



5 Ways Manufacturers Build Digital Success with Liferay

 Liferay

Introduction

Despite the well recognized need for digitalization, the average manufacturing company still seems to struggle with executing effective digital transformation strategies. In order to stay relevant in the industry's changing digital landscape, organizations need to invest in technology and initiatives that connect employees, suppliers, dealers and other business partners to better serve the end customer.

This e-book will provide insight into how manufacturers can use [Liferay Digital Experience Platform \(DXP\)](#) to successfully implement solutions that will digitally enable different stakeholders along their organization's value chain and position their business for long-term success.

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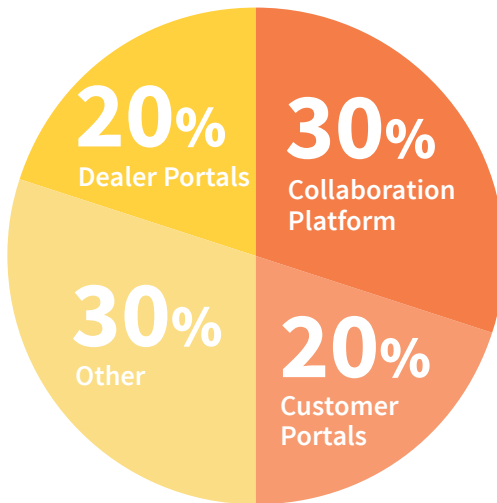
Just 10 percent of global manufacturing companies are Digital Champions, while almost two-thirds have barely or not yet begun on the digital journey.

Source: Global Digital Operations Study 2018, PwC



How Do Manufacturers Use Liferay?

A recent study of 93 Liferay customers within the manufacturing industry sought to determine how organizations use our platform. According to the study, companies commonly leverage Liferay for one or more of the following use cases: collaboration platforms, customer portals and dealer portals.



We'll explore how manufacturing companies use these solutions built on Liferay to overcome common industry challenges, create value for their users and increase revenue.





1

Customer Portals

Even manufacturers who have never had first-hand access are increasingly investing in a direct relationship with their end customers. [Customer portals](#) built with Liferay can be part of a seamless and personalized customer journey by:

- Aggregating current and future insights to drive personalization and innovation.
- Enabling fast and efficient self services such as ordering spare parts and account management.
- Providing flexibility to account for evolving business needs and pricing models resulting from Industry 4.0.

Using Liferay, manufacturers are well-equipped to drive next generation customer experience and value.

AIRBUS

Over 3,000 civil and military operators rely on [Airbus Helicopter's customer portal](#) to keep their aircraft operational. Using Liferay DXP, Airbus was able to provide an improved and modern platform that brought efficiency and autonomy to over 24,000 users worldwide.

Key features include: customer account management, electronic warranty claims management, health and usage reports gathered from integrated sensors, online purchase of spare parts, order tracking, instant quotations and invoices.

Results:

- Improved operational efficiency for all helicopter operators
- Greater productivity through personalized dashboards and self-service
- Intuitive browsing organized by helicopter fleet instead of by department





2 Collaboration Platforms

Rising customer expectations and complex organizational processes are driving the need for manufacturers to enable **seamless collaboration** internally as well as with external partners. Liferay supports complex, global teams with:

- Easy management with user authentication and granular permissions.
- Strong integration capabilities that help to unify scattered assets and data.
- Numerous out-of-the box features for social and collaboration.
- Streamlined business processes with forms and workflow.

Liferay DXP can help bring people, processes and systems together so each of the parties involved can work concurrently towards a common goal.



With over 16 subsidiaries, 12 languages and 3,000 employees, managing communication for a global tech and service-oriented concrete machinery company can be difficult. However, [Putzmeister](#) leveraged Liferay to build a comprehensive platform that fosters collaboration among all internal and external users.

Key features include: decentralized maintenance, up-to-date contact directory of all employees worldwide and entire range of products, including all variations and country-specific designs, on one platform.

Results:

- Internationally connected for the first time
- Out-of-the-box content management system helped to organize over 5,000 documents
- Integrated diverse applications and support for many sites





3 Dealer Portals

Dealers have started to play a dual role as they simultaneously give an indication of how the market is doing as well as a customer perspective. [Dealer portals](#) built with Liferay support:

- Bidirectional flow of information to gain valuable customer insights that can be incorporated in early production and design phases.
- Training and materials necessary to communicate the benefits of your products.
- Unique needs of B2B sellers such as complex buying workflows and pricing rules.

