The Journey Towards The Cloud

eXperimentation

Learning

Compliance

~5

Years of Cloud

Business
Results

31
Countries

Across all
Industries

Liferay Cloud Success Stories...

Klabin

KBC

Sky

ParcIT

Carrefour

Vodafone

Cloud Evolution

Business Perspective

Q4,2018

PaaS Launch

After 2 years evolving platform concepts (LaunchPad, WeDeploy, etc), Liferay officially launches 1st Cloud offering

Q4,2020

Fast Global Expansion

Cloud customer base grows 3x in 2020 and reaches all corners of the globe (NA, LATAM, EMEA, APAC)

Q2,2022

SaaS Launch

Release of 2nd Cloud offering with focus on reducing customers' Total Cost of Ownership (TCO).

Q1,2019

1st Cloud Deal

Signed Vodafone in the UK and helped them release new self-service portal.

Q4,2021

100th Cloud Customer

Demand continues strong with Cloud deals representing approx 1/4 of new business.

Q1,2023

Cloud Penetration

Cloud deals now represent more than a third of new business.

Why Liferay Experience Cloud?

Why did we launch a
DXP-as-a-Service?

"

The best thing about Liferay is you can do anything you want. The worst thing about Liferay is you can do anything you want.

BRIAN CHAN
Chief Software Architect, Liferay

"

The **hardest** thing about Liferay is…

…upgrades!

ME
(And, probably everyone else)

"

I know Liferay is better for the business because you give us a better fit for our business requirements.

But it's hard to compete with SaaS. My business users are throwing 'apps' together in a couple of weeks. They're not as good, but they're fast.

LIFERAY CUSTOMER

"

One year is too long to wait for new features.

There has to be a way for you to meet enterprise stability requirements while still adding capabilities more quickly.

LIFERAY CUSTOMER

Fitting the pieces together

01

Customers need the convenience of SaaS…

…but the flexibility of a Digital Experience Platform

02

And they want features more regularly…

…but need these to not destabilise what they already have

03

So we moved to a weekly Update process and launched a new architecture for extending the platform…

…and added this on top of the proven PaaS capabilities we had in DXP Cloud

But how did we even
get to here?

History Lesson

Originally, Liferay provided just the DXP software itself - the Customer was responsible for everything else.

This is now what we call DXP Self-Hosted.

RESPONSIBILITIES

Liferay

- Products
- Subscription (arranty, Indemnity, etc

Customer

Low-value:

- Infrastructure
- Platform Softw   Search, etc.
- Architecture -   Load Balancing, Etc.
- U
- U   tch   ty
- S   ub

High

- Application Delivery (aka Solving Business Problems)

Web Server 2

Liferay DXP 2

Database HA

Elasticsearch 3

File Storage HA

PaaS

With Liferay's PaaS offering, Liferay provides the DXP, the Infrastructure, and the Platform Services, but the Customer is still responsible for most other activities.

This was previously known as DXP Cloud.

RESPONSIBILITIES

Liferay

- Products & Pr____ ____port
- I_____ ___tu__ ___pt_
- P_____ ___oftware — DB, S____ ___c.
- A___ ____re:
  - ___ __Clud_____ ____ng)
  - ___ ____ection ___ ____over
  - Load Balancing
  - DevSecOps – CI/___
  - Etc.

Customer

Web Server

CICD

Liferay DXP

VPN

Database

Elasticsearch

File Storage

Backup

High-value:
- Application Delivery (aka Solving Business Problems)

SaaS

Liferay Experience Cloud is Liferay's SaaS offering. With Liferay Experience Cloud you can focus on what really matters - creating and launching business applications.

It's still Liferay DXP - it is not a turnkey application

RESPONSIBILITIES

Liferay

- Products & Pr~~oducts Support~~
- A~~...~~h U~~...~~
- P~~...~~ Softw~~are~~, DB, S~~...~~c.
- A~~...~~re:
  - ~~...~~g
  - ~~...~~ecti~~...~~ver
  - Load Balancing
  - Etc.
- Upgrades
- Weekly Updates
- ~~Database, Security Hotfi...~~
  - ~~...~~e
  - ~~...~~y

High value:

- Application Delivery
  (aka Solving Business Problems)

Web Server [2]

VPN

CICD

Liferay DXP [2]

Database [HA]

Elasticsearch [3]

File Storage [HA]

Backup

How do weekly updates not break things?

