



customer summit

World Tour

Improving the Product to drive your Growth

Product Strategy

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Historically...

Liferay was born as a platform to build tailored solutions for customers.

And that vision remains the same...

The best platform
For custom solutions

Custom Solutions across Audiences

B2C

Portals & Websites

- Digital Commerce
- Customer Engagement
- Customer Support
- Self-Service

B2B

Portals & Websites

- Supply Chain
- Distribution
- B2B Selling & Servicing

B2E

Intranets & Portals

- HR Processes
- Corp Communications
- Collab & Knowledge
- Digital Work Processes

But is becoming harder to achieve

Your markets keep changing

Your customer demands keep changing

Your demands and needs towards Liferay evolve

Liferay creates more value for you as a customer

- **Customer Success**

ensures that you get the most out of your Liferay solutions

- **Global Services**

supports your Partner and helps with packaged services

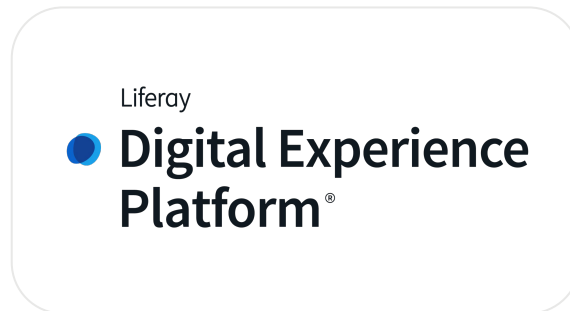
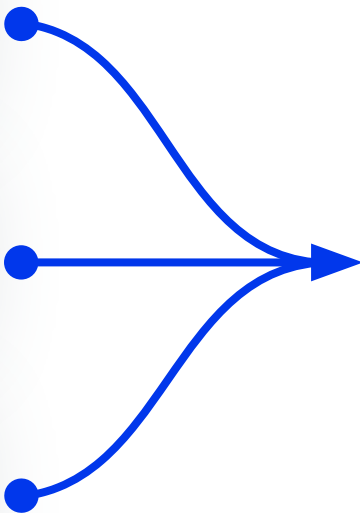
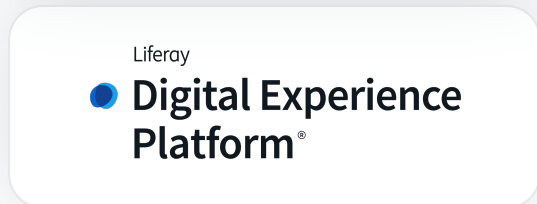
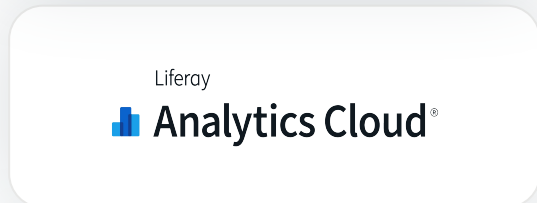
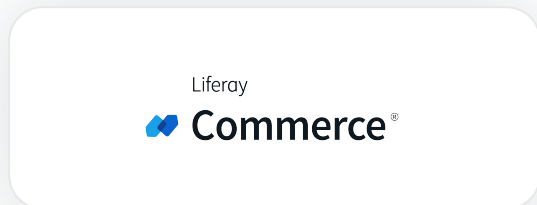
- **Migration team**

works with your CS/AE/Partner for your best migration set up

- **DXP Platform**

evolves with new architecture, features and delivery models

Liferay DXP 7.4 - All in One



“

*The **good** thing about Liferay is that you
can do whatever you want*

Brian Chan, Founder and Chief
Software Architect @ Liferay

“

*The **bad** thing about Liferay is that you can do whatever you want*

Brian Chan, Founder and Chief
Software Architect @ Liferay

Our goal

Enable customers to **build and maintain** solutions in a **better, faster and cheaper** way, with **continuous value delivery** from Liferay.

