Connected

Drupalcon Baltimore 2017

🐹 Matt Smith

Director of Integrations @smithworx



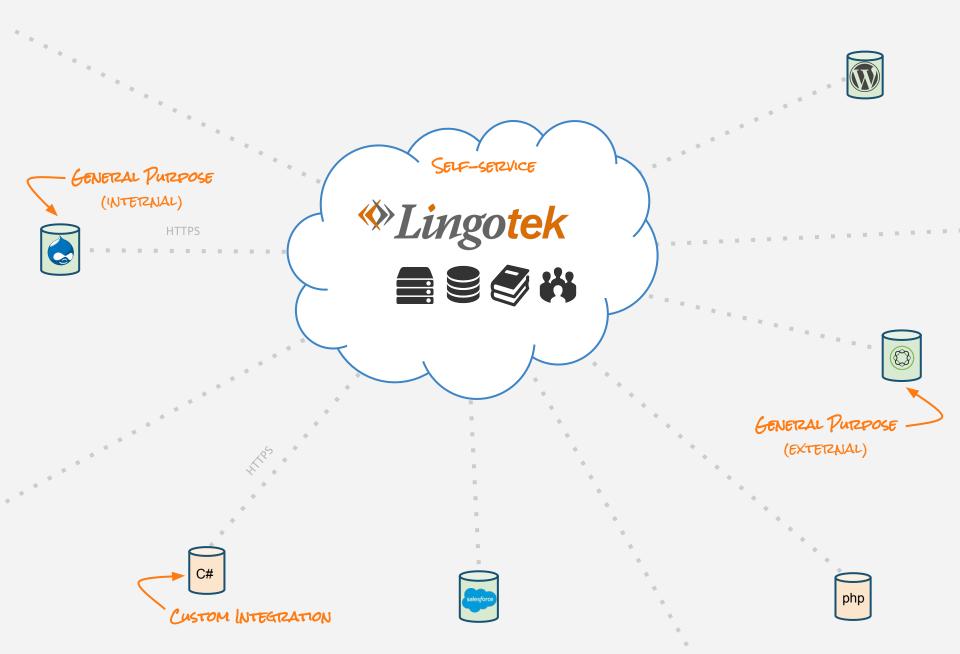
THE **TRANSLATION** NETWORK



Intro Networks **Digital Flow** Transformation

Translation Network



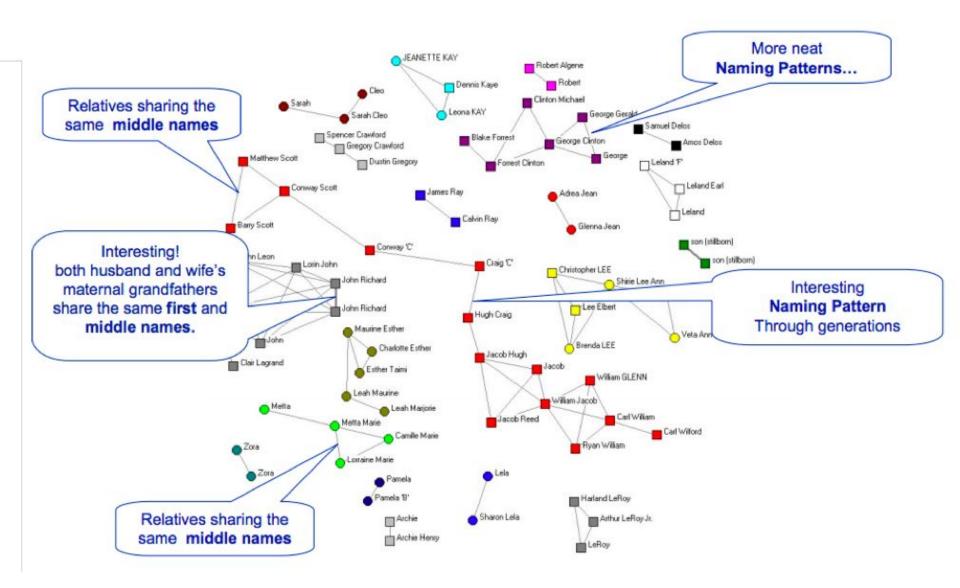






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Networks Digital Flow Transformation

What kind of network is this?

