



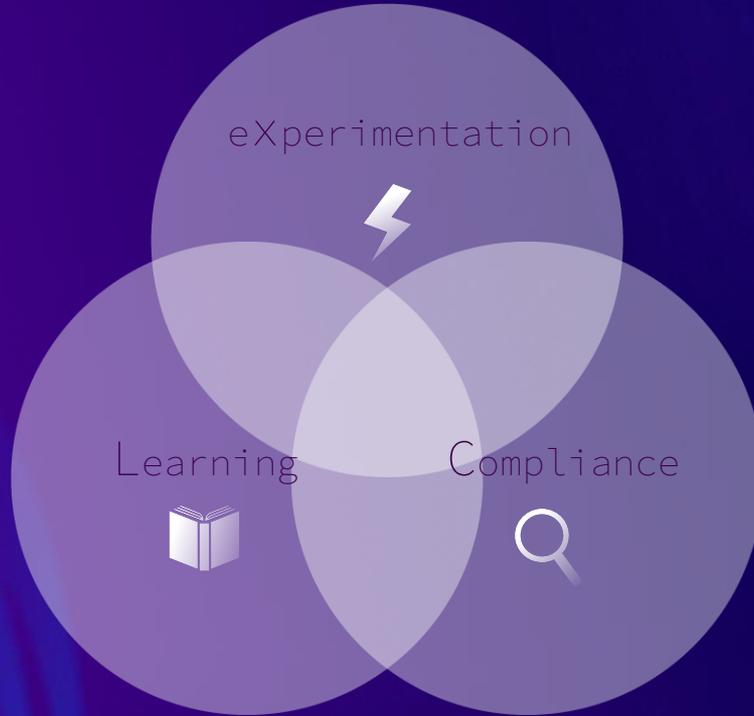
Ben Turner / Igor Arouca / Zsolt Balogh

Liferay Experience Cloud

A Customer Value-Driven
Journey

The Journey Towards The Cloud







Senior Manager
Technical Enablement
Ben Turner
(Learning)



Vice President
Cloud Engineering
Igor Arouca
(eXperimentation)



Vice President
DevSecOps
Zsolt Balogh
(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.

Learning
->Adaptation



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.

“

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...

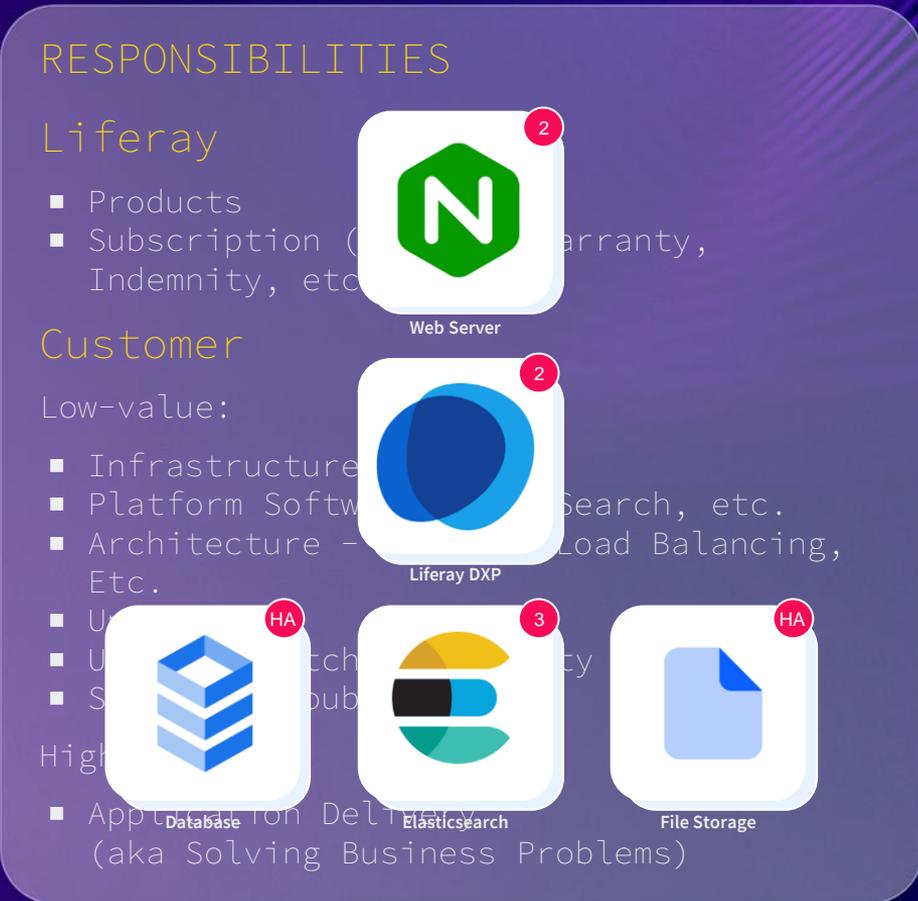
...and added this on top of the proven PaaS capabilities we had in DXP Cloud

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.



PaaS

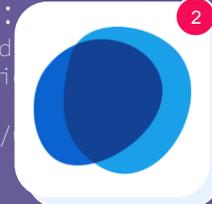
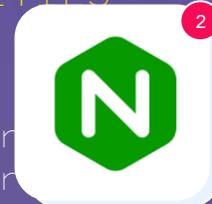
With Liferay's PaaS offering, Liferay provides the DXP, the Infrastructure, and the Platform Services, but the Customer is still responsible for most other activities.

This was previously known as DXP Cloud.

RESPONSIBILITIES

Liferay

- Products & Platform Services
- Infrastructure
- Platform Services: Web Server, DB, SaaS, etc.
- Application Delivery:
 - Load Balancing
 - DevSecOps - CI/CD
 - Etc.



