

# Liferay DXP

Partner Portal Features

# Introduction

If your organization uses channel partners as a key part of your sales strategy, you've undoubtedly spent time on improving those relationships. In fact, [nearly three-quarters of B2B leaders](#) want to improve their partner enablement, but [more than half](#) have no technology to help get the job done.

Liferay Digital Experience Platform is used by companies around the world to build tailored portal solutions that address their partners' most pressing needs, ensuring that they are always ready to find success at selling your products. Liferay brings the best of digital asset management, personalization, analytics, mobile experiences and customizable applications into one comprehensive platform, so everything you need to build an excellent partner experience fast is right there when you need it.

If you want your partners to promote you over other vendors, you need to invest in the relationship so that working with you brings them the most business value in sales. With the right platform, you can empower your partners to win at their business, so you can succeed at yours.

## Key Benefits

### Sell More Effectively

Help your channel partners close more deals with curated communications and secure access to the same sales and marketing training that your team uses. Personalization, targeted content and powerful search capabilities come together so that partners can find what they need, when they need it without wasting time searching through irrelevant content.

### Robust Support for Global Networks

Support global partner networks with multilingual and localization capabilities, plus advanced roles and permissions to help you organize large, complex teams. Empower each partner with its own site, manage access through user authentication and create custom roles to support diverse use cases.

## Encourage Adoption With Easy Self Service Experiences

Implement great experiences that are easy to use, ensuring that your portal is a vital tool to help partners thrive. With Liferay's powerful form builder and integrated workflows, you can automate tasks like deal registrations or MDF applications, with alerts so partners know the status of their requests.

## Everywhere Access to Portal and Assets

Open up access from any device with a mobile-responsive platform, plus a library of components that allows you to launch native and hybrid mobile applications without recreating code. The Liferay Sync mobile app also provides access to sales guides, playbooks and marketing training materials on the go, so your partners are always prepared to sell your products.

## Uncover What Your Partners Need With Analytics

Liferay DXP is fully integrated with Liferay Analytics Cloud, allowing you to uncover key user insights that prove the effectiveness and ROI of your partner portal. Track engagement across everything from forms to individual assets so you can identify the most valuable content for your partners.

## Completely Customizable

Everything from the theming to the UI is customizable in Liferay DXP, allowing your organization to create an experience that truly suits your partners. Development teams can also extend Liferay DXP to create custom applications for partner needs.

# Features

## Personalized Dashboards and Content Hubs

Partner experiences are crucial to maintaining a vibrant selling network for your products. Liferay DXP comes packed with features to create tailored experiences that match your partner network's unique needs.

<b>Integrations</b>	Liferay provides multiple extension points so you can integrate back-end systems and data. Maintain your existing IT investments while still taking advantage of Liferay's modern platform.
<b>Dashboards</b>	Consolidate existing systems in personalized dashboards, so that partners have a one-stop shop for everything they need to get work done. Applications in Liferay DXP can also be added through drag-and-drop to any page for further customization.
<b>Segment and Device Previews</b>	Preview what pages will look like on any device, with segmentation and personalization rules applied so that you know exactly what each partner will see when they log in.
<b>Customizable and extensible UI</b>	The Liferay UI tag library makes it easier for developers to implement commonly used UI components, with tags that make your markup consistent, mobile responsive and accessible. Customize and build on Liferay DXP's default UI so that usability is tailored to your partners' preferences.
<b>Customizable Branding</b>	Leverage a robust theming and layout system so you can apply branding to your portal. Liferay DXP provides an easy-to-use tool called the Liferay Theme Generator that helps automate the theme development process, but you can also use other tools and environments, such as Liferay's Dev Studio or Blade CLI's Theme Template to create themes.
<b>Role-Based Content Delivery</b>	Liferay DXP allows for multiple user types to access a single URL and see a unique page view depending on the user's role, group, organization or personal preferences. Administrator controlled and user customized, Liferay DXP provides a central platform for determining enterprise content policy, including who can edit and publish content, files, communities, files and applications.

<b>Audience Targeting</b>	The Audience Targeting application allows partner managers to specify content delivery in real time based on a user's location, device, activities and personal attributes. Create and deliver content tailored for each of your segments based on rules and behavior.
<b>Charts</b>	Liferay DXP includes a library of charts to visualize crucial data such as corporate-wide goals, team KPIs and common performance metrics. Add these to partner dashboards with a drag-and-drop application so partners can view data in real time.
<b>Mobile Responsive</b>	Sites created on Liferay DXP are mobile responsive out of the box. Liferay DXP's CSS framework is designed to work with browsers on all platforms.
<b>Screens</b>	Liferay Screens is a collection of fully native mobile components that speed up the development of mobile apps. Reuse functionality you've already developed for desktop browsers without having to recreate code.

## User Management

Manage large, complex user groups that align with your partner network's organizational structure.

<b>User Groups and Organizations</b>	Create custom user groups and organizations to align with the types of partners in your network. This allows you to create individual, collaborative spaces for each partner within your portal.
<b>Roles</b>	Create custom roles according to your partner network's structure and your administration team's needs. You can create and assign as many roles as you need at the global, site or organization level. Together with permissions, roles are a powerful way to ensure that each user has the right access to creating, managing and publishing content on your portal.
<b>Permissions</b>	Permissions are incredibly granular in Liferay DXP. Site administrators have the ability to define whether a role can view, update, configure or take other actions on every single part of Liferay DXP. Permissions can be applied at a global level or to individual sites, enabling further control.

