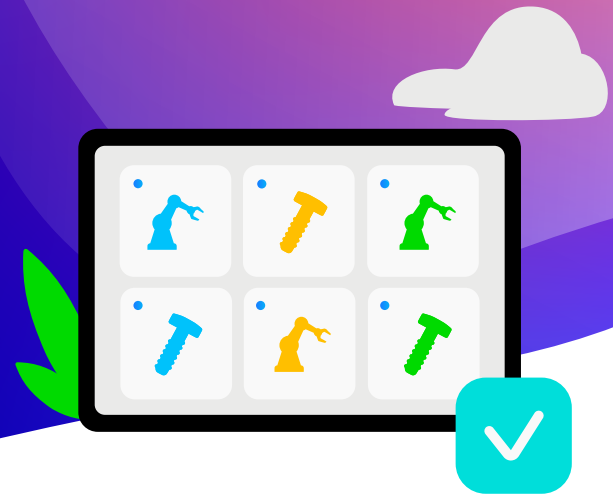


# Key Challenges for the Manufacturing Industry



## Industry Key Issues

- Manual processes that hamper manufacturers' speed and agility
- Complex B2B Ordering: inefficient sales processes scare away customers who demand the seamless experiences they know from B2C
- High-maintenance legacy systems create data silos and slow down innovation
- Unplanned downtime due to machine failures or supply chain issues
- Increased importance of customer experience impacts revenue, cross-sell/up-sell potential, and customer retention

## How Liferay Addresses These Challenges



Automate and simplify business processes to increase productivity



Streamline B2B Purchasing and increase your aftersales business



Robust data and application integration for unified experiences



Maximize customers' equipment uptime with efficient maintenance planning and spare parts management



Empower customers and reduce the cost-to-serve with personalized self-service experiences

## Solutions Tailored for Manufacturers



### Customer Self-Service Portals

Drive profitability and delight customers by leveraging self-service and delivering personalized experiences on a platform that automates business processes, streamlines complex B2B ordering, integrates legacy tech, and maximizes customers' equipment uptime.



### Distributor & Supplier Portals

Manage suppliers more efficiently on a single workspace by building a window into your systems, providing the visibility needed to streamline supplier processes. Automate supplier functions like onboarding for greater internal efficiency and monitor and improve supplier performance.



### Employee Portals

Increase productivity and foster collaboration with an intranet that unifies all systems, tools, and data on a single platform, enabling your employees to easily share knowledge and communicate in real-time.



### Public Websites

Build websites that connect your prospects and customers to relevant products, content, and services. Ensure brand consistency and offer support for multi-product, multi-region, and multi-language customization.

## Manufacturing Companies Using Liferay

AIRBUS



BOSCH

Jose Cuervo



SCHOTT

# Case Studies

## Jose Cuervo

**Jose Cuervo, the world's #1 tequila maker, wanted to extend excellence to its employees.**

**The Challenges:** The outdated, unstable tech stack (16+ years!) caused frustration and inefficiency. Simple tasks like vacation requests were a hassle.

**The solution:** A streamlined platform consolidating 27 apps. Now employees shop in 3 clicks, even taking into account complex employee benefit rules. Improved efficiency and collaboration made over 3,000 people happy!

[Read More](#)



**Tech giant Broadcom sought a personalized self-service portal to merge product and account resources for their diverse customer base.**

**The Challenges:** The current portal lacked a personalized experience and showed the same generic view to all customers.

**The solution:** A streamlined hub offering a 66% reduction in clicks, high availability for seamless maintenance, and personalized product views. This improved experience led to happier customers and fewer support tickets.

[Read more](#)



**Putzmeister**

**Putzmeister, a construction and mining leader, built a unified platform to streamline their digital presence.**

**The Challenges:** Digital offerings were disconnected and provided no personalization. Multiple logins for services frustrated users and redundant data maintenance was time-consuming.

**The solution:** A single platform with personalized content, services, and application access via Single Sign-On. This not only improved customer experience but also reduced IT workload by 60%, freeing up valuable resources.

[Read more](#)