VPN

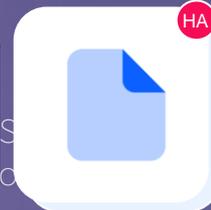
Customer



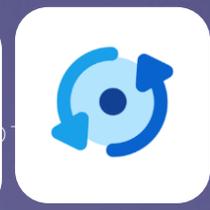
Database



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 & Platform Support
- Application Development
- Platform Software (Web Server, DB, SaaS, etc.)
- Application Core:
 - Load Balancing
 - VPN
 - Etc.
- Upgrades
- Weekly Updates

Liferay DXP

High Value:

- Application Delivery (aka Solving Business Problems)

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:

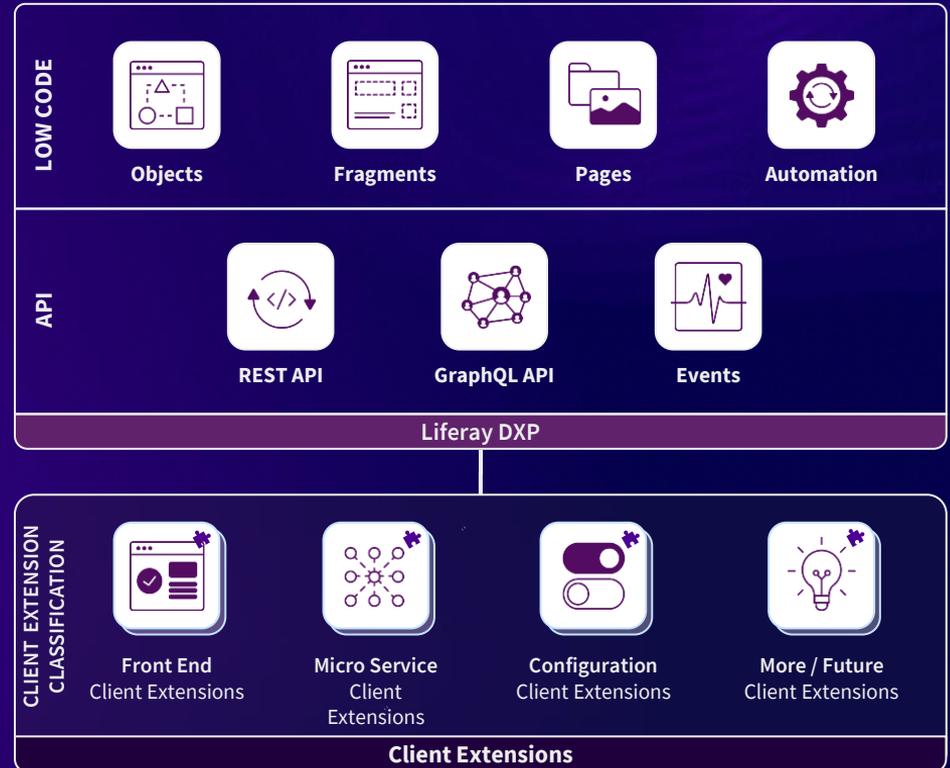
Low-Code & Client Extensions

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.



Want to learn more about
Client Extensions?

Client Extensions Deep Dive:

Today at 11:50 am



Staff Software Engineer
Cloud Engineering
Greg Amerson

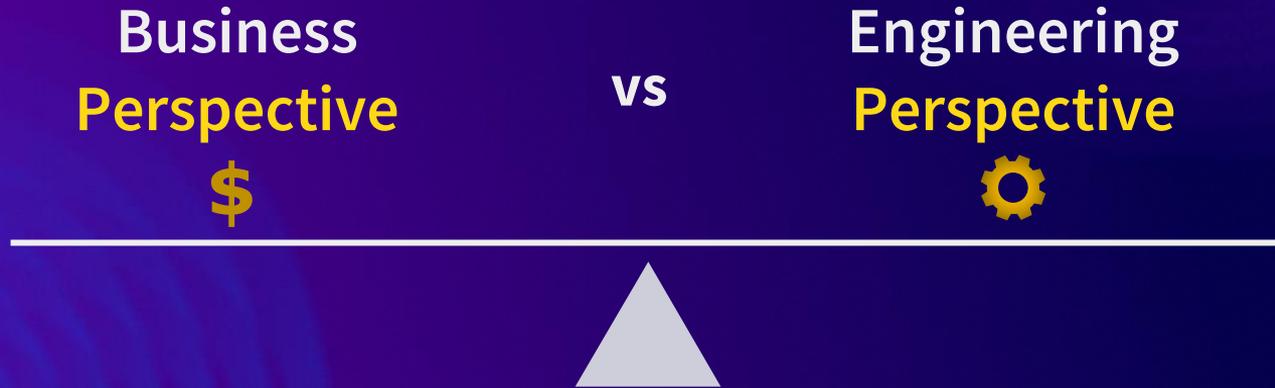


Principal Software Engineer
Cloud Engineering
Ray Augé

eXperimentation
→ Innovation



Cloud Evolution



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

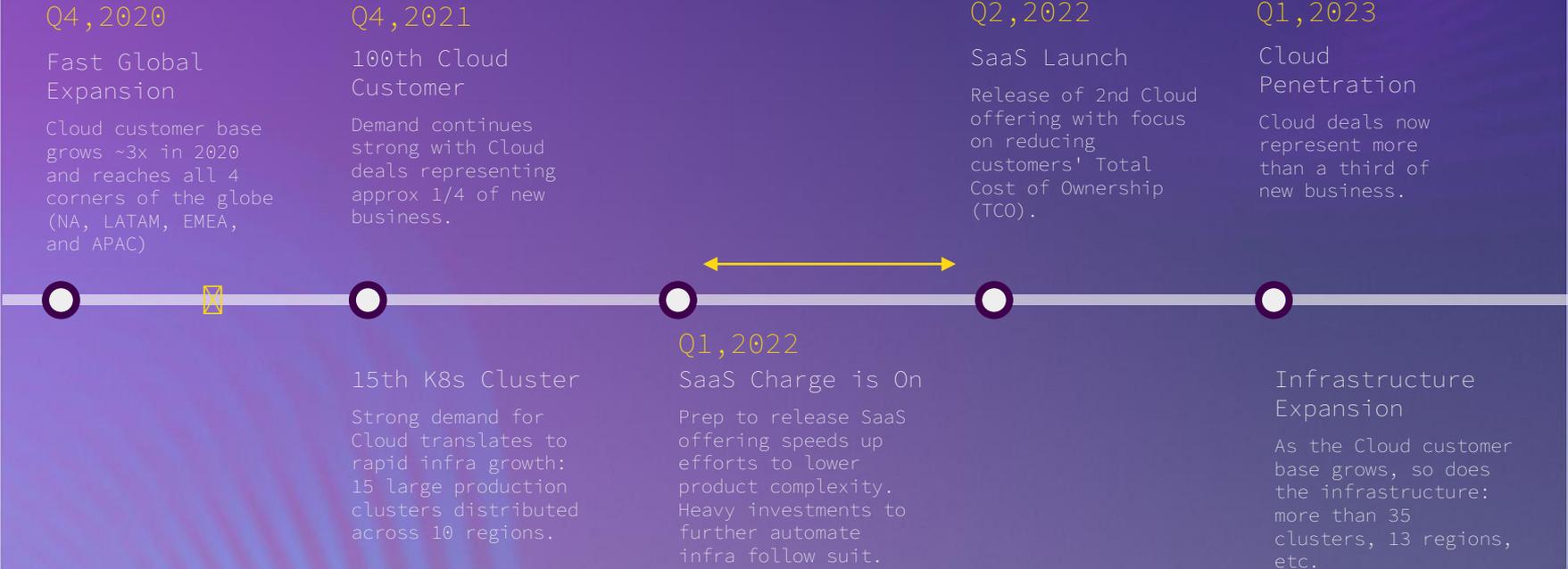
1st Cloud Deal

Signed Vodafone in the UK and helped them release new [self-service portal](#).



