Liferay

Liferay DXP:
The Complete Platform
for Tailored Solutions

Today's Digital Experience

Digital experiences play a primary role in creating differentiation, especially considering all the options businesses have for interacting with their users online, which go well beyond simple websites and mobile apps. For example, today organizations can engage with their customers, partners, employees, or other audiences using virtual assistants, kiosks, IoT/smart devices, and a number of different social media channels.

Both users and businesses recognize that "good" digital experiences aren't enough. Strategic businesses understand that their users are looking for digital experiences that cater to their needs on a personal level. Ultimately, organizations who create tailored digital experiences will be the ones who stand out against the competition and inspire loyalty from the users they serve.

Challenges to Delivering Excellent Digital Experiences

One of the best ways to connect with your users is to deliver a digital experience that is tailored to the exact needs of your audience. However, delivering a highly personalized solution can be costly, take longer to implement, and be more difficult to update than a more limited out-of-box solution.

With Liferay, you don't have to compromise between the limited functionality of an out-of-box product or a more comprehensive but harder to maintain customized solution. You get the best of both worlds – a digital experience platform (DXP) that allows you to launch tailored experiences quickly, and easily customize and maintain them as your needs grow.

This includes:

- **Robust experience/content management, commerce, and analytics** capabilities that enable you to get your site, portal, or shopping experience up and running quickly.

- **A flexible development environment** that allows you to jump start your applications without writing code, and easily integrate third-party tools, applications, and data into your solution.

- **Marketplace Apps and Solutions**, which provide you with ready-made applications from our partners and developer ecosystems.

- **The option to simplify your life** even further with a cloud deployment option that offloads hosting, security updates, application monitoring, testing, DXP upgrades, and other services to our team.

Build Incredible Digital Experiences with Liferay DXP

Liferay's Digital Experience Platform (DXP) provides you with a strong foundation for creating personalized digital experiences at scale. It does this with a core set of technologies that allow your non technical business teams to define, standardize, and tailor unique digital experiences for their audiences. It also lets them seamlessly create, organize, and manage content for different channels and devices.

Additionally, Liferay DXP includes an extensive collection of integrations, connectors, and APIs that enable your IT teams to connect to other data sources, systems, and tools, so that you can create unified solutions that let your users quickly accomplish what they set out to do.

Powerful Solutions You Can Launch with Liferay DXP

Today, more than 1,200 organizations use Liferay DXP to build personalized digital experiences for their customers, partners, and employees, including:

- Customer Portals that enable your business to serve the needs of modern customers with personalization, content targeting and self-service functionalities.
- Digital Commerce Sites that help grow revenue, simplify buying, and encourage repeat orders.
- Supplier Portals that simplify purchasing, provide vendors with self-service options, and increase profitability with a centralized digital marketplace.
- Partner Portals that create a center for collaboration, support, and growth with your partners.
- External Websites that help generate new opportunities by providing prospects with easy access to the information they need to make a decision.
- Modern Intranets that keep everyone in your organization productive, selfsufficient, and connected on a unified platform.

With Liferay DXP, you get a time-tested platform for building digital experiences that are truly useful and rewarding to use.

Experience
Deliver Personalized Digital Experiences Anywhere

Every digital interaction you have with a customer, partner, or employee is an opportunity to engage and connect with them on a personal level. But to do that effectively, you need to personalize the experience for your audience. This includes reaching them on the channels they visit, serving up relevant content on the devices they use, and tailoring the experience to take into account what you already know about them and how you might serve them better.

Build, Manage, and Launch Relevant Experiences Faster

Whether you're creating multiple online storefronts, a self-service portal, a modern intranet, or any number of other specialized online experiences, Liferay DXP can help you launch these tailored experiences faster, and make them much more relevant and rewarding to your audience.

Core Experience Capabilities

DIGITAL EXPERIENCE MANAGEMENT

A comprehensive publishing environment allows your non-technical business teams and developers to easily create, manage, and organize multiple branded sites, online storefronts, portals, and other digital experiences in one central location.

It also quickly helps you deliver these experiences in the right language, and across multiple channels, and devices, including mobile web, mobile apps, kiosks, IoT, and other smart devices.

Additionally, tools for integrating data and segments, designing a site's appearance, and managing workflows, streamline the publishing process and make it faster for your teams to launch relevant experiences that truly connect with the audiences they serve.

PERSONALIZATION AND SEGMENTATION

Personalize and optimize digital experiences at scale to make it easy for your customers, partners, or employees to find relevant information quickly. Target different audience segments with precision, generate tailored recommendations automatically, and test different digital experiences faster so you can optimize user journeys, increase conversions, and maximize results.

NAVIGATION AND DISCOVERY

Guide users in finding the information they need quickly. With navigation, categories, and search results that can dynamically change depending on the audience, users get a digital experience that makes it easy for them to locate what they're looking for and discover other highly relevant products, services, or content.

MULTICHANNEL SYSTEMS

Using an extensive collection of integrations, connectors, and APIs, you can quickly connect to a wide range of systems and data sources to provide your users with a unified experience that makes it easy for them to accomplish their goals on their preferred channel or device.

ANALYTICS AND OPTIMIZATION

Optimize digital experience outcomes with analytics that identify areas for improvement. From top-level site metrics, to deep drill downs into content, related assets, and user journeys, built-in dashboards and reporting tools help business teams monitor results and plan areas for improvement.