New Customisation Approach

Traditional
Customisations

Make direct changes to
Liferay using Code

→

7.4 & Liferay
Experience Cloud

Don't touch the core -
when code is needed use
clean separation

Extending Liferay in 2023:
Low-Code & Client Extensions

Provides the key customization capabilities needed to meet highly specific business requirements, without modifying Liferay.

Ensures the platform can be extended and customized to fit specific needs.

Loosely-coupled code, modern technologies, supports easy upgrades.

Our preferred approach to extensions.

LOW CODE

- Objects
- Fragments
- Pages
- Automation

API

- REST API
- GraphQL API
- Events

Liferay DXP

CLIENT EXTENSION CLASSIFICATION

- Front End Client Extensions
- Micro Service Client Extensions
- Configuration Client Extensions
- More / Future Client Extensions

Client Extensions

Want to learn more about
Client Extensions?

eXperimentation
→Innovation

Cloud Evolution

Business
Perspective

$

vs

Engineering
Perspective

Cloud Evolution
Business vs Engineering Perspective

Q3,2018

Internal Release

Prior to the official release of our 1st Cloud offering, the team was working hard to validate the platform with internal customers.

Q4,2018

Kubernetes Migration

After supporting internal systems such as liferay.com in the new Cloud Infra, the Cloud Engineering team decides to switch to a managed Kubernetes service.

Q4,2019

1st Customer GoLive

Helped Vodafone move workloads to the Cloud and launch new self-service portal in less approximately 6 months.

Q1,2019

1st Cloud Deal

Signed Vodafone in the UK and helped them release new self-service portal.

Cloud Evolution
Business vs Engineering Perspective

Q4,2020

Fast Global Expansion

Cloud customer base grows ~3x in 2020 and reaches all 4 corners of the globe (NA, LATAM, EMEA, and APAC)

Q4,2021

100th Cloud Customer

Demand continues strong with Cloud deals representing approx 1/4 of new business.

15th K8s Cluster

Strong demand for Cloud translates to rapid infra growth: 15 large production clusters distributed across 10 regions.

Q1,2022

SaaS Charge is On

Prep to release SaaS offering speeds up efforts to lower product complexity. Heavy investments to further automate infra follow suit.

Q2,2022

SaaS Launch

Release of 2nd Cloud offering with focus on reducing customers' Total Cost of Ownership (TCO).

Q1,2023

Cloud Penetration

Cloud deals now represent more than a third of new business.

Infrastructure Expansion

As the Cloud customer base grows, so does the infrastructure: more than 35 clusters, 13 regions, etc.

Liferay® DEVCON

Global
Coverage

Liferay DEVCON

Location	Country
Oregon	USA
Iowa	USA
Montreal	Canada
N.Virginia	USA
São Paulo	Brazil
London	UK
Hamina	Finland
Frankfurt	Germany
Mumbai	India
Jurong West	Singapore
Tokyo	Japan
Osaka	Japan
Sydney	Australia

13 Cloud Regions

Announcement Alert

Liferay DEVCON

Montreal
Canada

Iowa
USA

Oregon
USA

N.Virginia
USA

São Paulo
Brazil

London
UK

Hamina
Finland

Frankfurt
Germany

Damman
Saudi Arabia

Doha
Qatar

Mumbai
India

Jurong West
Singapore

Tokyo
Japan

Osaka
Japan

Sydney
Australia

2 new regions coming soon

Cloud locations

Google Cloud has added a new region: Doha (Qatar), Turin (Italy), Tel Aviv (Israel). Our private, software-defined network provides fast and reliable connections to users around the world.

37 REGIONS

112 ZONES

187 NETWORK EDGE LOCATIONS

AVAILABLE IN **200+** COUNTRIES AND TERRITORIES

COMING SOON! Google Cloud will continue expanding into the following regions: Berlin (Germany), Dammam (Kingdom of Saudi Arabia), Querétaro (Mexico), Malaysia, Thailand, New Zealand, Greece, Norway, South Africa, Austria and Sweden.

Platform
Numbers

How did we get here?

Golden Triangle

Customer
Focus

Complexity
Mgmt

Continuous
R&D

Customer Focus

Code

Release

Plan

Deploy

Build

Test

Monitor

Operate

LifeBank | Personal | Business | Wealth | Search

Online and Mobile | Checking and Savings | Credit Cards | Mortgage & Refin

Your Account. Smartly
Easily managed.