Cloud Evolution

Business vs Engineering Perspective



Global Coverage



13 Cloud Regions

Announcement Alert



Coming soon...



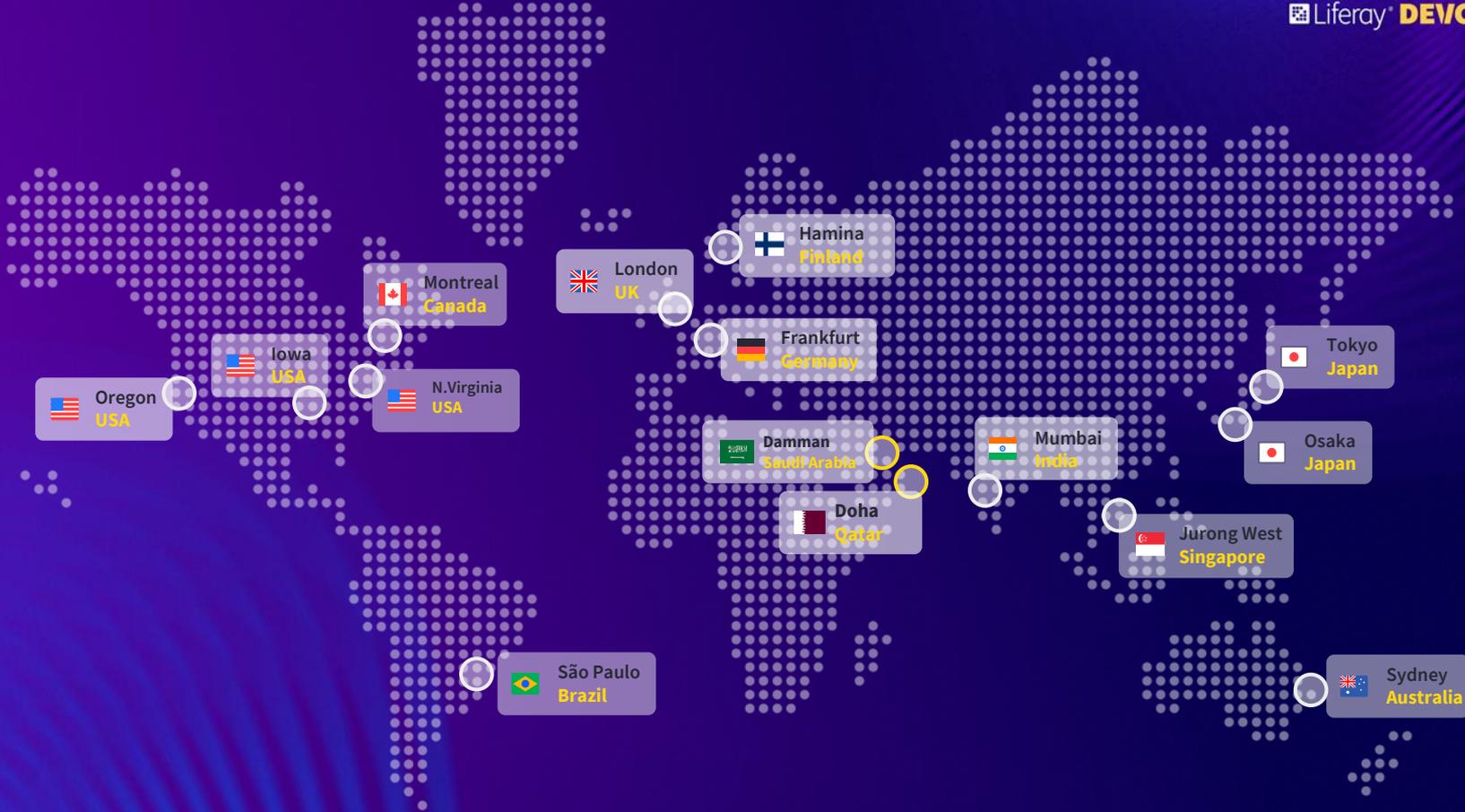
Q2 2023



Coming in



Q3 2023



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.