<b>Self Service Account Management</b>	<p>Give partner accounts the ability to add or remove their own team members according to pre-determined roles and permissions. Shorten the time it takes for them to provision and onboard new members.</p>
<b>Single Sign On and Authentication</b>	<p>Unite all the sites your partners use under one login and password. Liferay supports these Identity Providers and more: Single Sign On (SSO) servers, SAML, LDAP, Facebook, Google, OpenId, Open Authorization (OAuth) and Shibboleth.</p>
<b>Localization and Multilanguage Support</b>	<p>Liferay DXP includes out-of-the-box support for many languages, including right-to-left language support. To create localized versions of content, portal admins simply choose the language or region they want to localize for, which generates a duplicate of the content that is still tied to the original asset. This does two things. First of all, it ensures that content is being localized consistently, so that you don't need to worry about content changing drastically from region to region. Second, the content localizations are still tied together. Users can toggle between localizations within the content management interface, keeping all of the versions in a single location for easier maintenance.</p>

## Collaboration

Facilitate team communication across departments, geographies and time zones.

<b>Knowledge Base</b>	<p>Display professional documentation, guides and corporate policies with Knowledge Bases. Add custom workflows to content authoring so that articles go through the proper approval process before publication. Knowledge Bases also have article templates to help users follow a common outline, as well as a tool that surfaces user suggestions to improve articles.</p>
<b>Message Boards</b>	<p>Message Board is a full-featured forum application that is fully integrated into Liferay DXP. Open up opportunities for partners to share information and ask questions from the rest of the network.</p>
<b>Forms</b>	<p>Design, publish and manage forms with a simple-to-use drag and drop interface. Create forms for everything from business process automation to replacing complex paper applications. Validate data entered, apply conditional rules, prepopulate fields, authenticate users and more.</p>

<b>Workflow</b>	Design workflows with a drag-and-drop designer, then assign them to different content types. This enables you to require that tasks and approvals be completed before content can be published, allowing for greater control over what content is pushed out to your partners.
<b>Blogging Platform</b>	Liferay DXP includes a full blogging platform supported by applications like Recent Posts to help you dynamically publish them across your portal. Blogs also include several display templates out of the box, such as card views or list views.
<b>Secure File Sharing</b>	The Liferay Sync app provides real time document synchronization on desktop and mobile for your partners. Liferay DXP also includes WebDAV functionality so users can access shared assets through browsers.

## Social Network

Liferay DXP provides several features and applications for creating a social network that matches the experiences your partners are used to seeing on other social media sites.

<b>Calendars</b>	Create shared or personal calendars with configurable options for email notifications, time zones and more.
<b>Announcements and Alerts</b>	Broadcast updates to everyone or target announcements to specific roles. The Alerts and Announcements applications include configuration options such as flagging announcements as important and scheduling when to expire content.
<b>Communication</b>	Connect with users across departments with social network features such as @ mentions, follows and electronic business card exports.

# Web Content and Digital Asset Management

Leverage full-featured Content Management and Digital Asset Management systems so that partners always have updated content, from the latest social media images to current sales playbooks and training.

<b>Site Content Sharing</b>	Share web content and digital assets across child and parent sites. Administrators of child sites can use all the structures, templates, categories, application display templates and more from any parent site that allows for it.
<b>Documents and Media Library</b>	<p>Pictures, videos, spreadsheets, slide presentations and more can be stored in and shared from the Document Library. Document Library instances can be scoped to a Liferay instance, site or page, so you can work with files where they're relevant.</p> <p>Administrators can create their own custom metadata sets and document types with language familiar to users. For example, opportunity registration, MDF requests and so on can be defined in a way that makes sense for the business functions of the content (e.g., funding period, completed sales activities, etc.).</p>
<b>Dynamic Tagging</b>	When authoring web content, the metadata field allows you to create and add dynamic tags. These tags can be leveraged for search so that users can quickly find the content they're looking for, or in applications like Asset Publisher to show the topics for content articles.
<b>Elasticsearch</b>	<p>Liferay DXP includes out-of-the-box integration with Elasticsearch so you can facilitate faceted search across your portal. Liferay also sells additional Elasticsearch benefits and support through the Enterprise Search Subscription.</p> <p><a href="#">Learn More</a></p>



# Analytics

A Liferay DXP subscription includes access to a 90-day free trial of Liferay Analytics Cloud. Companies can also integrate Liferay DXP with other popular analytics solutions, such as Google Analytics or Tableau.

<b>Liferay Analytics Cloud</b>	<b>Customer Profile Analytics</b> Integrate user data from multiple sources to create in-depth analytics and known users. <b>Page Analytics</b> Measure the performance of individual pages to improve digital experiences. <b>Traffic and Path Analytics</b> Filter traffic types and visualize a user path to easily identify how partners move through your portal. <b>Asset Analytics</b> Track and visualize engagement levels for forms, blogs, documents, media and other content.
<b>Other Integrations</b>	Liferay DXP provides fields to easily add a Google Analytics ID or Matomo (formerly Piwik) script in order to leverage these tools. Other third-party tools can also be easily integrated through customization.

## Moving Forward

### Request a Customized Demo

Talk to Liferay's Sales team for a customized partner portal demo and an opportunity to ask questions about how Liferay can solve your unique business challenges.

[Schedule a live demo >](#)

### Embracing a Modern User Experience

See how Schneider Electric redesigned its partner portal as part of a new, strategic approach for its global information hub. Liferay was chosen by Schneider Electric for its low total cost of ownership, business ability and rich out-of-the-box functionality, including a strong content management system, identity management capabilities, ability to leverage a public cloud infrastructure and extensibility as a development platform.

[Read the case study >](#)



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](https://www.liferay.com).

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