Impact for our Customers



Reduce Time to Value

Improve ease of adoption
Reduce need for customizations
Reduce dependency on IT
for low-value tasks



Increase Business Value

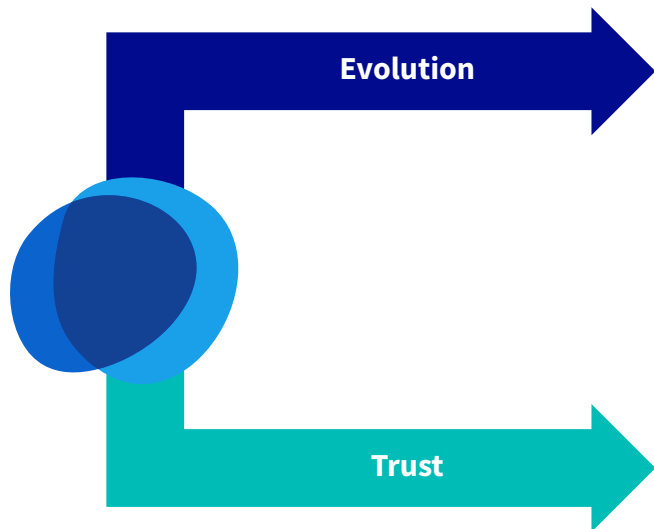
Better solution fit
Better integrate a diverse technology stack
into Customers solutions



Reduce Maintenance Costs

Decrease effort & cost to stay up to date
Access value faster & more frequently

DXP Product Strategy



**Cloud-first
mindset**

Client Extensions paradigm change
Reinforce **Low-Code & No-Code**

**Better Release
Reliability**

New Release Framework

The background features a smooth gradient from dark blue on the left to bright cyan on the right. Several thin, curved lines in shades of blue and green flow across the frame, creating a sense of motion and modernity.

Cloud-first mindset

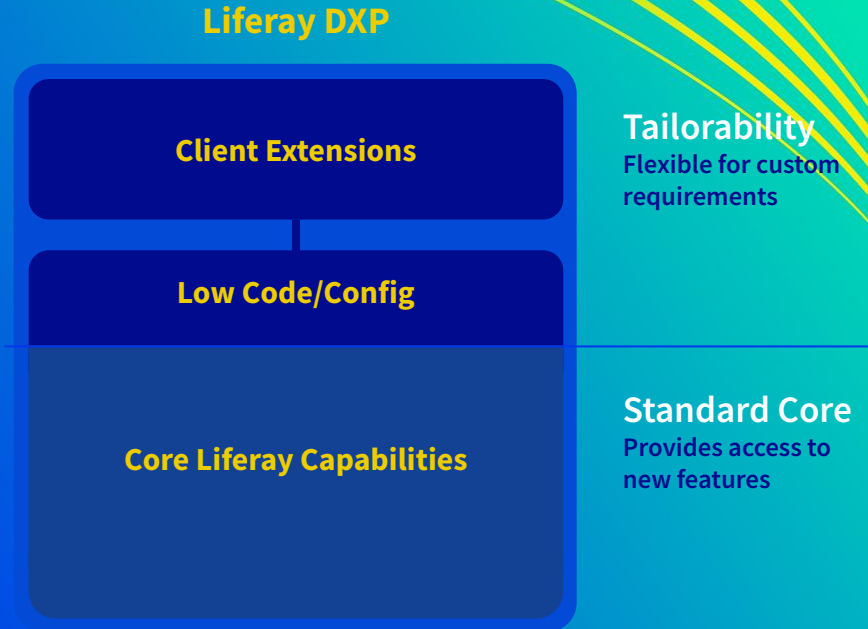
A Modern Architecture for Extensibility and Composability

- Tailored Solutions through **Low Code, Extensions and Integrability**.
- **Configuration** over customization
- **Headless** first
- **Client Extensions** allow to **modify default capabilities** without customizing DXP Core.

More **control** to Customers

Reduces effort to maintain/upgrade

LXC/LXC-SM/On-prem compatible



The background features a gradient from dark blue on the left to light green on the right. Several curved, overlapping lines sweep across the frame from the bottom left towards the top right. These lines are rendered in various shades of blue and green, with some appearing as thin, bright yellow-green streaks.