REGIONS



ZONES



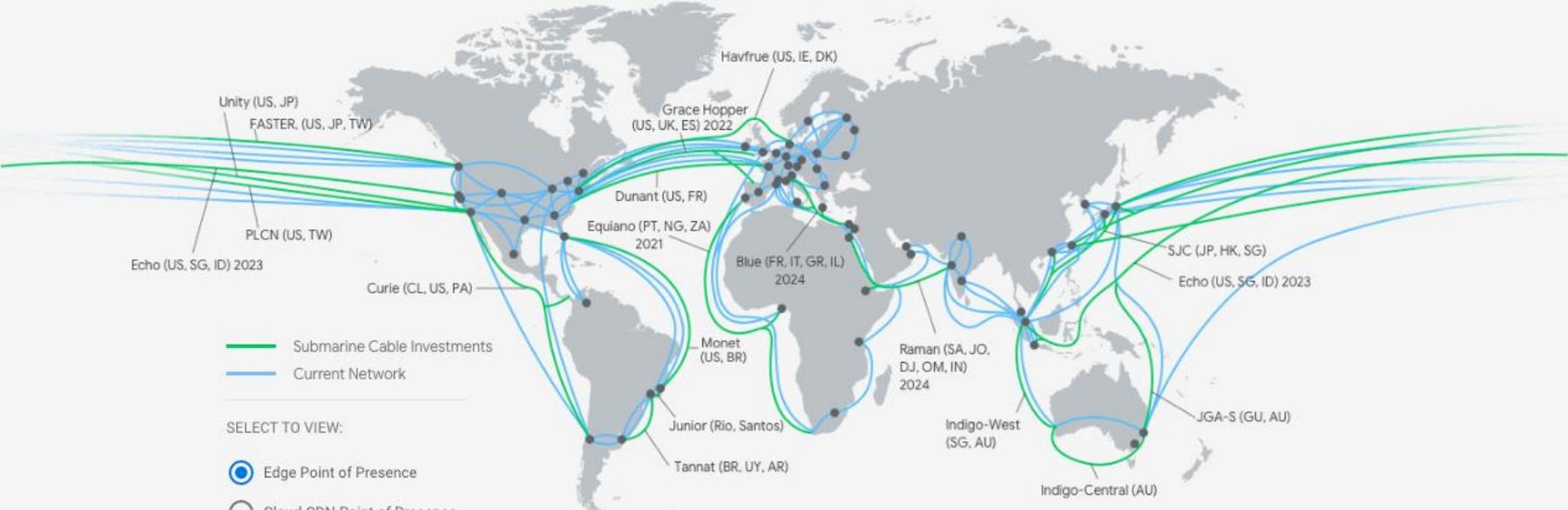
NETWORK EDGE LOCATIONS



COUNTRIES AND TERRITORIES

AVAILABLE IN

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.



Submarine Cable Investments
Current Network

- SELECT TO VIEW:
- Edge Point of Presence
 - Cloud CDN Point of Presence
 - Media CDN Point of Presence

Platform Numbers

15%

Cloud Customers / Base

3,354

Pods/Instances

41

Clusters

395 TB

Stored Data

~30M

API Calls
(monthly avg)

6,272

vCPU

23 TB

RAM



512

WAU

31%

Stickiness

7 days

Fastest Go-Life

99.99%

Uptime

Liferay Experience Cloud

275.6K

Total Deployments*

4.72M

Activities*

1. Logs
2. Activities
3. Network Mgmt
4. Deployments
5. Backups

Most used features*

9

Major
R&D Projects*

534

Epics*

1,740

Support
Tickets*

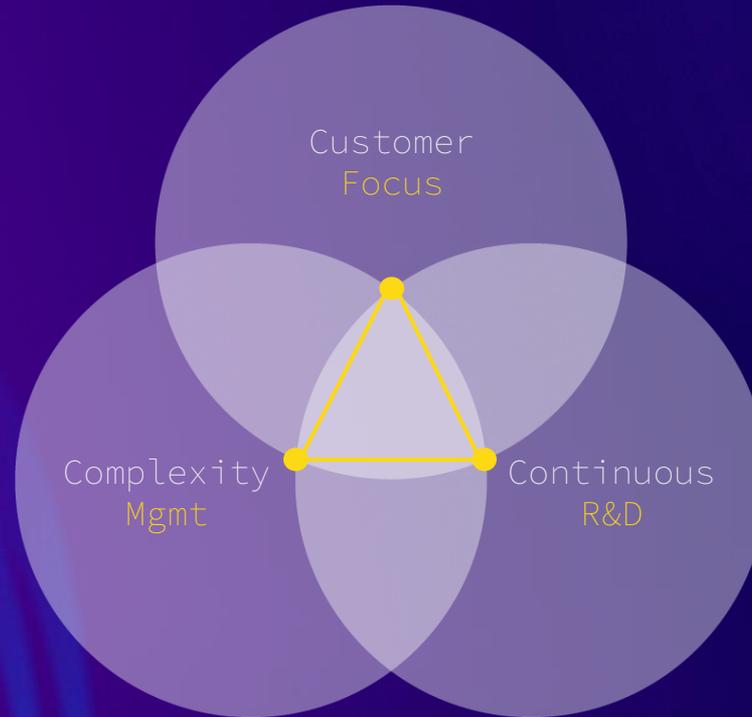
809

Bugs*

** Data from the previous 12 months*

How did
we get here?

Golden Triangle



Customer Focus

A Clear Goal

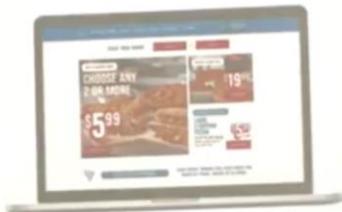


Simplify the deployment, management and evolution of DXP by building the safest, simplest, and most scalable Cloud Platform to host Liferay solutions.