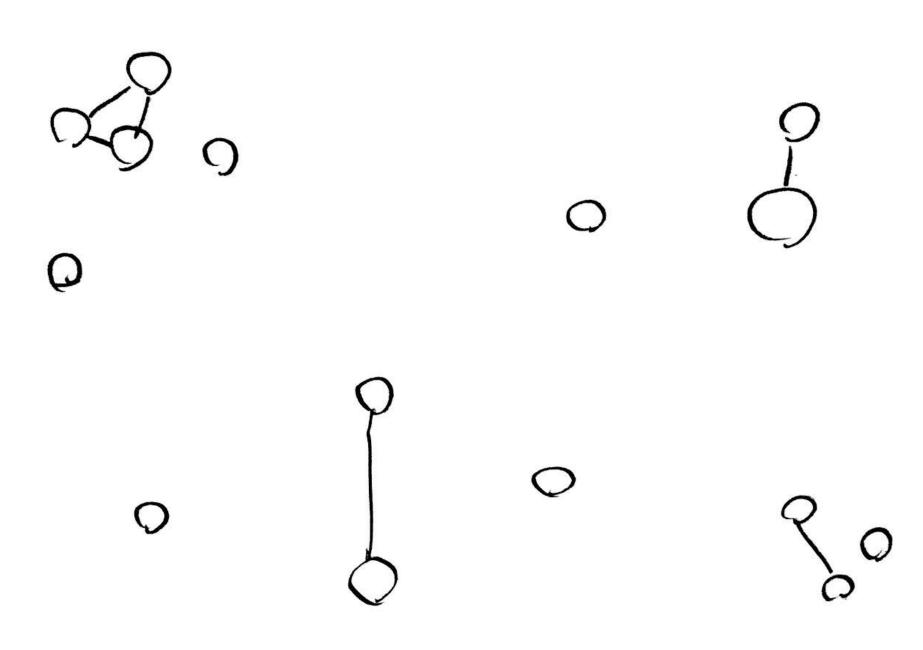


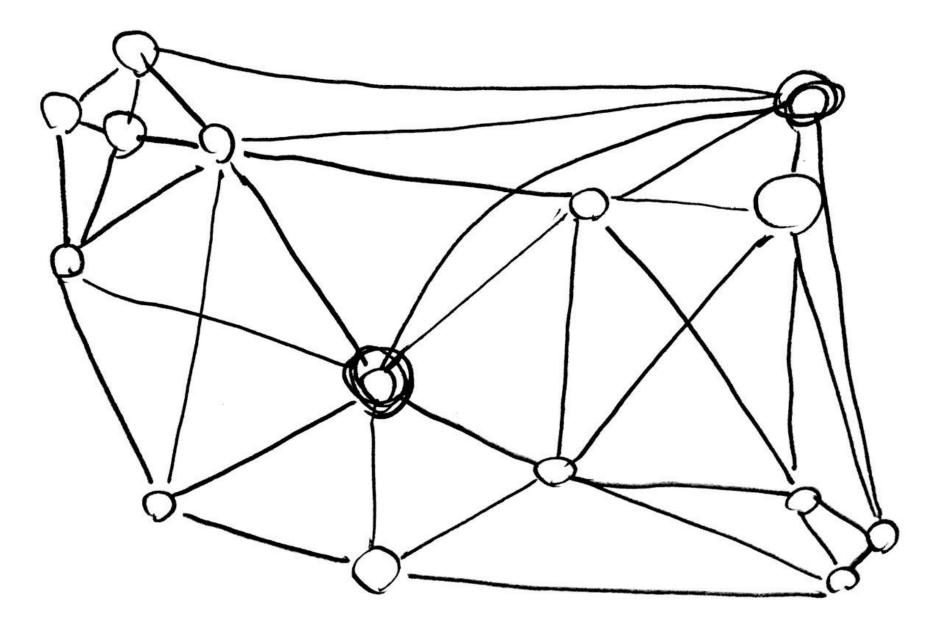
Railway Network



Network Utility*

* The state of being useful, profitable, or beneficial



