

# Liferay Digital Experience Platform

## Digitize operations for a thriving business.

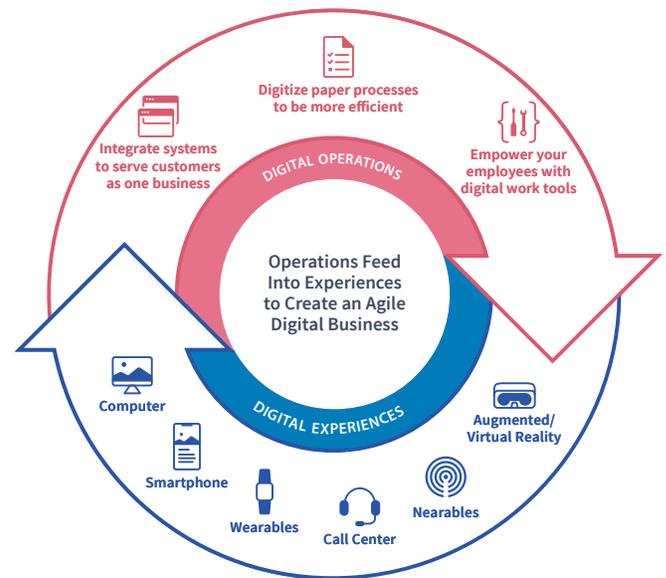
The number of new technology solutions on the market today gives businesses incredible opportunities, but also increases the complexity of internal business operations. Leaders are weighed down by legacy systems and data silos, preventing them from running a truly digital business. Liferay Digital Experience Platform can help you unite systems and build the foundation you need to outpace the competition and create digital experiences that customers love.

### The Business Challenge: Achieve Operational Excellence to Deliver on Customer Promises

Most companies today are hyper-focused on delivering the best next customer experience, and they're promising customers that they can have seamless, connected experiences across every channel. Without the business processes and organizational infrastructure to support this, however, many businesses are stuck trying to get their operations to catch up to their customer experience vision.

By transforming operations into efficient, digital processes, businesses can follow through on the experiences their customers want to see. As those innovative experiences uncover new data and insight, digital leaders can refine their internal systems for greater business agility. Digital business is much more than cutting costs; when these back-office processes work together, companies are able to stay ahead of rising customer expectations, giving them an edge over the competition.

Promising better experiences for customers won't help your bottom line if you can't deliver. Digital operational excellence is the behind-the-scenes glue that connects customers to the experiences they want.



# Liferay DXP: A Foundation for Deeper Digital Transformation

Liferay Digital Experience Platform provides the architecture for sustainable, continuous transformation of systems throughout your organization. Liferay DXP brings together business data from disparate systems across the enterprise to create agile digital processes. Companies can get away from paper with digital processes that are supported on a united platform.

Liferay DXP helps companies tackle transformation process by process, bringing applications and systems onto the core platform. Working from shared data across systems, employees can implement initiatives to improve services and give other departments the insight they need to make operations run better. In addition, Liferay DXP makes collaboration easier across departments through a built-in workflow, content management, social features such as wikis and blogs, and other digital tools employees actually like using.

## Business Benefits

### **BRIDGE SILOS ACROSS SYSTEMS**

Make real transformation happen by connecting systems and getting them working together. Successful customer experience rests on being able to keep every promise you make. Support marketing and sales with a comprehensive view of your customer across business systems, enabling you to identify and improve pain spots throughout the organization.

### **AUTOMATE PROCESSES TO GET YOUR COMPANY MOVING FASTER**

Replace paper with digital processes that reduce human error and make it easier to keep customer data private and maintain compliance. Liferay DXP can help automate business processes, such as HR onboarding and invoice payments, transforming them so they take only minutes, rather than days.

### **EQUIP YOUR WORKFORCE**

Give your team the digital tools they need to succeed at their jobs. Create workflow processes that are fast and seamless, with the same consumer-friendly approach that people experience outside of the workplace. Increase employee engagement and empower new ways of collaborating and sharing knowledge.

## Key Features



### **INTEGRATION**

Integrate the systems that power the core of your business. Liferay DXP builds on our portal heritage with a set of comprehensive business components that can connect all of your systems and processes. Consolidate your current internal tools or make the transition to a new system smoother for your employees. By bringing everything onto one platform, you can create a solid foundation for digital transformation that enables digital agility, for whatever initiative you plan to execute next.



### **WORKFLOW**

A developer-friendly system empowers your team to customize workflows for your needs. Set permissions and user roles, along with an approval process with however many steps is appropriate for how your team actually works. The UI is already user-friendly for those from a non-tech background, and workflow customizations ensure that you can create a system your team will have confidence in.



### **DOCUMENT MANAGEMENT**

Document management offers more than a repository. Liferay DXP has search and organization features, as well as permissions and revision histories. Every business accumulates a wealth of documents over time. Instead of losing track of them, find new ways to reuse your collateral where it's relevant.

## Moving Forward

Learn more about how Liferay Digital Experience Platform allows today's enterprises to achieve new levels of operational excellence. Visit [liferay.com/dxp](https://liferay.com/dxp)