Challenge #1



Business Value



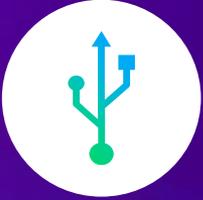
Network



Security



Servers



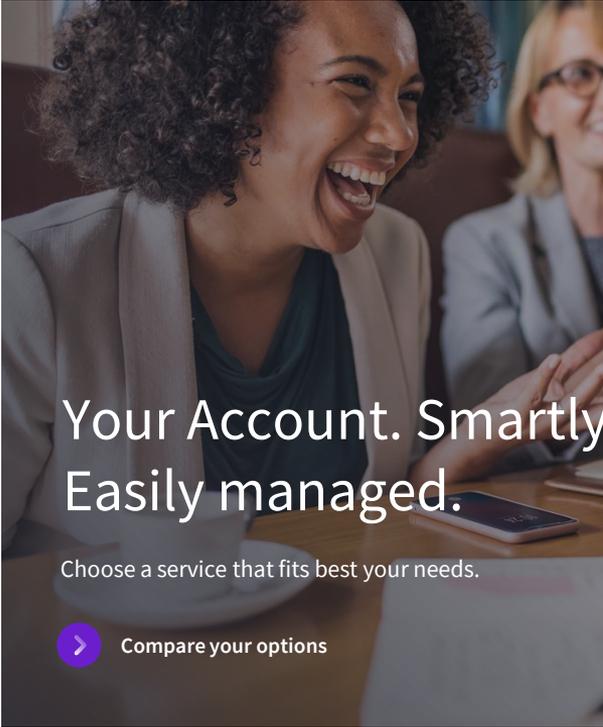
Monitoring



OS



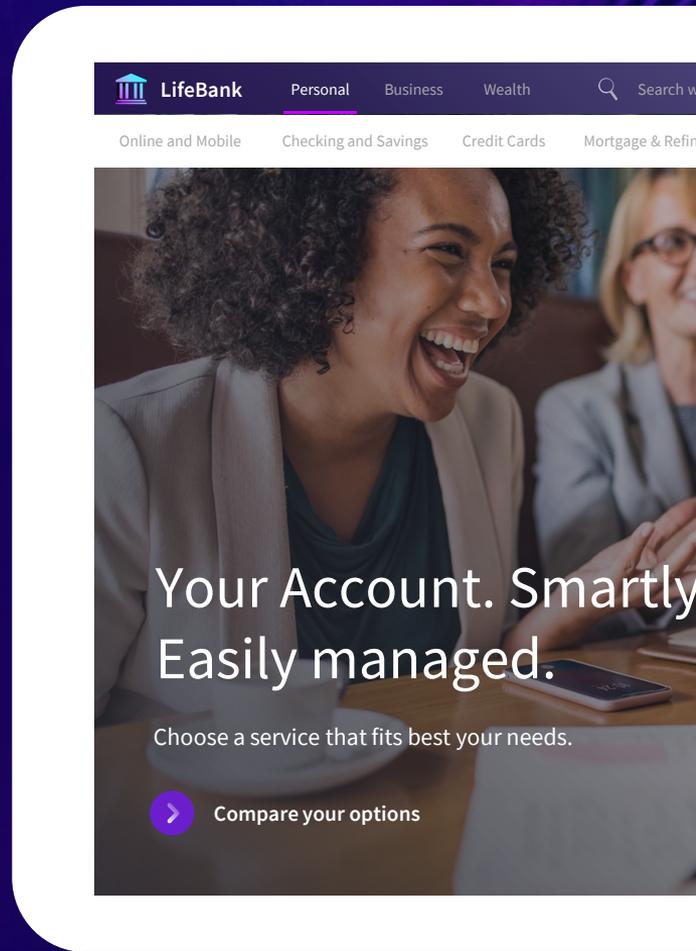
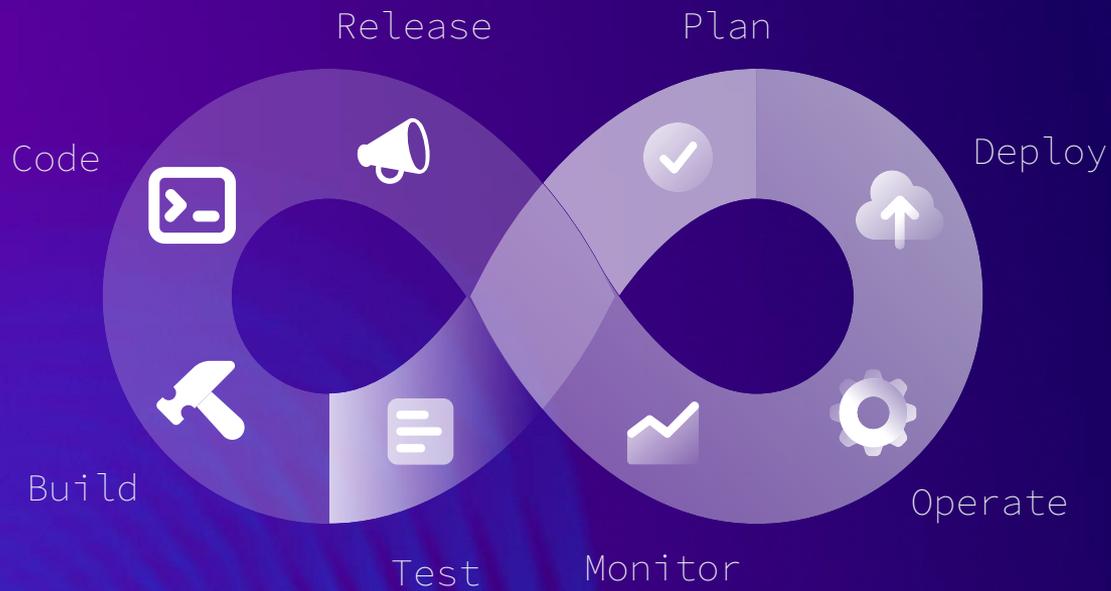
Performance



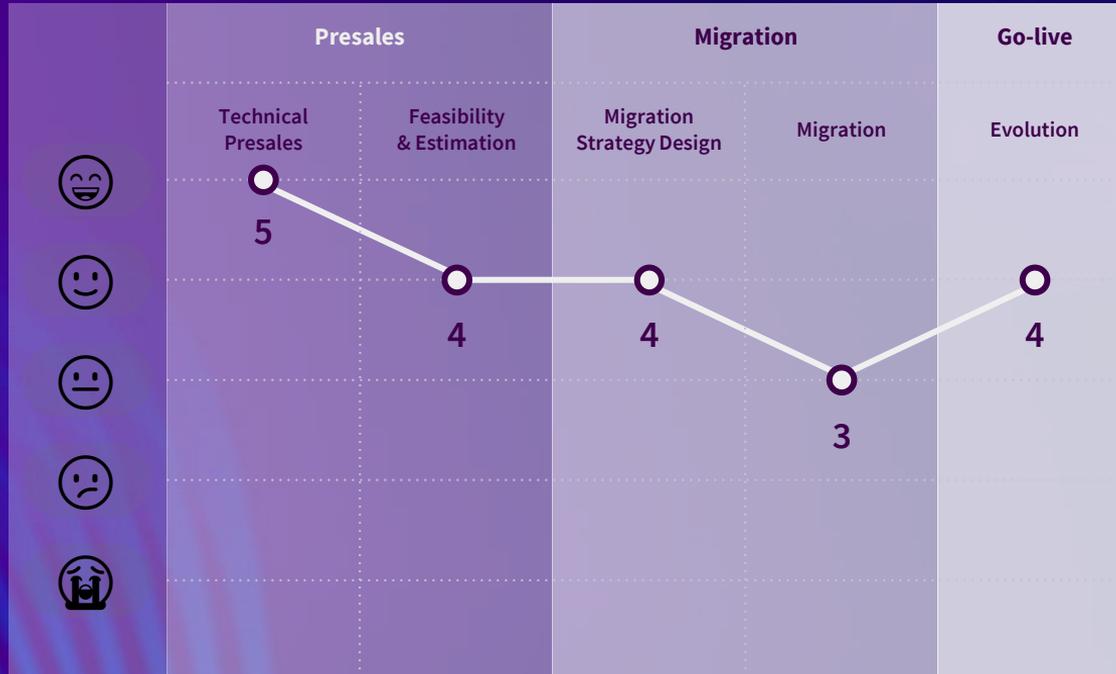
Your Account. Smartly
Easily managed.

Choose a service that fits best your needs.