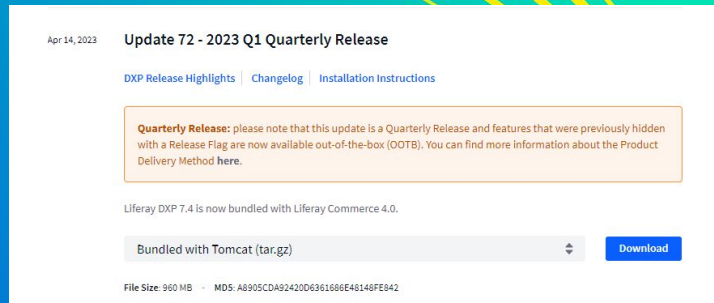
Better Release Reliability

Quarterly Releases

Starting Q3, we are adopting a **Quarterly Release** cycle for 7.4.

Customers won't need to upgrade to receive fixes.

- Customers will **receive patches** against a quarterly release for **1 year**.
- Better **communication**. Concentrates value.
- Better **adoption** of new capabilities. Release feature flags for of new features.
- **Beta Features** officially available. Policy in place (non-supported).
- Weekly updates maintained: our community accesses **latest features weekly**.



Apr 14, 2023 **Update 72 - 2023 Q1 Quarterly Release**

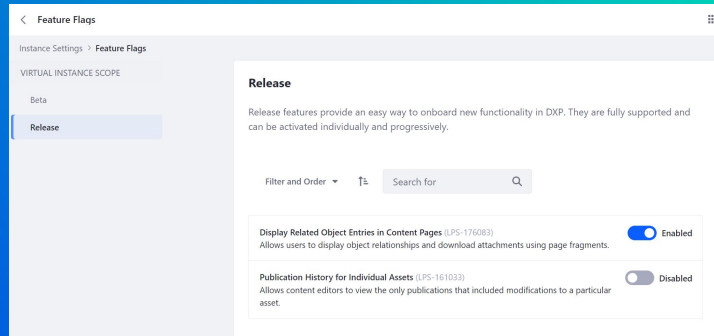
[DXP Release Highlights](#) | [Changelog](#) | [Installation Instructions](#)

Quarterly Release: please note that this update is a Quarterly Release and features that were previously hidden with a Release Flag are now available out-of-the-box (OOTB). You can find more information about the Product Delivery Method [here](#).

Liferay DXP 7.4 is now bundled with Liferay Commerce 4.0.

Bundled with Tomcat (tar.gz)

File Size: 960 MB · MDS: A8905CDA92420D6361686E48148FE842



< Feature Flags

Instance Settings > Feature Flags

VIRTUAL INSTANCE SCOPE

Beta

Release

Release

Release features provide an easy way to onboard new functionality in DXP. They are fully supported and can be activated individually and progressively.

Filter and Order

Display Related Object Entries in Content Pages (LPS-170363) Enabled
Allows users to display object relationships and download attachments using page fragments.

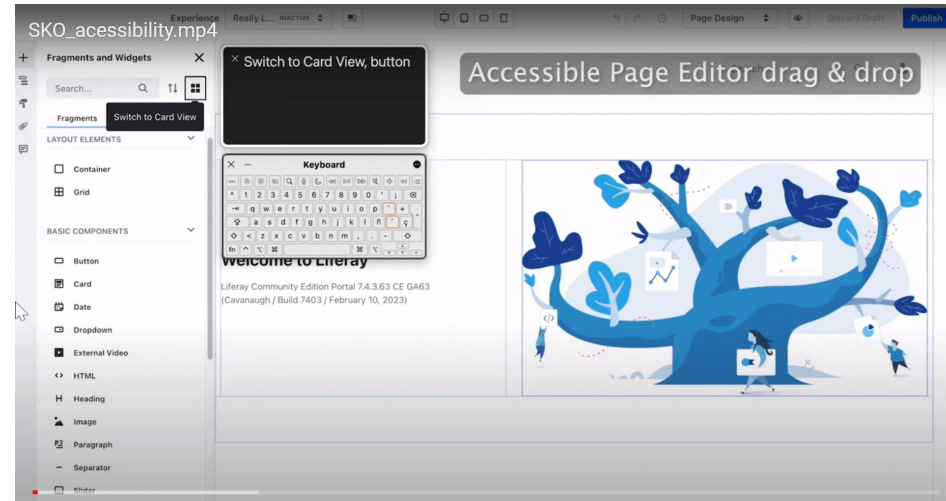
Publication History for Individual Assets (LPS-161023) Disabled
Allows content editors to view the only publications that included modifications to a particular asset.

