

Content Management and Operations

Create, organize, and manage content for personalized digital experiences more efficiently



Liferay DXP provides a robust content management system that allows business and development teams to create, organize, and manage their content more efficiently, deploy multiple sites with less time and effort, and simplify the authoring and approval process for quicker go-to-market. Tools for managing product information, promotion, pricing and inventory also make it easy for your product managers and e-commerce teams to set up and manage single or multiple online storefronts.

Benefits



Save time and effort creating content with reusable components, such as documents, images, videos, and other elements, that can be stored in one location and shared across multiple sites.



Easily create web content and ensure it contains the right information and displays correctly across different devices and channels.



Quickly organize, search, or preview digital assets for your sites.



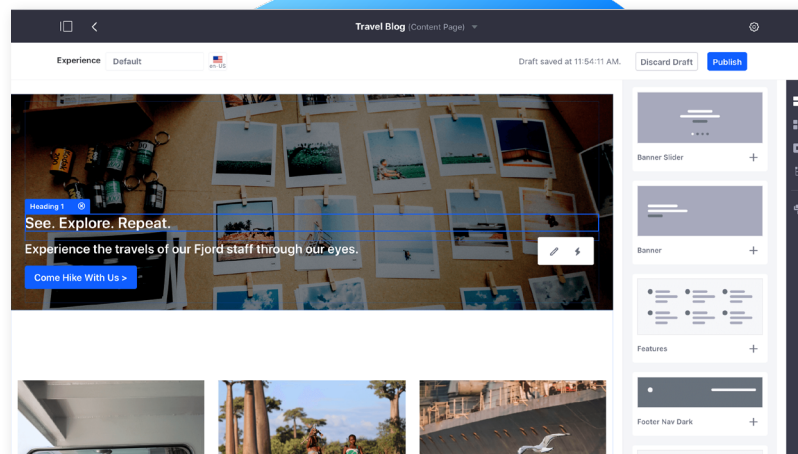
Make it easy for customers to find, compare, or select the right products or services.

Core Features

Content Management System

Liferay offers a robust content management system (CMS) that allows non-technical users to create, manage, and organize web content. The CMS enables you to:

- Create content in a WYSIWYG (What-You-See-Is-What-You-Get) editor that allows authors to create information pages, product pages and other types of content with text, images, and videos.
- Define different types of content (ex. articles, case studies, press releases).
- Specify what headings, fields and other elements each content type should contain.
- Create templates that define exactly how the content should display to your audience.
- Integrate manual or automated translation functionality.
- Schedule when content should be published or deleted.
- Set permissions that determine who can see your content.
- Create workflows to streamline content creation, review, and publishing process.



Asset Libraries

Asset Libraries are virtual spaces where you can create and store reusable assets. You can use tags and categories in your libraries to improve the organization of your assets.

Create asset libraries to:

- Group together content for departments, teams, or even individual products and campaigns.
- Re-use assets from one library on multiple sites to ensure consistency across sites.
- Store content and related assets in smaller, focused buckets that are easier to manage.

Content Dashboard

The Content Dashboard is a one-stop-place where content authors and marketers can view how different content is performing across multiple sites. This centralized application can sort and group content and its performance by topics, stages, and audiences so your teams can quickly determine what content is performing best and repurpose it to optimize other campaigns. Use the Content Dashboard to:

- Find content by author, topic, type, or file extension, using a robust set of filters.
- Run content audits across all your sites to determine content effectiveness, identify gaps, and find outdated material.
- Track content performance to evaluate content interest, optimize campaigns, and identify high-performing assets you can repurpose for other uses.

Multi-Channel Product Catalogs

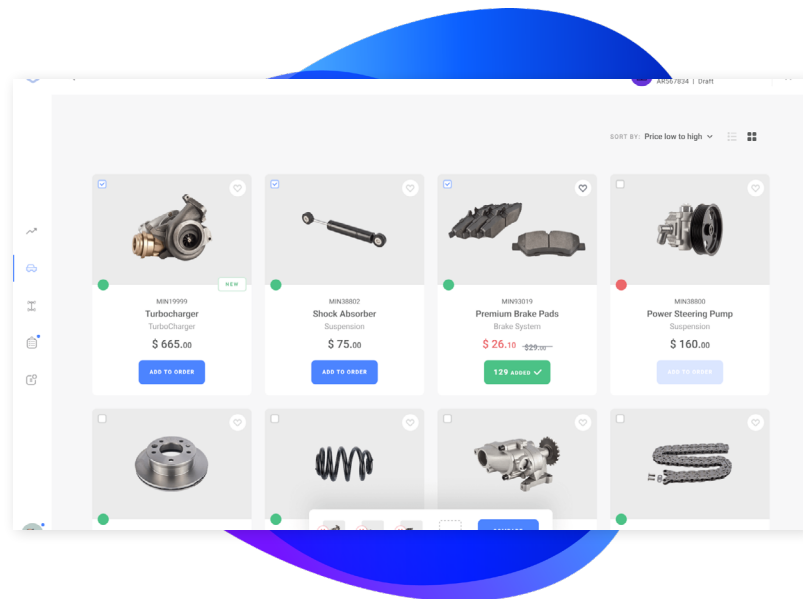
Product catalogs give you the ability to create more than one group of products, each with their own set of category managers or owners who are responsible for making updates. This allows you to control who manages and makes edits to different groups of products, which is important when you have several product lines or brands owned by different individuals.

Site administrators or product managers can also control which products in their catalog display to end users, depending on account, account group, or account role.

