



Tag makes B2B Ordering Easier with Self-Service

Global Marketing and Communication leader uses Liferay to implement B2B commerce on a single platform.

Summary

Williams Lea Tag is a global leader in marketing and communication solutions. It is made up of two strategic business units: William Lea and Tag.

Because of their complex B2B requirements and global reach, Tag needed a strong foundation for their commerce system. They replaced their legacy systems with Liferay to deliver a self-service commerce portal that simplified ordering into a single system.

In Brief

INDUSTRY:

Professional Services

COUNTRY/REGION:

Global

USE CASE:

Self-Service Commerce Portal

KEY FEATURES:

Single Sign On, Unified Data Management, Collaboration, Web Content Management



We have successfully implemented an e-commerce experience into the B2B space in which we operate. Clients manage their own ordering, which has removed a significant cost for Tag. The quality of service has improved as clients prefer the simple and familiar nature of self-service ordering. Who doesn't like a bit of online shopping after all!

Alex Abrams, Head of Technology at Tag

Challenges

- Legacy systems prevented self-service ordering of printed collateral and merchandising
- Could not aggregate data and connect workflows
- Unable to integrate with third-party applications and systems

Results



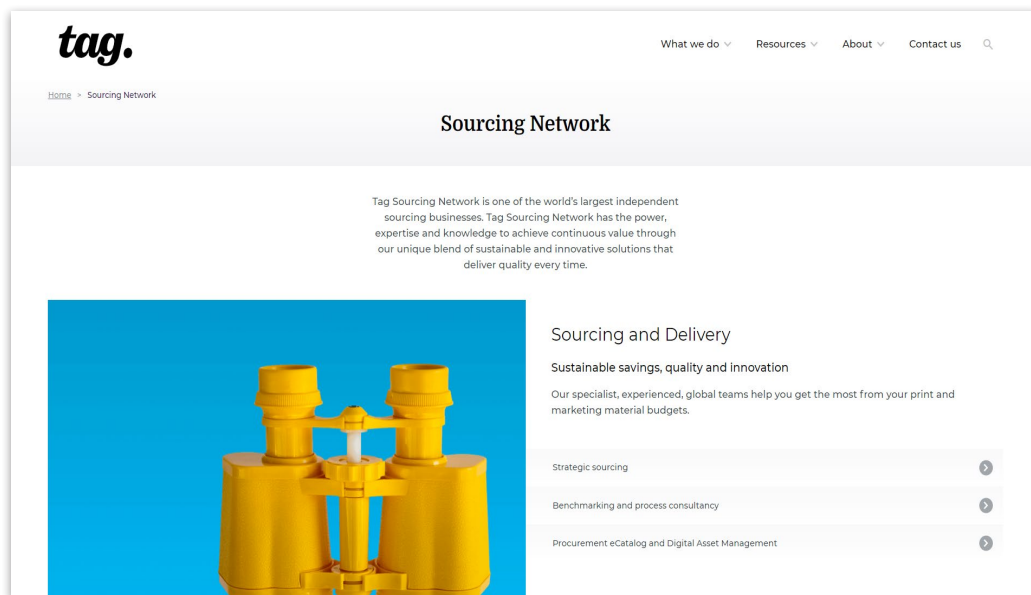
BUILT A SELF-SERVICE PLATFORM THAT SIMPLIFIED ORDERING OF PRINT AND PRODUCT MATERIALS

Customers can now manage their own ordering through a simplified user interface.



CONNECTED SYSTEMS AND APPLICATIONS TOGETHER INTO A SINGLE INFRASTRUCTURE

It's now easier to manage systems, applications, and data.



Hindered by Legacy Systems

Established in 1820 as a financial printing business, Williams Lea Tag has expanded to become a global leader in integrated marketing and communication solutions. Headquartered in London, the company has a presence in 195 cities across 40 countries. Williams Lea Tag Group is comprised of two strategic business units: William Lea, a global provider of skilled business-critical support services to financial, legal, and professional services firms and Tag, an end-to-end global market production partner for brands and agencies.

However, Tag was limited by their legacy systems. Not only were they unable to deliver self-service ordering for their customers, they were unable to connect Tag's ecosystem to other third-party applications and systems.

Self-Service is Key for B2B Organizations

Tag understood the need to provide their customers with self-service functionalities, so under the guidance of their equity investor Advent, Tag looked to a new platform that could help address these challenges. Advent suggested looking into Liferay as it had been successful in other companies in the Private Equity portfolio.

Tag ultimately chose Liferay for its horizontal portal origins, modular infrastructure, and commerce tools designed for B2B. Partnering with Liferay's Global Services and consulting teams, Tag was able to quickly implement a solution to tackle their challenges.

With a single platform, Tag was able to:

- **Redevelop independent home-grown applications into a single infrastructure.** Now Tag is no longer held back by siloed homegrown systems and is able to alleviate MarTech fatigue. Now systems and applications are all connected together through Liferay.
- **Simplify complex B2B ordering with a self-service platform.** Tag is now able to deliver a unified self-service ordering platform that includes requirement specification, reordering, consolidation of orders, and more. Clients are now able to manage their own ordering which makes it both easier to order and helps reduce costs for Tag.

As Tag continues to expand their B2B commerce, they plan to leverage Liferay to automate their supply chain and CP process, and connect sales data with production costs to get a more accurate ROI.

For more information, [contact sales@liferay.com](mailto:sales@liferay.com).