# IT-cluster SibAcademSoft



# IT-cluster SibAcademSoft







**DrupalSib** also is a cluster **initiative**.

# What is a super system?



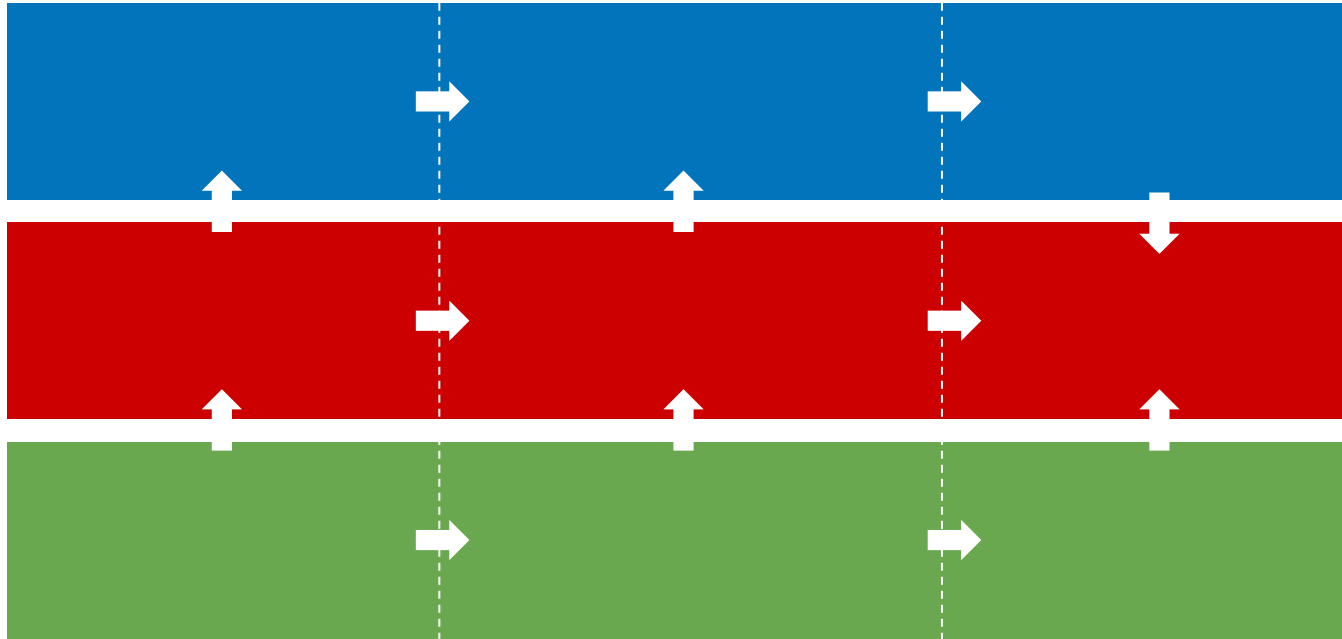
Past Present Future

Super system

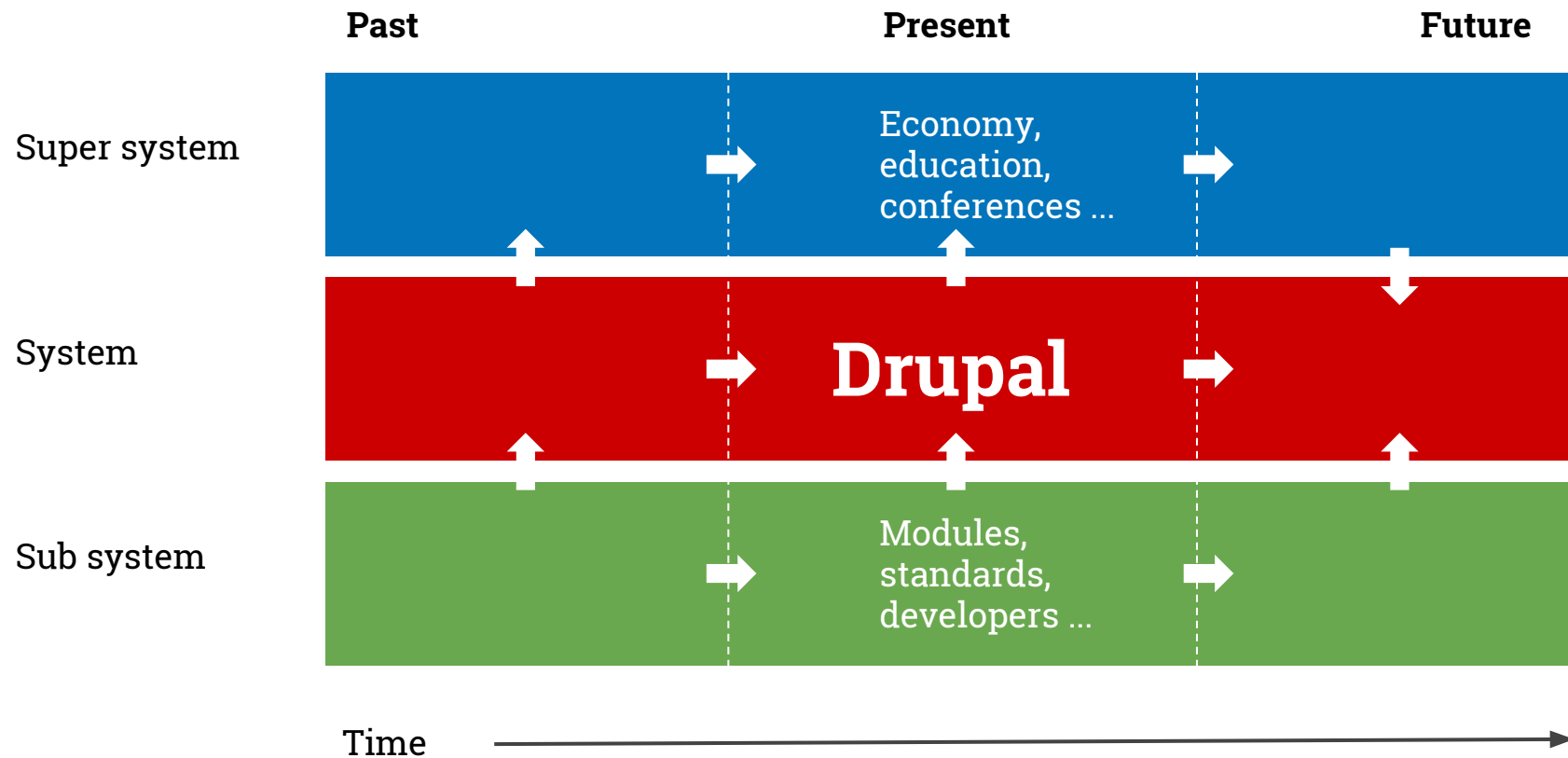
System

Sub system

Time



# What is a super system?





# Current state of **DrupalSib**

- Member of Novosibirsk IT-cluster
- Involved in reform of specialized secondary education
- Drupal is a standard in Novosibirsk Government
- Collaborate with Novosibirsk State University
- Drupal laboratory based on Novosibirsk College of Electronics and Computer Science



# Profit!

- **We make our country better!**
- Government support
- Contacts with decision-makers
- Recommendations
- Participation in conferences
- Access to the common information area
- PR
- **Technopark!**







**2015**

**SibitForum VII in Novosibirsk**





**I have a dream...**



**In 2015 Drupal goes Federal**



**Thank you!**

**Chingis Sandanov**

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