Liferay's product information management system supports a variety of product types, including:

- Simple products, is any physical product for which inventory is tracked.
- Products with variants, such as for special bundles or different color options.

- Grouped products for customer convenience or to offer a special price.
- Product bundles for products that can be configured with different complementary products, such as purchasing a laptop with a special graphics card or more powerful processor.
- Virtual products such as videos, electronic publications, warranties, and service contracts.
- Subscription products for items such as magazines, renewable service contracts, and automatic ordering for regularly consumed items. You can also use channels to connect catalogs and products to any place your products are sold: a Liferay-based storefront, third party marketplaces, or even back office phone sales.

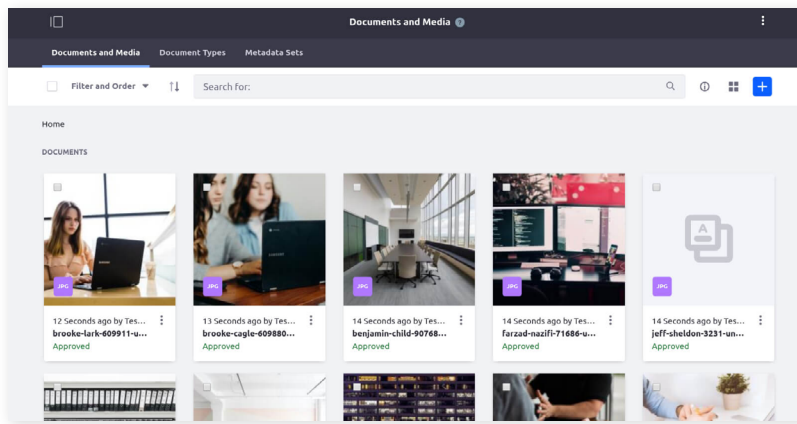


Document and Media Manager

You can use the Document and Media Manager to store, view, and manage files for your Liferay DXP instance. Use the Document and Media Manager to:

- Provide a central location to store different types of documents, images, videos and any type of file you need to manage on your site.
- Search, filter, or better organize your digital assets using tags and categories.
- Review assets before they're published using workflows.

By default, Documents and Media uses the Simple File System Store, but you can configure your instance to use an alternate file store (ex. DBStore, Google Cloud Store, or Amazon S3 Store). You can also integrate Documents and Media with Microsoft Office 365, OpenOffice, Google Drive, and other applications to provide additional functionality in Liferay.

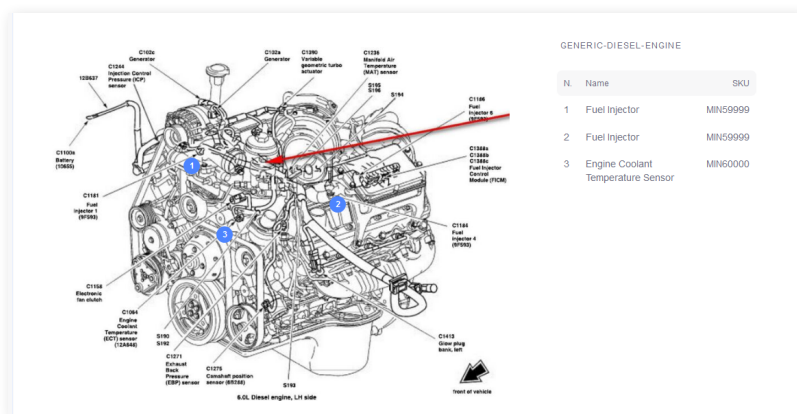


Product Information

Liferay integrates with your existing PIM or ERP system so that you can easily surface product information that resides within these systems.

If you do not have a system for managing your product information or need to enrich the product information you have from an existing tool, you can use Liferay to enter and manage the following type of product content:

- Product options such as size, color, and discounted bundles.
- Specifications such as dimensions, color, weight, and capacity.
- Images to help customers make a product selection.
- Categories to help organize your products.
- Exploded diagrams that help customers find parts for larger equipment.



Price Management and Discounts

Liferay provides a robust pricing engine to ensure your customers see the price they're entitled to, including any promotions or discounts applicable to them. You can define

multiple price entries for a single product SKU and determine which accounts, account groups, and account roles are eligible to receive each price. Pricing and discount components include:

- Base price list for storing the starting price entry for every product SKU in a catalog.
- Prices lists that allow you to create special pricing for specific accounts or customers.
- Promotion lists which allow you to make special sale pricing available to eligible customers and highlight the pricing in a way that shows a promotional discount has been applied.
- Price modifiers that enable you to define prices in relation to a base price for certain segments of your customers at scale. For example, customers designated as gold members get a 3% discount for products in category A. If the price of a product in category A changes, then the price for gold members is automatically recalculated with their discount.
- Price tiers which allow you to define specific prices for orders that meet certain requirements, such as volume discounts.
- Scheduling limited time promotions.
- Offering free shipping.
- Discounting based on a special bundle or total price of the order.

You can tailor discounts and promotions broadly, or refine your offers so that they only display for a select group of accounts or a small group of specially selected customers.

Inventory Management

Liferay provides tools for product inventory management that scale from users with a single warehouse to large organizations with geographically distributed warehouses. There are several features used in managing inventory, which include:

- Inventory management system for tracking all product inventory in a single place.
- Multi-warehouse inventory, which allows you to see how much inventory is available at each warehouse.
- Availability estimates to let customers know when out of stock products are available again.
- Low stock actions perform automated actions when inventory reaches a minimum threshold.

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.