Use Liferay DXP to serve your B2B partners with an integrated experience, from purchase to service.

VOLKSWAGEN

GROUP FRANCE

Through a B2B dealer portal, [Volkswagen Group France](#) simplifies the day-to-day operations of its 20,000 users which includes authorized dealers, repairers and employees.

Key features include: multimedia library, event calendars, personalized access to product sheets, most updated prices, circular letters and directives.

Results:

- Single portal supports the Group's five different brands
- Modern interface integrating 100+ business applications such as booking, rental applications and more
- Document sharing based on user roles and permissions





4 Public Websites

Your buyers allocate an increasingly large portion of their time [researching online](#) before they even talk to you. Websites are thus a powerful tool for manufacturers to support new and existing business opportunities. With Liferay's strong integration capabilities companies are supported in providing a connected customer journey – from buying a product to consuming post-sales services. [Websites](#) built with Liferay enable:

- Out-of-the-box support for multiple languages and localizations
- Personalization and content targeting
- Mobile optimized and engaging interfaces
- Front-end agnostic content displayed with headless CMS



Bosch Smart Home's project was centred around the idea of creating a consistent customer journey for their online shop. So they turned to Liferay to build a website that is user-friendly and able to integrate with their back-end systems, such as SAP to handle sales processes.

Website visitors can: shop online, raise questions over chat, watch installation videos, handle returns or warranty claims.

Results:

- One location for information, shopping and services
- Rapid globalization due to flexible architecture
- Achieved 4.8 stars out of 5 on Trusted Shops, the European Trustmark for online shops

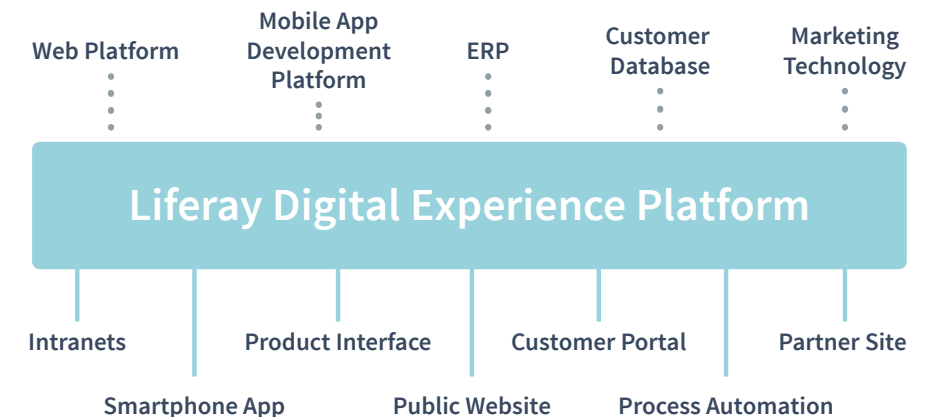




5 Integrated Platform

Delivering a seamless and engaging customer experience to subsequently drive more revenue requires [excellent integration](#) with enterprise resource planning and an assortment of existing technologies. Businesses that struggle to connect their legacy systems with newer technologies can benefit from [Liferay's robust integration capabilities](#) to:

- Support multiple audiences on a single platform, so they can serve your customers together.
- Overcome siloed processes, systems and data.
- Extend the value of existing legacy technology.