> Compare your options



Validating Assumptions



Data-Driven Mindset

Segment is Select Segment ✕ ▼ Add Filter Clear Filters

Feature Adoption

Last 30 Days | Everyone

A bar chart comparing feature adoption. The first bar represents '23% of Features' with a teal base and a grey top. The second bar represents '80% of Feature Clicks' with a teal base and a grey top. An arrow points from the first bar to the second, indicating a significant increase in click-through rate.

Feature	Product Area	% of Feature Clicks
Log Viewer	Logs	33.2%
Logs Filter Date	Logs	5.6%
Deploy Build	Deployments	5.3%
Download Logs	Logs	5.2%
Logs Application Filter	Logs	5.0%
Logs Term/Regex Search	Logs	4.7%

Top 23% (14 of 60 Features)

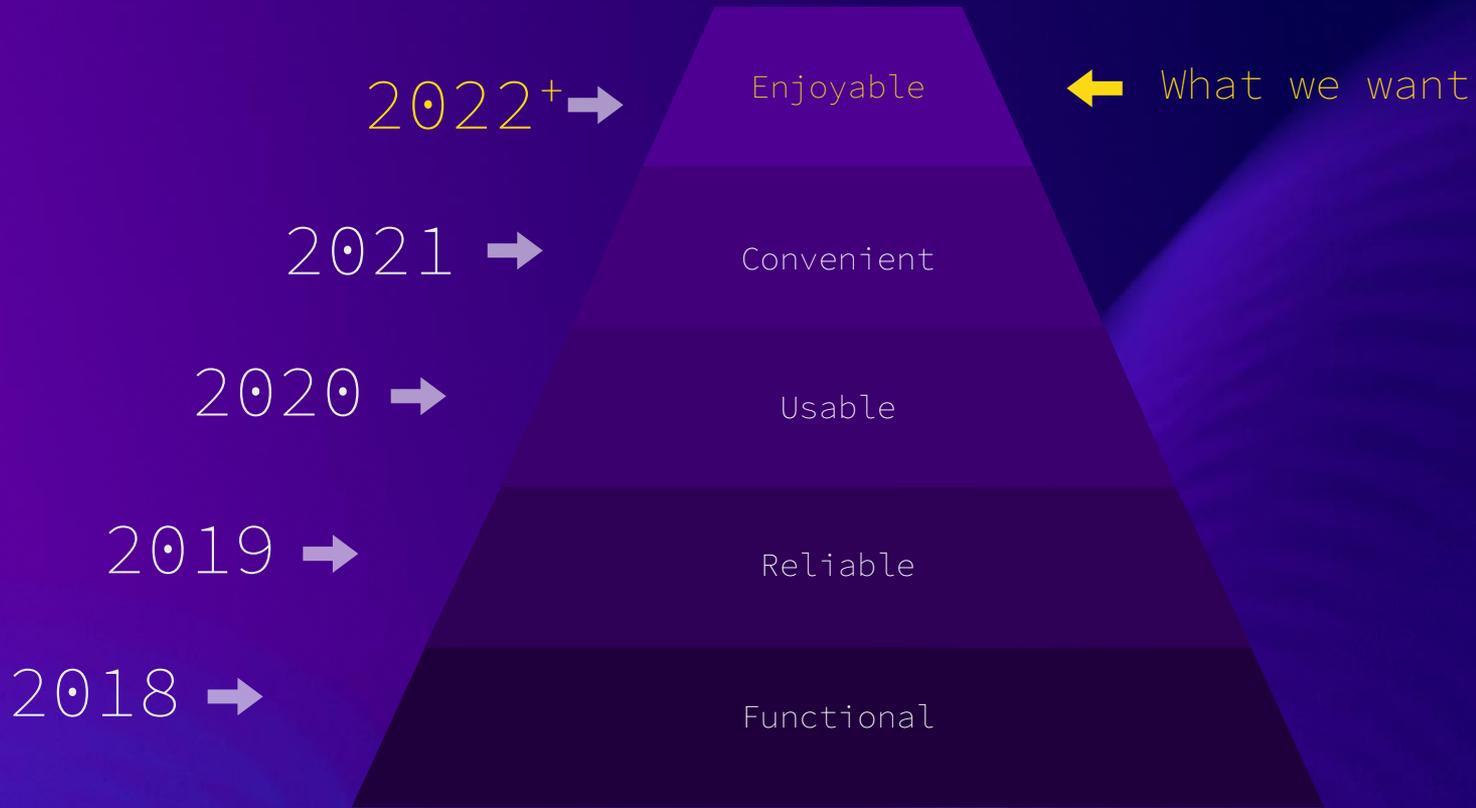
Feature	Product Area	% of Feature Clicks
Log Viewer	Logs	33.2%
Logs Filter Date	Logs	5.6%
Deploy Build	Deployments	5.3%
Download Logs	Logs	5.2%
Logs Application Filter	Logs	5.0%
Logs Term/Regex Search	Logs	4.7%

Visitor Overview

Visitors | Everyone | All Accounts

Account Overview

Accounts | Everyone



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

Managing Complexity

How to manage complexity?