The background features a gradient from dark blue on the left to light green on the right. Several curved, overlapping lines sweep across the frame, transitioning in color from blue to green to yellow. The text is centered in the middle of the image.

What we're working on

Accessibility

- We are committed to make Liferay an accessible solution.
- We defined our Accessibility strategy:
 - Improve accessibility management internally, from Design to QA.
 - Proactively fix most critical areas.
 - Establish governance for accessibility.
- Long term goal: get WCAG / ADA Certified.
- Short term milestone: Updated Accessibility Conformance Report (Est. Q2, 2023)



An accessible product is just a better product

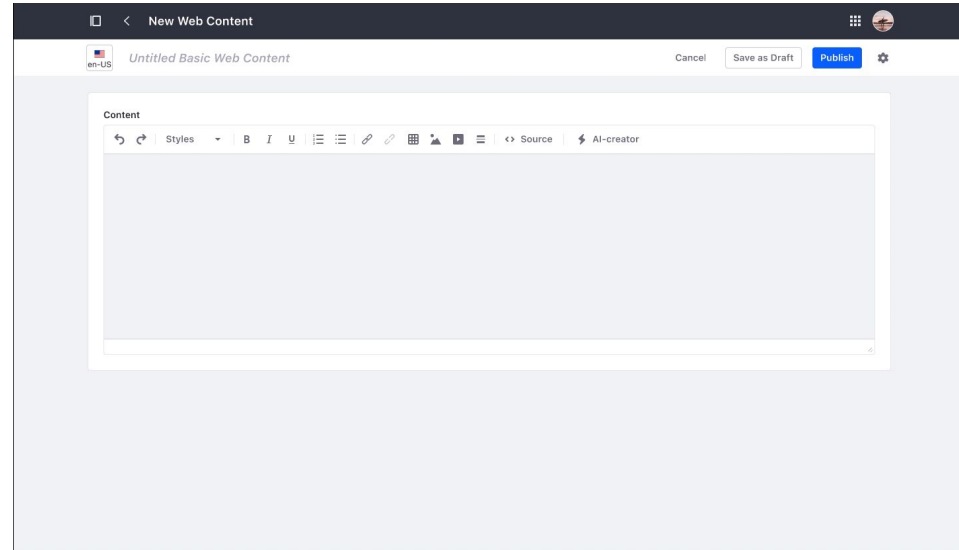
Content Management System

Applied AI for CMS

Elevate content generation experience with AI.
More to come: images, configurable source.

Empower Brand areas with Design Libraries

Central management of all design resources to facilitate control by Corporate owners.



Low Code & No Code

- Low Code **business entities modelling** with status management, actions and validations, integration with workflows, etc.
- **Connector for Salesforce (BETA)**

Cover transactional use cases (customer portals, supplier portals, logistics, etc) with OOTB features.

Integrate with Salesforce in minutes and without a line of code.