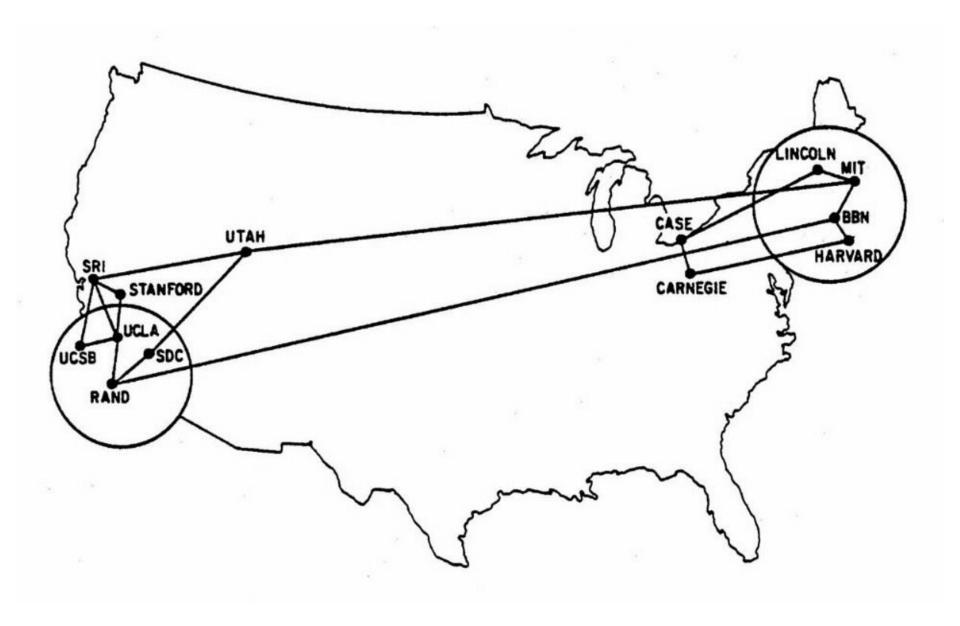


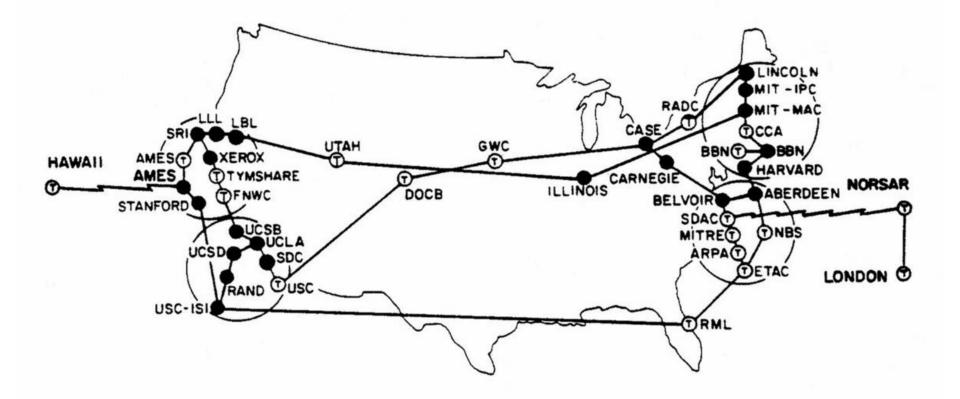
Utility is based on the structure and size of the network

