

# Liferay Digital Experience Platform

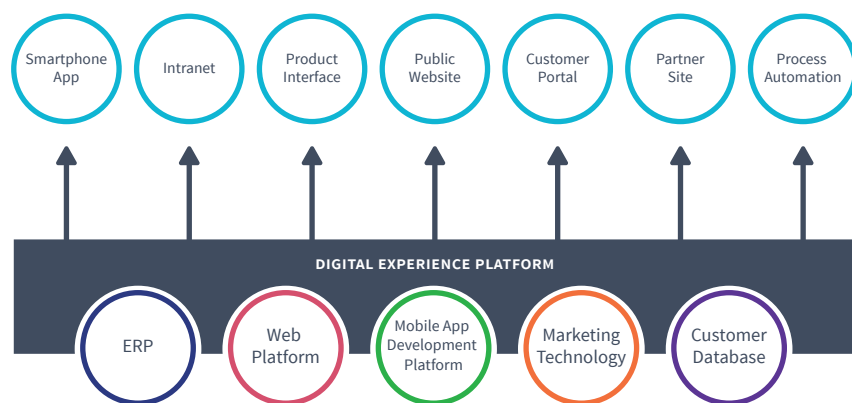
## Technology That Evolves With Your Strategy

Today's pace of change is accelerating. Cutting-edge technology offers competitive advantages for companies, but inflexible legacy software prevents them from making the most of new investments. Liferay Digital Experience Platform is a comprehensive software foundation that bridges the gap between the old and the new, empowering companies to succeed at innovation.

## The Business Challenge: IT Complexity Hurts Innovation

As customer expectations and business needs multiply, companies risk increasing IT complexity when they address these challenges one-by-one with their technology choices. Siloed decision making on technology purchases, development and deployment slows down the ability to deliver quality digital experiences. Companies need a new approach.

By bringing software solutions into a unified system, companies save time and resources by streamlining innovation through eliminating silos, connecting databases and shortening business processes. Companies can give IT the flexible architecture it needs by providing the essential framework for innovation and then getting out of the way while developers build on top of it.



Companies need a comprehensive platform that connects siloed legacy tech and enables quick delivery of consistent business solutions.

## Liferay DXP: The Connective Tissue for Transformation

Liferay DXP is a unified platform that enables companies to create new products and services quickly through standardized architecture and reusable services. Eliminate silos in user experiences so that mobile, conventional web, legacy and all other content are tied together in a single repository and can be distributed consistently and intelligently across all touchpoints.

By approaching innovation with a platform, rather than a series of solutions, companies can position themselves to act quickly when new opportunities arise. Liferay DXP can integrate legacy systems and combine their value with modern capabilities that make development faster and more manageable. The freedom to make the most of existing IT investments allows companies to constantly evolve digital transformation strategy, ensuring that they're never outpaced by customer demands.

### Business Benefits

#### **GO TO MARKET FASTER**

Deepen your team's expertise by focusing more energy on fewer technologies, without sacrificing the capabilities that are critical to the shifting needs of your digital strategy. When Liferay DXP's modular architecture is combined with its out-of-the-box features, the entire go-to-market process for new software projects becomes faster.

#### **TRANSITION LEGACY SYSTEMS**

Liferay DXP lets your team move sites and business processes into a common framework at your own pace, increasing the value of a standardized, unified platform along the way. Use new, modern tools that work alongside your existing IT, extending the value of legacy systems as you move through transformation according to your roadmap.

#### **DO MORE WITH LESS**

Give your development team the ability to swap common functionality into projects, freeing them up to focus on creating business value and differentiators. When modular projects are connected across the business into a common software framework, less code needs to be written and the specialized code that already exists can be reused for new solutions. Launch mobile apps, new brand sites, custom business applications and more.

## Key Features



### **ORGANIC INNOVATION**

Discover the benefits of a full suite of features that work well together because that's what they were designed to do. Our cutting-edge tools make it faster for you to launch experimental ideas of your own and deliver true innovation to your users.



### **INTEGRATION**

Liferay DXP is compatible with a wide variety of software. This makes our technology more agile, because when business acquisitions or new initiatives lead to the presence of disparate systems, there's a better chance that Liferay DXP will work well with those new systems.



### **MULTI-TENANCY**

One Liferay DXP instance can support multiple websites, allowing companies to try new projects without committing to an increase in resources. Validate new ideas quickly with the same development process that supports the rest of your business.



### **DEVELOPER TOOLS**

Make work easier for developers with Liferay tooling. Liferay provides a development product based on Eclipse called Liferay Developer Studio that includes a complete development/test environment for building modules and customizations. Additionally, Liferay Workspace, a Gradle- or Maven-based, highly structured environment for modular development, aids in the building and management of Liferay projects.

## Moving Forward

Learn more about how Liferay Digital Experience Platform allows today's enterprises to evolve their digital strategies. Visit [liferay.com/dxp](https://liferay.com/dxp)