



# **Liferay DXP: A Flexible Architecture for Tailored Solutions**

# Architecture

## Launch Solutions Quickly and Customize without Compromise

While providing your customers with tailored user experiences is ideal, it can also require a high degree of customization. For example, you might have to integrate other systems, tools, or third-party apps. Or you may need to quickly build apps to enhance the functionality of your site. But without an effective way to manage integrations or simplify app development, your tailored solution can quickly become so complex that it makes upgrading or scaling it difficult and slow.

Liferay DXP's flexible architecture provides all the tools you need to launch digital solutions quickly, and simplify integrations and app development, so that you can easily customize and scale your solutions as your needs grow.

## Build and Scale Interconnected Digital Experiences Faster

Liferay DXP's integration framework makes it easy to unite third-party software, legacy systems, and data. Additionally, our low-code/no-code capabilities allow business users to quickly compose and launch new applications. And if you need to jumpstart your project, you can always install ready-made solutions from our partner and developer ecosystems using the Liferay Marketplace.

You can also launch and manage your Liferay solutions even faster and easier by using [Liferay Experience Cloud](#), our flexible DXP-as-a-Service deployment option.

## Core Architecture Capabilities

### UNIFIED CUSTOMER DATA

By unifying customer data in one place, business teams can create content, experiences, and campaigns that are highly personalized and ultimately generate better outcomes, such as increased engagements and conversions.

### INTEGRATION FRAMEWORK

Create more productive and efficient user experiences by integrating content and services from back-end or legacy applications. Our integration framework supports integration with SOAP, REST, GraphQL, RSS, and proprietary APIs, making it easy to unite third-party software, legacy systems, and data.

### HEADLESS DELIVERY

Headless APIs empower front-end developers to deliver richer, faster, and more responsive user experiences. These digital experiences include virtual assistants, kiosks, IoT/smart devices, and a number of different social media channels.

### REMOTE WEB APPLICATIONS

Remote Apps allow you to extend the functionality of Liferay without modifying its code base. This enables you to build applications that are less dependent on a specific version of Liferay to function properly, and also simplifies upgrades so you can take advantage of new Liferay features sooner.

### LOW-CODE/NO-CODE TOOLS

Empower business users to compose digital experiences. With support for objects, forms, and workflows, non-developers can quickly create and launch new applications, capture user data, and streamline complex workflows without having to write a single line code.

### SECURE, SCALABLE CLOUD PLATFORM

When you deploy [Liferay Experience Cloud](#), we make sure your instance of Liferay DXP and infrastructure are always up to date as you grow, so you can improve uptime and maintain business continuity. Additionally, our platform autoscales to meet demand, and we apply the latest security updates to ensure your solution is secure and available 24/7.



The **#1** technical challenge facing digital experience leaders is inadequate integration with back-end systems.

Source: Gartner

#### CASE STUDY

### See How KBC Bank Ireland Increased Conversions by 30%

KBC Bank Ireland went live in just four months with their award-winning website hosted on Liferay Experience Cloud (self-managed option). [Read more >](#)

# What Our Customers Have to Say

“Nobody’s been able to throw anything at us that we couldn’t handle. Our portal supports growing, changing business needs, but it does it in a way that we don’t need to re-engineer it every time. It’s pretty awesome.”

[Anne Anderson, Vice President Global Business Transformation, HPE](#)

“Liferay provides the modern foundation on which we can build, maintain and grow our multiple sites, content, and applications.”

[Timothy Schwab, Vice President Consumer Technology, Excellus BlueCross BlueShield](#)

“We need a solution with many features: scalability, flexibility, based on standards. Liferay allowed us to do all that.”

[Jose Luis Castellano Torres, Head of Portals & Contact Center, Santander Group](#)

“Keycopter brings efficiency and autonomy to helicopter operators. By providing coherent online services, it is easy for our customers to keep their aircraft in good condition.”

[Jérôme Chauvin, IM Project Manager, Airbus Helicopters](#)

“Liferay’s out-of-the-box features and development toolset empower us to create a customer experience that moves us toward the vision of engaging customers wherever they are and completing the whole purchase process online.”

[Hab Adkins, Corporate Technology Manager, Mueller](#)

## Request a Customized Demo

Talk to Liferay’s Sales team for a customized demo of Liferay DXP and an opportunity to ask questions about how Liferay can solve your unique business challenges. [Schedule a live 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](https://liferay.com).

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