Choose a service that fits best your needs.

Compare your options

50

Validating Assumptions

	Presales		Migration		Go-live
	Technical Presales	Feasibility & Estimation	Migration Strategy Design	Migration	Evolution
😄	5				
🙂		4	4		4
😐					
🙁				3	
😭					

2022^+ ➡ Enjoyable ⬅ What we want

2021 ➡ Convenient

2020 ➡ Usable

2019 ➡ Reliable

2018 ➡ Functional

Design Hierarchy of Needs

Complexity

More often than not, scale inherently brings complexity. The other side is that simplicity requires concerted effort and purposeful investment.

Without discipline and careful oversight, it's just a matter of time until complexity rear its ugly head...

Scalability   Discipline

Investment

Raising the Abstraction Level

How to manage complexity?

2nd

Automate,

automate,

automate...

Using the right tool for job

Code Delivery Pipeline

Push to **repo**

Pull changes

GitOps
repo

Update
values.yaml

HELM

Out of Sync | Synced

Tracking Changes

Dev, Stg, Prd
K8s clusters

Test → Build → Push
img

docker hub

GitHub Actions

ArgoCD App Dashboard

ArgoCD App Details

ArgoCD Deployment Targets
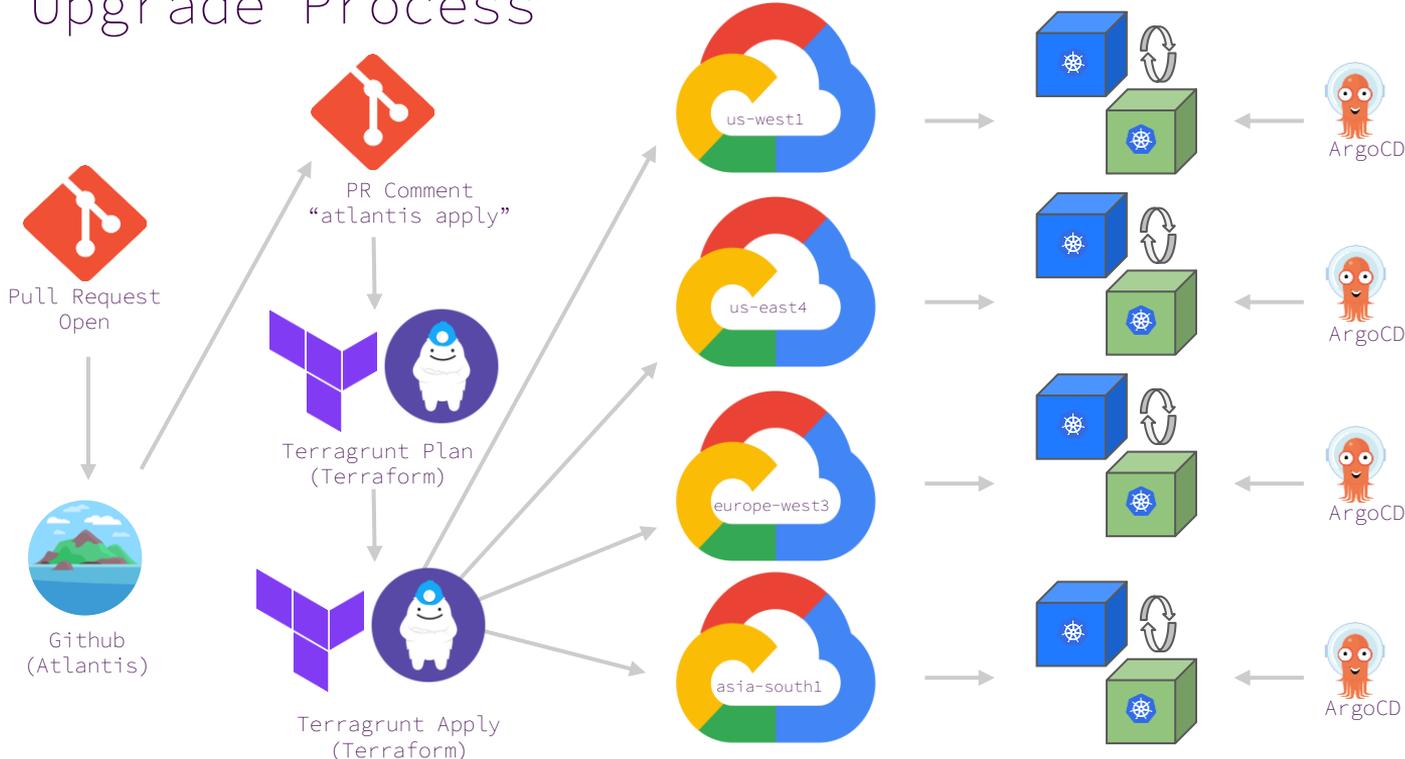
How to manage
infrastructure at scale?

