

7 Popular Liferay Use Cases



How Do Businesses Use DXPs?

For over a decade, we've seen enterprises leverage the capabilities and flexibility of Liferay DXP to become truly digital businesses. While DXPs are notably powerful, their flexibility can open up the daunting task of figuring out what exactly a business wants to accomplish with it. Here are 7 of the most common ways we've seen organizations benefit from digital experience platforms.

- Self-Service Customer Portals
- B2B Commerce Sites
- Modern Intranets
- Integration Platform
- Partner Portal/Extranets
- Commerce Portals





1 Self-Service Customer Portals

Self-service may be the first step to more modern customer experiences, but if businesses want to lay a foundation for truly exceptional customer experiences, they will need to unify customer experiences into a single, easy-to-use, portal solution.

When customers have a unified location to download resources, access digital services, and resolve their issues without contacting a representative, they will not only be more satisfied with the service provided, but also be more willing to return and use the portal.

When businesses provide a unified solution for their customers, they are able to:

- Reduce calls to customer support with self-service capabilities, decreasing cost-to-serve.
- Deliver personalized experiences according to audience behavior, roles, and preferences.
- Integrate with existing systems and services to deliver a streamlined customer experience.



Making the Customer Experience Easier

For over 80 years, EATEL has served residential and business customers in the US. But they knew that if they wanted to continue providing excellent customer experiences, their digital channels would need an upgrade.

To modernize the customer experience, EATEL built a [responsive self-service customer portal](#) to:

- Provide a complete view of the customer relationship.
- Deliver self-service capabilities that interface with various back-end systems.
- Customize for future changes and evolving service offerings.
- Reduce calls into the call center by 30%.

[Read the full case study here >](#)





2 B2B Commerce Sites

In order to better meet the complex needs of B2B buyers, sellers must be able to serve their customers for the entire journey, rather than just up until the point of purchase. But pure-play digital commerce platforms will be unable to support post-purchase experiences.

When sellers instead rely on technologies that have been designed to address the entire buying experience, they are able to:

- Manage the entire experience, from first-touch to post-purchase on just one platform.
- Increase upsell and cross sells, by delivering personalized content and product recommendations.
- Empower their sales teams with digital tools to assist, nurture, and grow every account.



Simplifying B2B Ordering

With customers in over 40 different countries, Tag, an end-to-end global market production partner, needed a strong foundation for their commerce systems since their existing legacy systems hindered their ability to actually deliver any of the experiences their customers were looking for.

By implementing B2B commerce on a single platform with Liferay, Tag was able to transform their selling processes by:

- Connecting and managing systems, applications, and data more easily.
- Simplifying complex B2B ordering through self-service capabilities.
- Reducing both system management and customer service costs.

[See how Tag did it here >](#)





3 Modern Intranets

No matter where your employees work from, they are the foundation for the excellent customer experiences you want to deliver.

Business leaders understand that in order to deliver better employee experiences, they must be able to offer employee solutions that:

- Increase organizational efficiency through forms, workflows, and custom roles.
- Support global and remote workers from any device.
- Empower their employees to find and share information easily.



Supplying Better Employee Experiences

To be the best advanced material supplier, Materion needed to connect over 2,600 employees. But they were hindered by outdated processes and tools. Employees struggled to find the content, policies, and information they needed.

The new intranet built on Liferay saw a 20% increase in sessions in just four months. Now employees are able to:

- Access the information they needed through a single platform.
- Consume content like podcasts, videos, and infographics.
- Communicate globally, fueling a culture of collaboration.

[Dive into the full case study here >](#)





4 Integration Platform

With great dreams to deliver better digital experiences come great responsibilities to manage all the systems and applications needed to do so. While organizations may be determined to digitally transform their business, this goal is often hindered by legacy and siloed technologies.

But organizations have been able to overcome these challenges by using a robust digital experience platform to:

- Unify disparate systems with APIs, web services, and integration points.
- Leverage past investments by integrating with existing and legacy systems.
- Simplify IT management by reducing time and costs to manage systems.



All in This Tech Stack Together

Due to the changing nature of digital business, QAD's IT team understood that their role was becoming more than simply managing technology, but understanding the needs of their employees, customers, and partners and providing solutions to help them accomplish their goals.

However, QAD's IT team had struggled in the past using a combination of disparate solutions and wanted a single solution to bring together their intranet, website, content management system, and future solutions together.

QAD adopted Liferay in order to:

- Go to market with new solutions quickly, such as a customer portal and online customer forums.
- Implement new features, such as greater personalization, into existing solutions.
- Leverage a flexible and evolving platform to meet changing IT needs.

[See how QAD transformed their tech stack here >](#)





5 Partner Portal/Extranets

As an external facing tool for suppliers, partners, and agents, extranets still need to provide continuity in the customer experience, even when working through a third party. But only 35% of companies have effective coaching and development for their channels.¹

Channel partners do not need to be a neglected side character. Rather, they can shine and help businesses be successful with a tool that empowers them to:

- Sell more effectively with personalized dashboards and content.
- Support large global networks with granular roles and permissioning.
- Encourage adoption with easy self-service experiences.

¹ Channel Enablement: 4 Stats You Need to See

Hewlett Packard Enterprise

A Partner For Success

With seven separate aging partner portals, Hewlett Packard Enterprise (HPE) was unable to provide the necessary digital experiences needed to empower their more than 170,000 channel partners worldwide.

By offering partners a single global entry point through Liferay, HPE is able to:

- Personalize homepages and dashboards based on complex permissioning and roles.
- Integrate the portal with all of the services and tools available in the partner ecosystem.
- Scale efficiently as the partner base continues to grow.

[See how HPE enabled partners here >](#)





6 Websites

Websites are the entryway to your business's digital experience. The website experience will either compel users to journey further in or leave in favor of a better solution.