Network Size

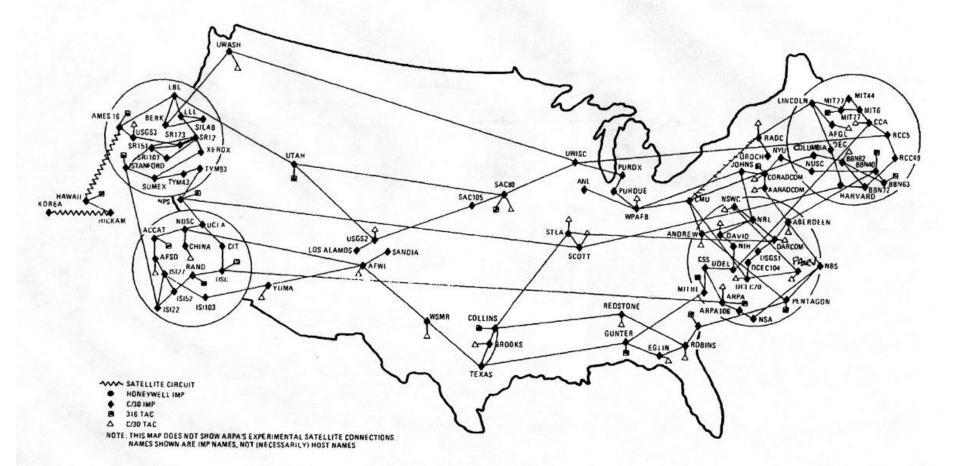


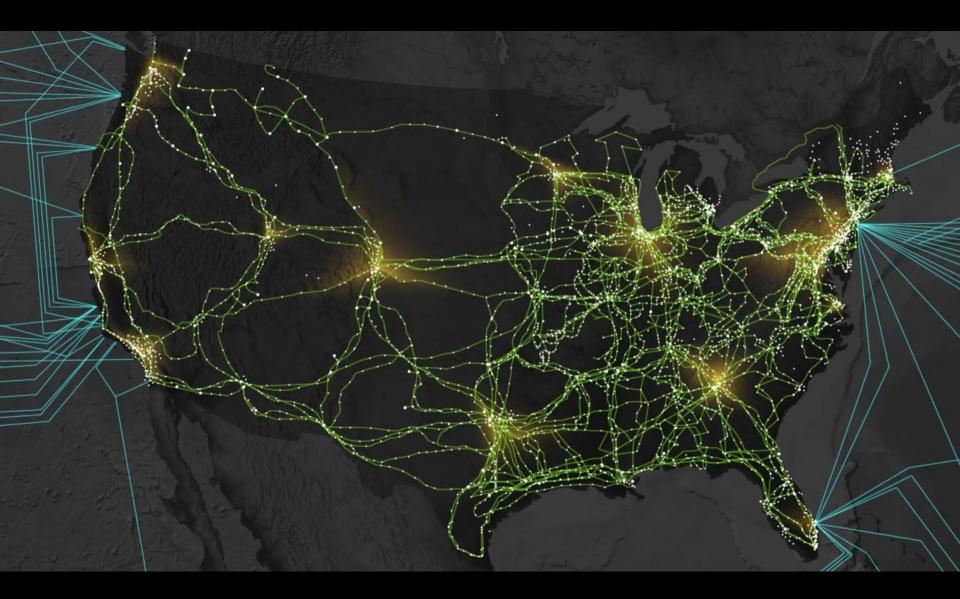






ARPANET GEOGRAPHIC MAP, SEPTEMBER 1983

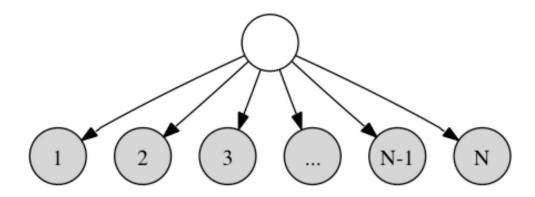






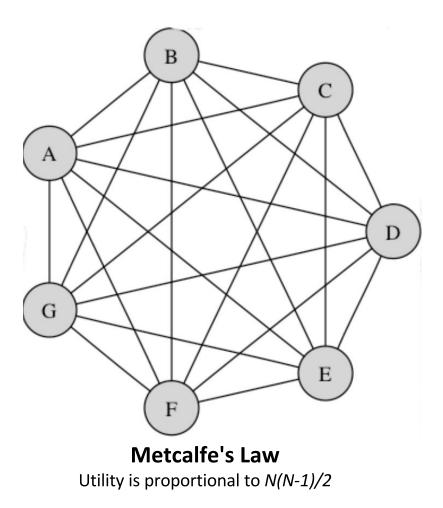
Network Structure

Broadcast Network

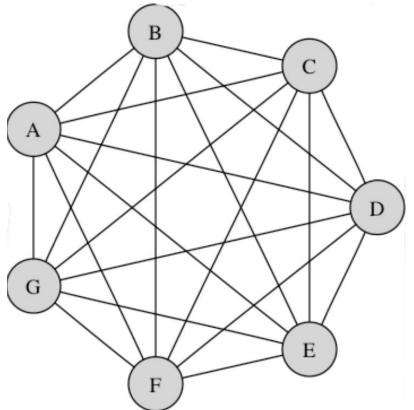


Sarnoff's Law Utility is proportional to the number of viewers *N*

Peer Connecting Network



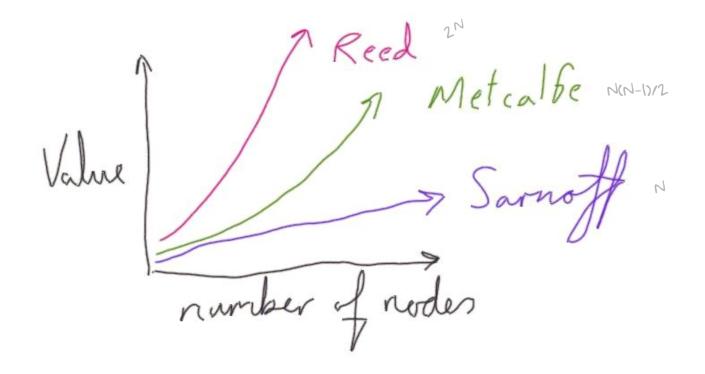
Group Forming Network



Size	Groups	#
2	$\{A,B\}, \{A,C\}, \{A,D\},, \{F,G\}$	21
3	$\{A,B,C\}, \{A,B,D\},, \{E,F,G\}$	35
4	$\{A,B,C,D\}, \{A,B,D,E\},, \{D,E,F,G\}$	35
5	${A,B,C,D,E},, {C,D,E,F,G}$	21
6	${A,B,C,D,E},, {B,C,D,E,F,G}$	7
7	${A,B,C,D,E,F,G}$ (shown above)	1
Total groups:		120

Reed's Law Utility is proportional to N^2

Network Utility



The utility associated with facilitating group affiliations (Reed's Law) far surpasses both the other laws

How do you strategically connect?