"

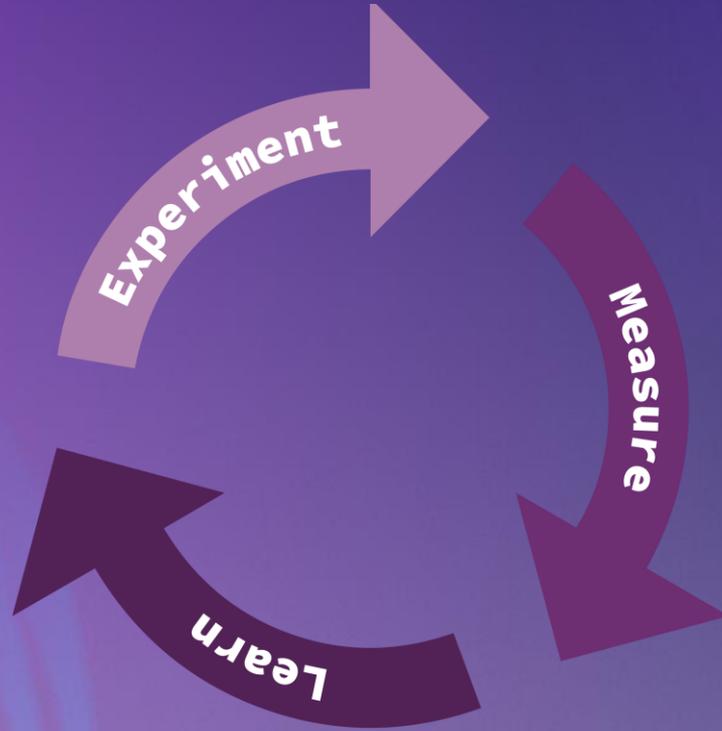"Managing 1 Kubernetes cluster is one thing. Managing 40 is a totally different thing."

Daniel Franco

Automate, automate,

automate...