on

ti

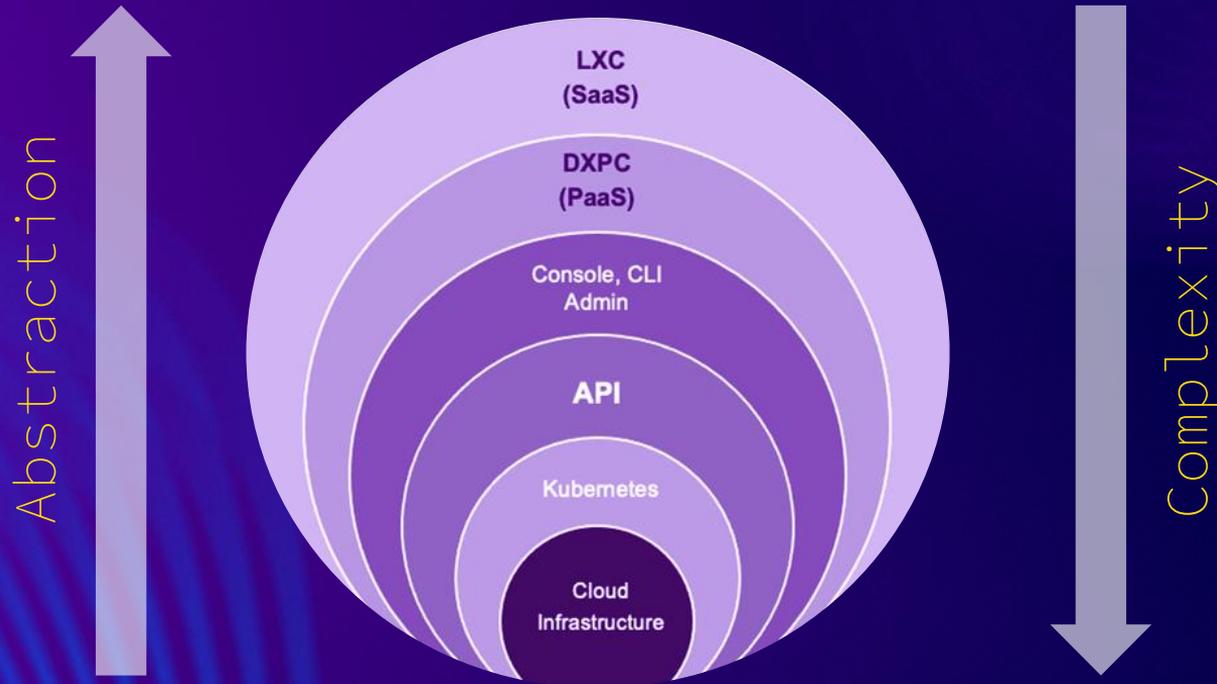
ac

tr

Abs



Raising the Abstraction Level



How to manage complexity?

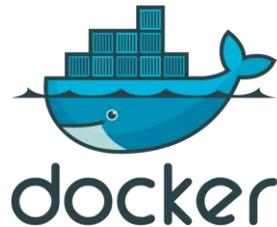
2nd

Automate,

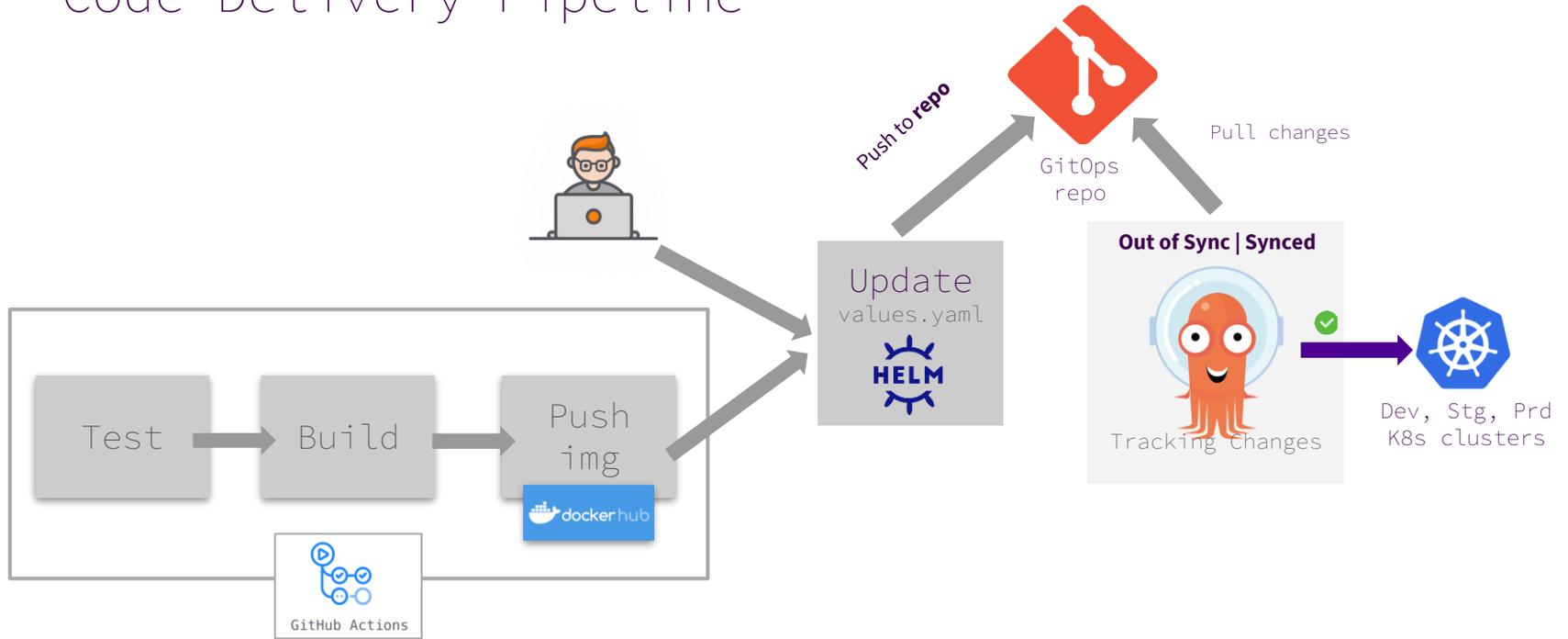
automate,

automate...

Using the right tool for job



Code Delivery Pipeline



ArgoCD App Dashboard

Argo CD
v2.5.0+b895da4

- Applications
- Settings
- User Info
- Documentation

FILTERS

Favorites Only

SYNC STATUS

- Unknown 0
- Synced 756
- OutOfSync 0

HEALTH STATUS

- Unknown 0
- Progressing 0
- Suspended 0
- Healthy 756
- Degraded 0
- Missing 0

LABELS

LABELS

PROJECTS

PROJECTS

CLUSTERS

CLUSTERS

APPLICATIONS TILES

+ NEW APP
↻ SYNC APPS
↻ REFRESH APPS

Search applications...