< Edit Ticket

Ticket ID: 8790397
ERC: Ticket

Cancel Save

Details Fields Relationships Layouts Actions Views Validations State Manager

SCOPE

Scope
Company

Panel Category Key
Control Panel > Object

ACCOUNT RESTRICTION

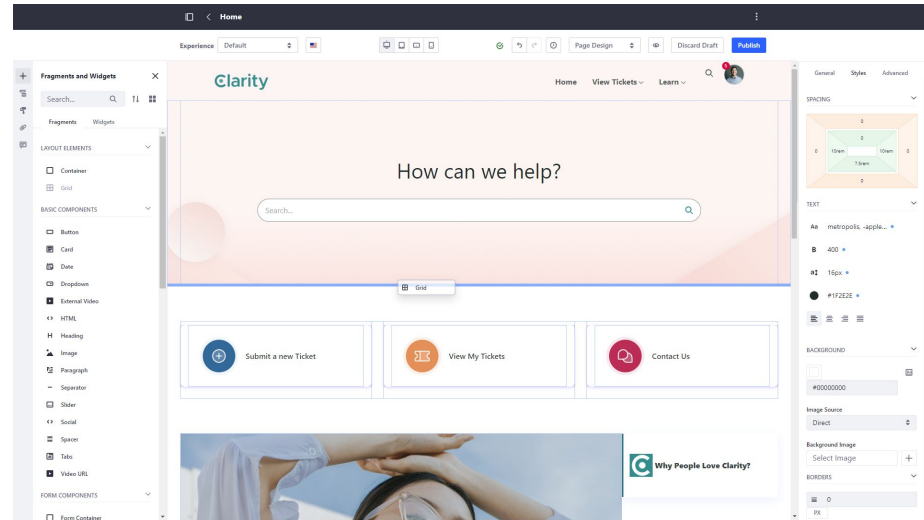
Active
Account Restricted Field *
Ticket Owner

CONFIGURATION

Show Widget
 Enable Categorization
 Enable Comments
 Enable Entry History

Low Code & No Code

- Low Code **Page Builder** allows non-technical users to create appealing experiences based on fragments.
- Collections allow marketers to create rich content publication experiences with no code and drag & drop.
- Complex applications with Client Extensions.
- New **Theming** capabilities without Themes (with new Client Extensions).



Low Code & No Code

- Complex **multistep business process** applications modelled with no-code Experience Builder.
- **API Builder** for low-code custom API modelling
- **Generalize Connectors** to integrate with other systems (Zendesk, SAP) in minutes without code.
- No code customization of admin experience

The screenshot displays a CRM interface for managing a quote. At the top, there's a navigation bar with a 'Quotes' section and a user profile. The main header shows the quote ID 'Quote 53606', a reference number 'ERC: 378RTY987', and action buttons for 'Edit' and 'Send to Client'. Below this, there are tabs for 'Overview', 'Line Items', and 'Change Log'. The 'Overview' tab is active, showing an 'Info' section with customer details, creation date, and notes. The 'Line Items' section features a search bar and a table of products. The 'Header Comments' section shows a conversation between John Muli and Sam Futura. The 'Shipping' section provides the shipping address and requested delivery date.

Quote 53606 | ERC: 378RTY987

Customer Info: Inconnect Industries #007274 | Created on Jul 18, 2021

Customer Contact: Susan Thompson | Sales Agent: Daniel Thomas | Expires on Sep 3, 2021

Notes: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Product	Catalog Price	Discount	Qty	Ext. Price
ARC Mate 100ID 1948332	\$351.02	0	45	\$13,689.00
ARC Mate 50ID 1490082	\$106.58	20%	62	\$2,000.00
ARC Mate 150IDL 1948319	\$202.87	0	74	\$2,000.00
Product Name Product Code	\$105.55	10%	72	\$2,000.00
Product Name Product Code	\$576.28	\$240	13	\$2,000.00

Header Comments

John Muli: I'll see what I can do Susan!

John Muli (internal): Hey @Sam Futura would you be able to approve this discount?

Shipping

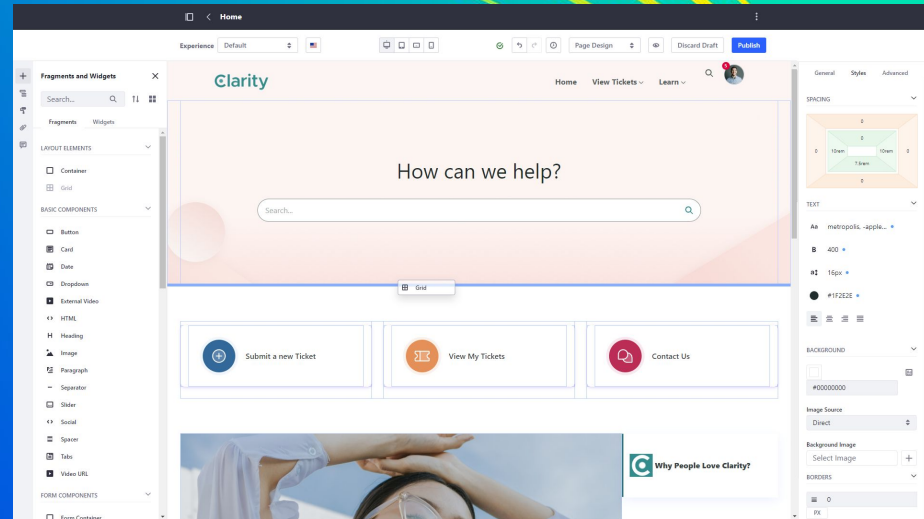
Shipping Address: PO Box 467, New York, NY 10002