K8s Upgrade Process
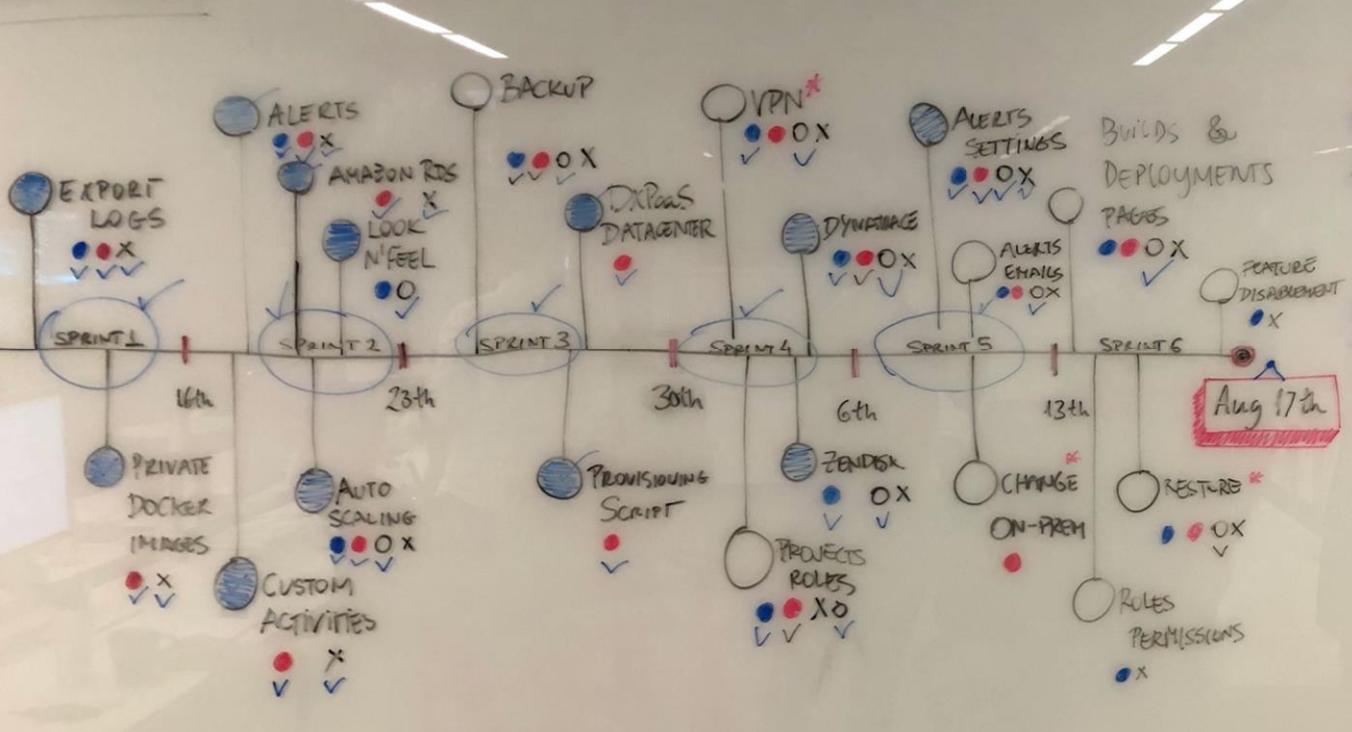
How do we find

time to innovate?

Experiment → Measure → Learn

~40M

API calls per month

RECIFE   FRANKFURT   BANGALORE   DALIAN

DO NOT ERASE

RING ROADMAP

Legend:
- ○ DESIGN
- ● BACKEND (red)
- ● FRONTEND (blue)
- X QA

*BOTTLENECKS
VPN RESTORE
CHANGE ON-PRE...

NEXT STEPS:
- CLI
- PRODUCT REVIEW
- DOCUMENTATION
- TESTS
- BUG FIXING
- RESPONSIVE UI

Timeline / Sprints:

SPRINT 1 — 16th
SPRINT 2 — 23th
SPRINT 3 — 30th
SPRINT 4 — 6th
SPRINT 5 — 13th
SPRINT 6
Aug 17th

Items:

- EXPORT LOGS
- ALERTS X
- AMAZON RDS X
- LOOK N' FEEL O
- BACKUP
- DXPaaS DATACENTER
- VPN * O X
- DYNATRACE O X
- ALERTS SETTINGS O X
- BUILDS & DEPLOYMENTS
- PAGES O X
- FEATURE DISABLEMENT X

- PRIVATE DOCKER IMAGES X
- AUTO SCALING O X
- CUSTOM ACTIVITIES X
- PROVISIONING SCRIPT
- ZENDESK O X
- PROJECTS ROLES X O
- ALERTS EMAILS O X
- CHANGE ON-PREM
- RULES PERMISSIONS X
- RESTORE * O X

Taking Stock: API Maturity Model

Why add an API Gateway?

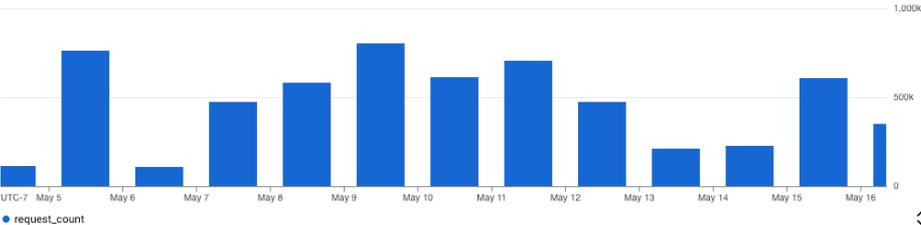| 01	Better Traffic Control	• Routing to multiple backend services • Canary releases • Easy request termination
02	Enhanced Security	• OpenID Connect plugin OOTB • Key authentication • Rate limiting
03	Higher Availability	• Caching • Request validation • Rate limiting
04	Observability	• Traffic metrics visible thru Graphana • Correlation ID

05	Accelerated Innovation	• Façade allowing services to be:
		   ○ Replaced
		   ○ Broken down
		   ○ Reimplemented

The Missing Ingredient

Customer
Focus

Complexity
Mgmt

Continuous
R&D

Courage

"

People who bring transformative change have courage, know how to re-frame the problem, and have a sense of urgency.