SEO

Ensure site pages reach your intended audience with extensive support for SEO. This includes tools for adding relevant metadata, creating user friendly URLs, and providing specific recommendations on what content authors can do to improve the visibility of their pages in search engines.

80% of consumers are more likely to buy from a company that provides a tailored experience.

Source: Slideshare

CASE STUDY

AGIA Launches 300+ Personalized Web Portals in 9 Months

See how AGIA Affinity used Liferay DXP to improve and customize individual client sites to deliver the best experience to policyholders and insurance member benefit organizations. Read more ›

Manage
Manage Content, Communications, and Accounts More Efficiently

Today, communicating with your users can take on many forms, including blogs, videos, virtual assistants, digital product catalogs, and highly tailored online experiences that are personalized for individual users or groups. To keep your audience engaged, you need a way to create, organize, and manage your content so you can easily communicate with your users on their preferred platform.

Liferay DXP provides a full-featured publishing environment to help you generate content faster, foster collaboration, and give your users the ability to easily update their own account information.

Streamline Content Creation, Knowledge Sharing, and Collaboration

No matter what type of digital experience you're creating, Liferay DXP can help you create content more efficiently and organize information so that it's easy for your users to find, use, and share. It can also help you increase customer satisfaction by empowering users to update their own account information or get answers to their questions on-demand, using self-service functions.

Core Manage Capabilities

CONTENT MANAGEMENT AND OPERATIONS

Create, organize, and manage content for personalized digital experiences more efficiently. A robust content management system allows business and development teams to create, organize, and preview content and related assets faster, deploy multiple sites with less time and effort, and simplify the authoring and approval process for quicker go-to-market.

COLLABORATION AND KNOWLEDGE SHARING

Empower users to get answers to questions faster on their own, and solve more complex challenges through organized collaboration. With modern online tools for creating, managing, and sharing knowledge, users can quickly find what they need to achieve common business goals.

Tools include searchable knowledge bases, blogs, message boards, Wikis, and other social widgets that encourage sharing and are viewable on multiple channels.

ACCOUNT MANAGEMENT

Increase satisfaction by empowering users to update their own account information, get answers on-demand, or check the status of an issue.

ROLE-BASED PERMISSIONS

Easily control what content users see or the functions they have access to by account, user, or role, using detailed permissions settings.

IDENTITY MANAGEMENT AND GOVERNANCE

Manage users while ensuring data compliance and the security of your digital environment, using a multi-layered and configurable approach to security and authentication.

Customer retention rates are **90%** higher for omnichannel vs. single channel.

Source: Omnisend

CASE STUDY

Excellus BlueCross BlueShield Improves Content

Workflow and Reduces Software Costs by 65% Excellus chose Liferay DXP to create a seamless self-service experience for its plan members, Medicare members, providers, employers, brokers and internal users. Read more ›

Commerce
Grow Revenue with a Seamless Commerce Experience

Delivering a seamless shopping experience requires more than having a well designed online storefront. It demands a platform capable of connecting to internal systems and tools such as an ERP, PIM, or order management system.

It also requires a platform capable of automating multi-step approval workflows, supporting different payment methods, providing custom role-based ordering options, and tailoring the shopping experience to each user.

Liferay DXP helps you provide seamless and personalized digital commerce experiences that encourage repeat orders and makes it easy to do business with you.

Simplify Complexity on One Unified, Scalable Platform

With digital commerce capabilities designed to make online ordering easier, simplify complex ordering workflows, and connect to different ordering and fulfillment systems, Liferay makes purchasing simple for your buyers and easy for your company to grow its online business.

Core Commerce Capabilities

DIGITAL PRODUCT CATALOGS
Make it easy for your customers to find, compare, or select the right items with digital product catalogs that offer detailed product specifications, product diagrams, discount information, and related guides tailored to each user.

SMART RECOMMENDATIONS
Help your customers make informed, accurate purchases and discover new products using smart recommendations based on past purchases, similar customers, or related items.

ORDER MANAGEMENT
Liferay integrates with your existing ordering systems, so that your customers can easily place orders and shipments, and monitor their status from one single location. If you do not have a system for managing your orders and shipments, you can use Liferay's Order Processing capabilities.

SELF-SERVICE ACCOUNT MANAGEMENT
Increase satisfaction by empowering users to update their own account information, get answers on-demand, or check the status of an order.

SALES AND SERVICE REP SUPPORT
Empower your sales and service teams to sell more efficiently and build stronger relationships with specialized user roles, dashboards, and automated workflows.

INTEGRATIONS AND CONNECTORS

Liferay integrates with your existing PIM or ERP system so that you can easily surface product information that resides within these systems.

If you do not have a system for managing your product information or need to enrich the product information you have from an existing tool, you can use Liferay to enter and manage product content such as product options, specifications, images, and diagrams.

Organizations who provide a personalized buying experience for their customers can outsell their competitors by **30%**

Source: Gartner

CASE STUDY

Simplified Purchasing Process Leads to 73% Increase in Online Quotes for Mueller

Leading building materials manufacturer, Mueller, was able to transform their customer experience with a self-service portal built with Liferay. Read more ›

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 ®

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.