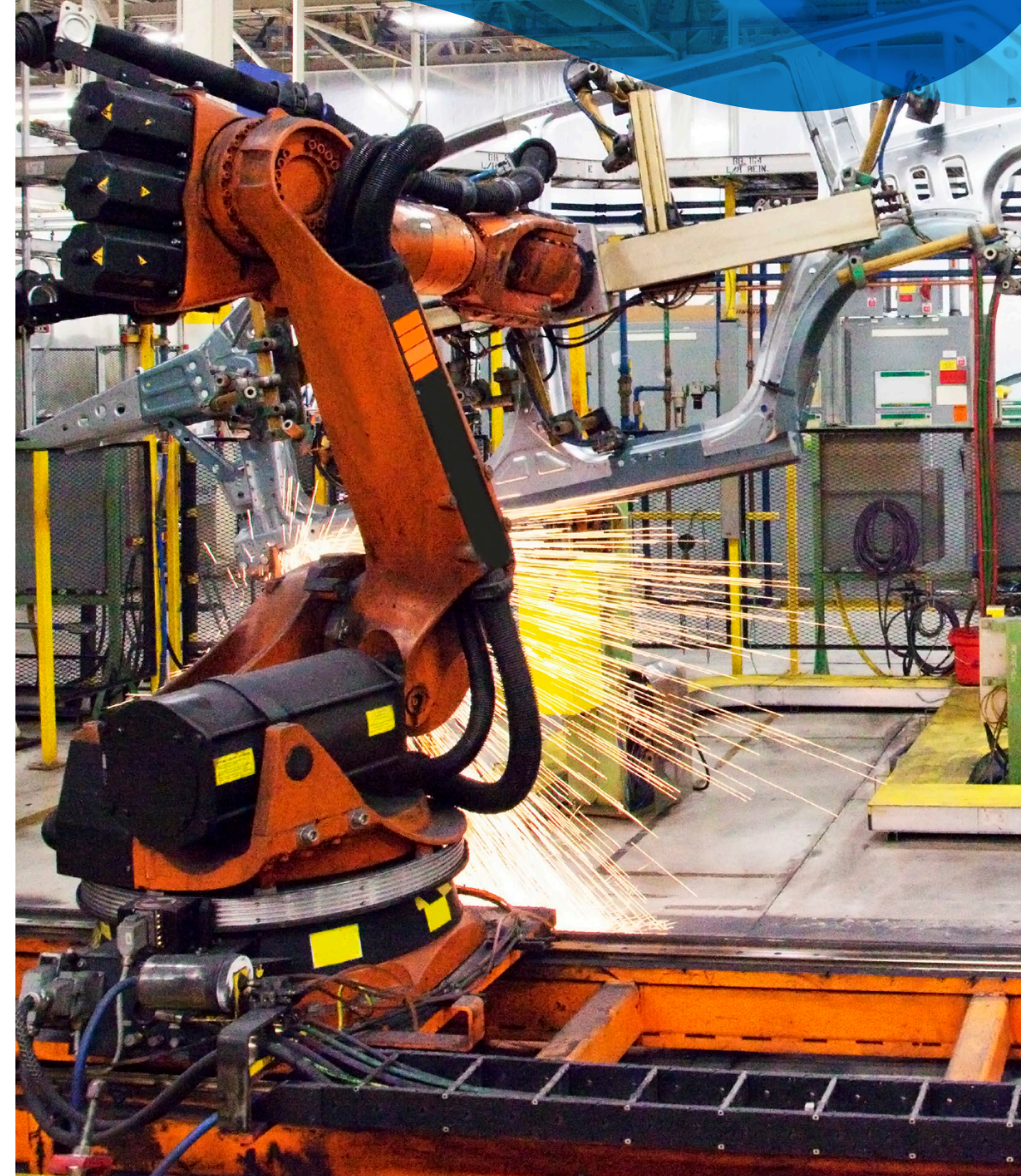




QAD is a leading provider of enterprise software and services designed for global manufacturing companies. After using a combination of disparate solutions, their IT department decided it was time to enhance the company's infrastructure by building an integrated platform that connected all of its sites.

Results:

- One solution for intranet, public website and content management system
- Greater personalization by leveraging customer data from multiple sources
- A solid technical foundation that can evolve alongside IT's role within the organization





Summary

By understanding how our software is most commonly leveraged by manufacturers around the world, businesses can evaluate the benefits of utilizing Liferay Digital Experience Platform as a strong foundation that will keep up with customers' rising expectations and the industry's changing landscape.

Moving Forward

See how Liferay DXP can facilitate both a smooth and successful legacy system transition and provide you with the necessary tools to embrace digital transformation. Visit liferay.com/products.

Learn more about how Liferay DXP supports businesses globally at liferay.com/stories.

Speak with a Liferay expert and schedule a demo of our software by visiting liferay.com/request-a-demo.



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.

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