Malcolm Gladwell

Cloud Evolution

Business
Perspective
$

VS

Operations
Perspective

We designed Liferay Experience Cloud to take the most of the Ops burden from you so you can focus on delivering value for your own business

Change in "attitude"

"

The EU law basically requires privacy, and the US law requires surveillance, [..] and who gets crushed in between these data systems is the companies that do these data transfers.

Max Schrems

Liferay's take

(D)DoS + WAF protection

- 3 layers DOS protection:
  - GCP Ingress Layer 4
  - Google Cloud Armor, AI
  - Nginx mod_sec
- WAF:
  - OWASP Top 10
  - Filters valid requests
  - Goal to improve DXP to avoid custom config
  - Not always possible
  - Already fixed template editor issues

Godefroy

Le Jardin
Montreuil

Bobigny

Val-de-Marne

D 290   Rue de l'Union

Rue de l'Union

Rue de l'Union

Solidarité - Carnot

Rue de Vincennes

Bobillot

Rue Mirabeau

Vincennes

Source

2
1
90
92
94
96
96 bis
98
100
102 bis
104
106
108
110
112
114
116
118
132
138
138
140
142
144
146
148
150
152
154

75
77
79
81
90
92
94
96

2
2 bis
4
4 bis
4 ter
6
6 bis
6 ter
8
8 bis
10
12

17
15
3
11
9

1

86
88
90
92
94
38
36
34
32
30
28
37

Self-aware containers

- Containers are aware of their status
- Startup locking to avoid clustering split-brain + upgrade issues
- Thread dumps on failures
- Available in the official Docker containers!

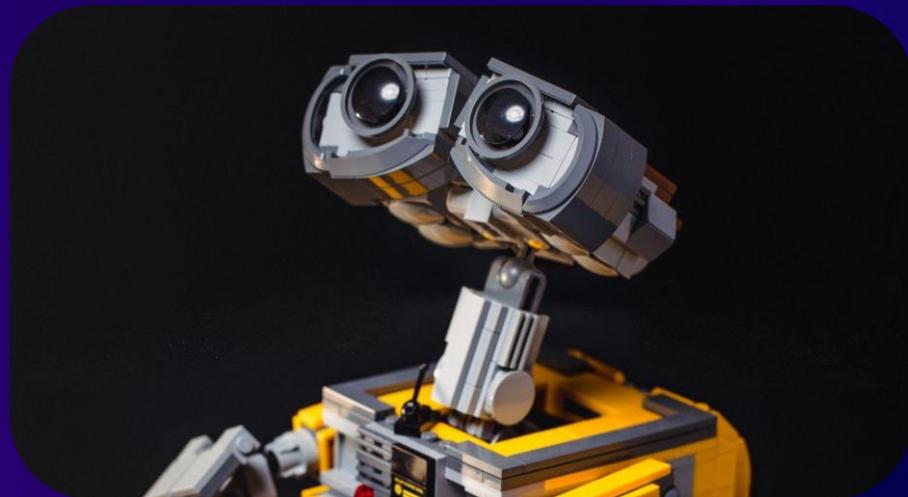How do you select the best Cloud vendor for DXP?

We ended up using our own PaaS

- Scalable infrastructure
- OOTB configured DXP, Search, web server, database
- Access management
- Self-healing, monitoring
- Backups, restores
- Multiple environments
- CI/CD
- LXC SM is the best platform to run your DXP
- We could use our own PaaS infrastructure OOTB to run SaaS!

We ended up using our own PaaS

- Scalab
- OOTB
- Acces
- Self-
- Backu
- Multi
- CI/CD
- LXC S
- We co
  SaaS

...and more checkboxes checked

"

The hardest thing about Liferay is…

…upgrades!

ME
(And, probably everyone else)

Fast & reliable upgrade

- We upgrade LXC instance copies every day, running test after
- Automation of Upgrade is possible
- Test in lower environments
- Restart production, let Liferay startup manage the upgrade
- Startup lock enables this

Announcement:
Security Bug Bounty Program

Private program,
invitation only

Up to $2000/security bug*

YOU are invited!

Sign up today:
security@liferay.com

* Rules are available on the bug bounty platform

Security is hard and boring...

...but we like to think we're cool

We're better together.

We're better together.