Businesses need to be able to quickly create the tailored experiences that their customers are looking for. But these websites not only need to be user-friendly, but also:

- Easy for business users to edit and manage, alleviating the burden on IT teams.
- Quickly customizable to accelerate go-to-market.



Accelerating Time-to-Market for 300+ Sites

AGIA believes that the insurance and benefits they offer to each of their 30 million customers needs to be personalized for their individual needs. However, this philosophy did not extend to the digital experiences the company delivered. Their existing systems were unable to provide that same level of flexibility and personalization for the company's digital experiences.

To overcome this challenge, AGIA leveraged Liferay to:

- Reduce maintenance and support costs with easily customizable sites, even by business users.
- Improve site usability, making experience simple and streamlined.
- Roll out 300+ sites in just 9 months.

[Take a look at how AGIA did it here >](#)





7 Campus Portals

Effective remote learning is more than just providing relevant material online. Educational organizations will need to learn how to facilitate excellent digital experiences that make it easier for students, parents, and staff to learn and connect.

Elevate the user experience by building campus portals that are able to:

- Deliver personalized dashboards and sites according to granular permissioning.
- Integrate easily with third-party applications and older legacy systems.
- Protect sensitive documents and information.



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Education Beyond Physical Borders

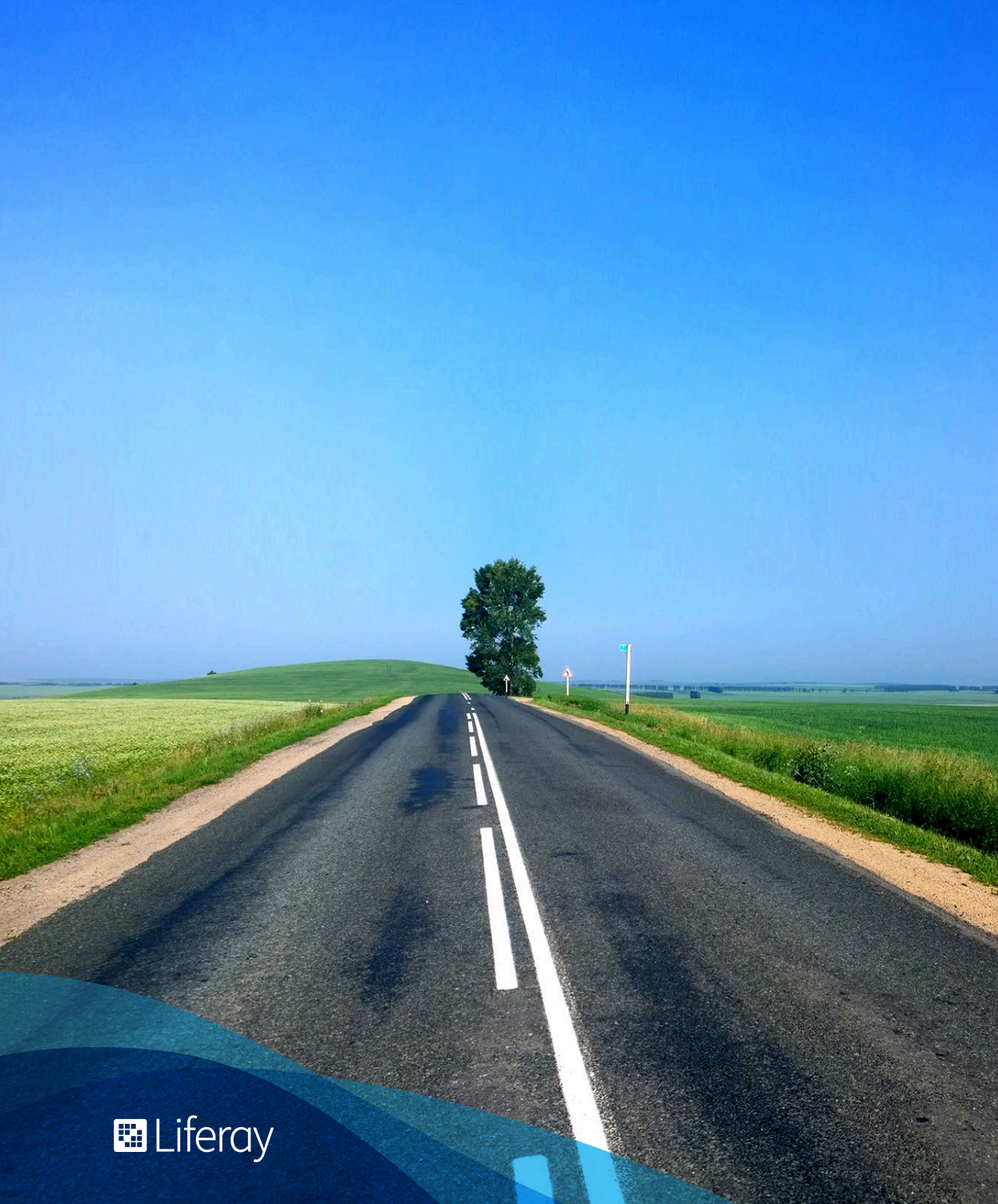
With over 170,000 international students from London to Singapore, The University of London wanted to give these remote students an engaging experience to have a sense of community.

Using Liferay, the university's developers were able to:

- Manage content and applications across five sites all through one platform.
- Empower business users to manage pages and content without their help.
- Deliver personalization to make the portal even more meaningful.

[Access the full case study here >](#)





Want to See What This Means for Your Business?

While these are common use cases of Liferay, we know that each business has its own unique and complex challenges. See how you can utilize Liferay's flexibility to meet your organization's goals by [scheduling a live demo here](#).



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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