We connect with and build strong relationships with **partners**





We connect with and build strong relationships with **customers**





We connect with and build strong relationships with **systems**



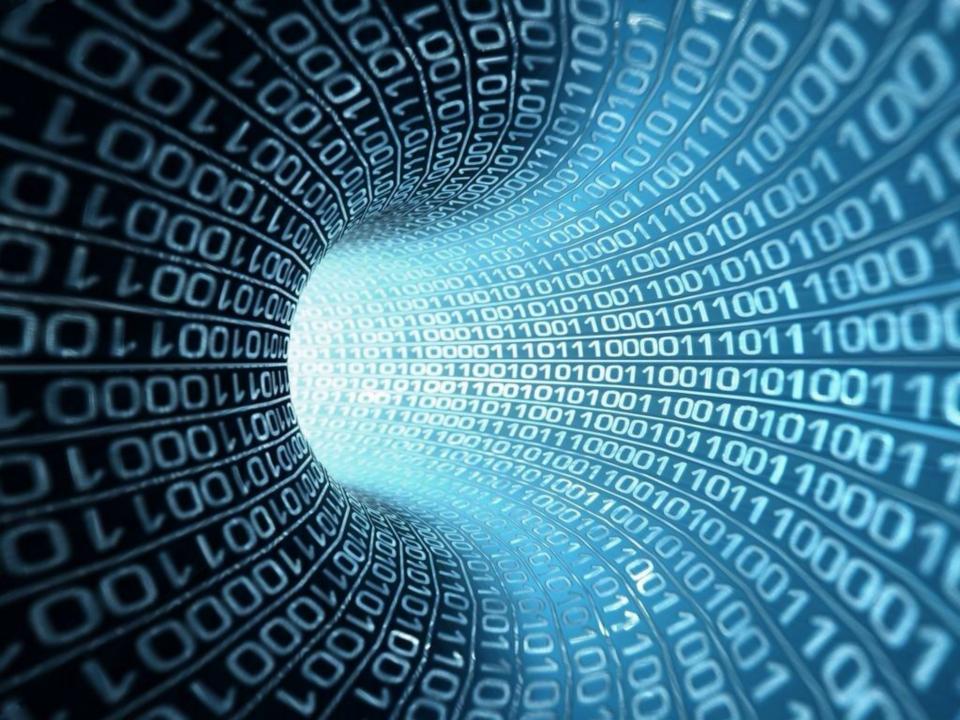


Networks **Digital Flow** Transformation

What **flows** through these new networks?







For example...



We keep dynamic **content** continuously translated overtime



lithium

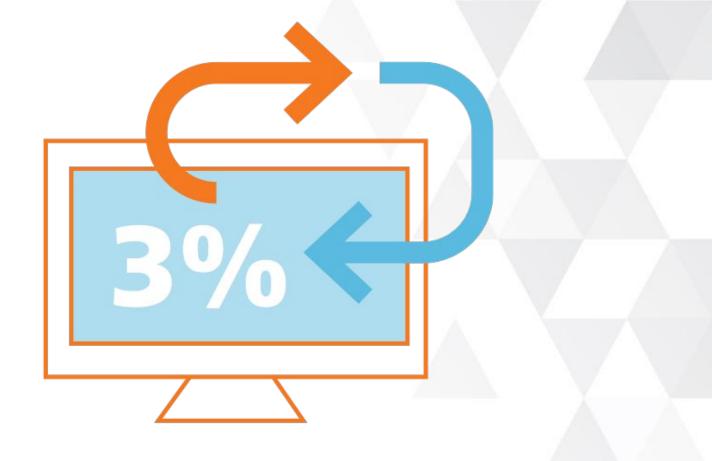
Connectors for content systems







Web content changes 3% every month



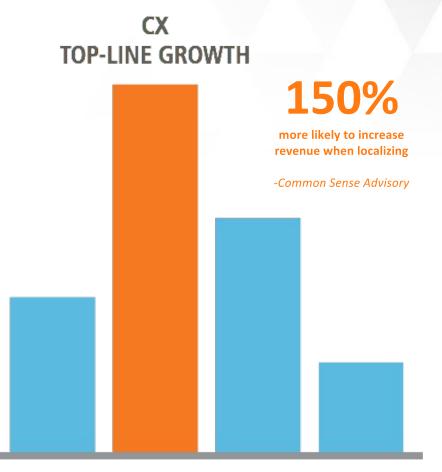
#continuous



30% of Enterprise content is reusable







The most localized companies are leaving everyone else behind.

Localization

Continuous Globalization