Requested Delivery Date: Aug 24, 2019

Low-code & No-code

We keep investing in the Low-code & No-code approach.

- **Configuration** over customization
- **Faster and easier adoption and implementation**
- **Enable different corporate teams to work independent** from IT (design, content creators, marketing, etc)
- **Control** layers to make it scale



Commerce Updates

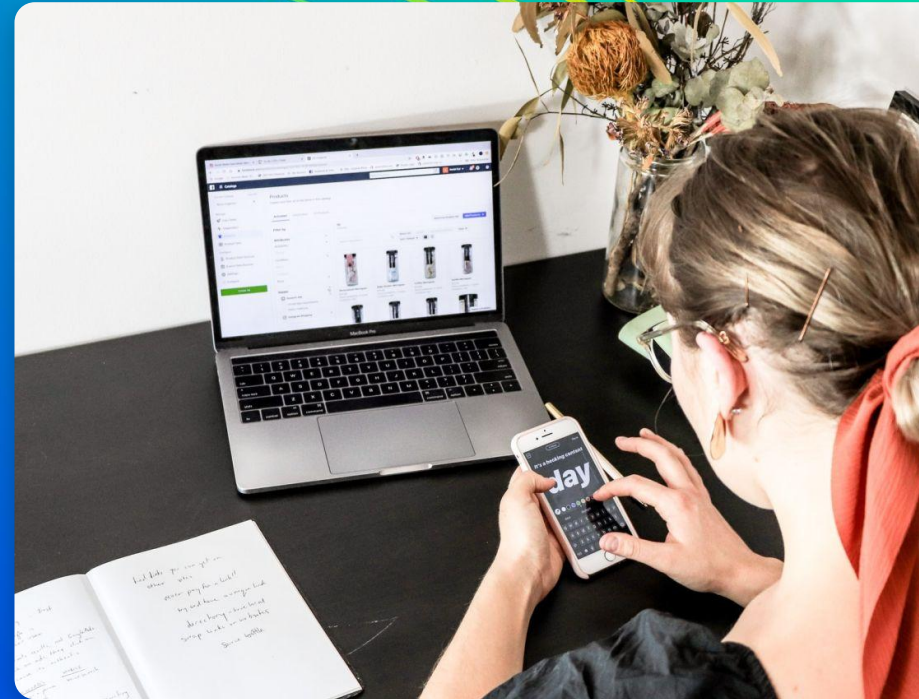
Increase Business Value

Improve the buying experience

- Faster checkouts
- Easier ordering with SKU imports
- Access incomplete orders without losing progress
- Find the right product faster with tools like shop by diagram

Improve the selling experience

- Convert back to draft
- Manage publication “en masse” and preview before publishing



Analytics Cloud

Adding business value across the platform with Analytics Cloud

- AC to be the **content intelligence layer** to support content governance and recommendation features
- Extended **content performance tracking** to enable full monitoring of syndicated content
- **Headless first approach** to extend Analytics Cloud interoperability
- **In-context analytics** to empower practitioners

Liferay keeps developing new services for you !

- Customer Success & Global Services
- Subscription Bundle: DXP+Commerce+Analytics Cloud
- Freedom of choice (SaaS, PaaS, OnPrem)
- 7.4 Client Extensions by Low Code/No code
- 7.4 Quarterly releases

Do more with less!

Do more use cases with less efforts & cost!



customer summit

World Tour

We are committed to keep delivering
more value to you and your customers

Thanks!

Christian Thiede

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