🔍

➔

Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) ... [37](#) [Next](#)

Items per page: 20 ▾

argocd-system/argocd-resources-app... ☆

Project: bootstrap
Labels: app.kubernetes.io/managed-by=Helm
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/argocd-resources
Destinati... in-cluster
Namespa... argocd-system

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/argocd-resources-proje... ☆

Project: bootstrap
Labels: app.kubernetes.io/managed-by=Helm
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/argocd-resources
Destinati... in-cluster
Namespa... argocd-system

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/globalservices-thirdpart... ☆

Project: cert-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: https://charts.jetstack.io
Target Re... v1.10.1
Chart: cert-manager
Destinati... globalservices-thirdparty_us-west1-thirdpa...
Namespa... cert-manager

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/globalservices-thirdpart... ☆

Project: cert-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/crds
Destinati... globalservices-thirdparty_us-west1-thirdpa...
Namespa... cert-manager

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/globalservices-thirdpart... ☆

Project: cert-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/cert-manager-issuers-letsencrypt
Destinati... globalservices-thirdparty_us-west1-thirdpa...
Namespa... cert-manager

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/globalservices-thirdpart... ☆

Project: rbac-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/custom-rbac
Destinati... globalservices-thirdparty_us-west1-thirdpa...
Namespa... kube-system

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/globalservices-thirdpart... ☆

Project: rbac-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: https://charts.fairwinds.com/stable
Target Re... 1.9.0
Chart: rbac-manager
Destinati... globalservices-thirdparty_us-west1-thirdpa...
Namespa... rbac-manager-system

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/globalservices-thirdpart... ☆

Project: rbac-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/crds
Destinati... globalservices-thirdparty_us-west1-thirdpa...
Namespa... rbac-manager-system

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/in-cluster-cert-manager... ☆

Project: rbac-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Chart: cert-manager
Destinati... in-cluster
Namespa... rbac-manager-system

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/in-cluster-cert-manager... ☆

Project: cert-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: https://charts.jetstack.io
Target Re... v1.10.1
Chart: cert-manager
Destinati... in-cluster
Namespa... cert-manager

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/in-cluster-cert-manager... ☆

Project: cert-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/cert-manager-issuers-letsencrypt
Destinati... in-cluster
Namespa... cert-manager

↻ SYNC ↻ REFRESH 🗑 DELETE

argocd-system/in-cluster-cert-manager... ☆

Project: cert-manager
Labels: app.kubernetes.io/managed-by=Helm, app...
Status: ✔ Healthy ✔ Synced
Repository: git@github.com:LiferayCloud/charts.git
Target Re... production
Path: ./stable/crds
Destinati... in-cluster
Namespa... cert-manager

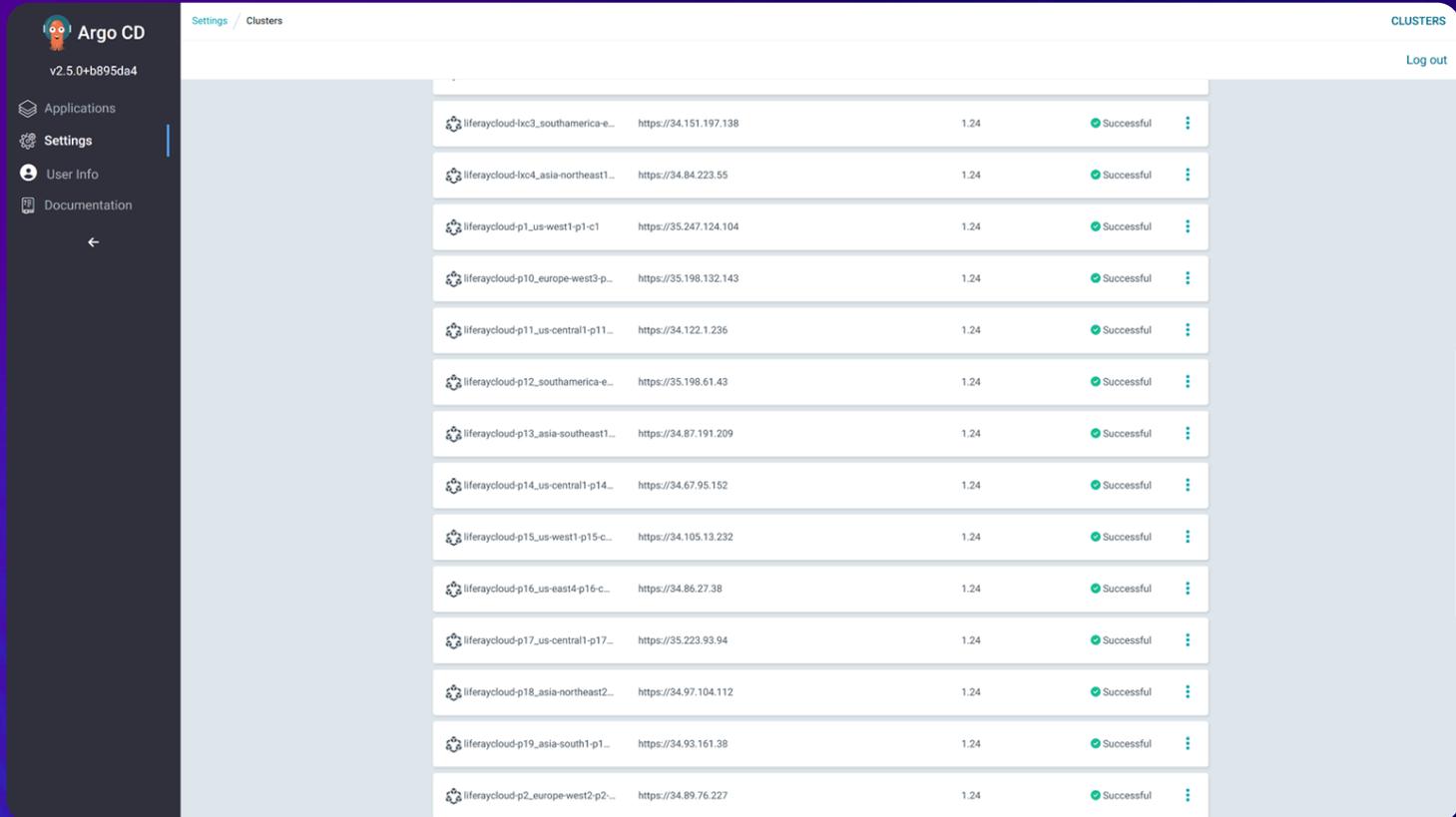
↻ SYNC ↻ REFRESH 🗑 DELETE

ArgoCD App Details

The screenshot shows the ArgoCD web interface for an application named 'liferaycloud-liferaycloud-lcp-api'. The interface is divided into several sections:

- Header:** Shows the application name and navigation buttons: APP DETAILS, APP DIFF, SYNC, SYNC STATUS, HISTORY AND ROLLBACK, DELETE, and REFRESH.
- Summary Cards:**
 - APP HEALTH:** Healthy (green heart icon).
 - CURRENT SYNC STATUS:** Synced (green checkmark icon). Target: To production (e4b502d). Author: Daniel Franco. Comment: Merge pull request #935 from LiferayCloud/LCD-26963.
 - LAST SYNC RESULT:** Sync OK (green checkmark icon). Target: To e4b502d. Author: Daniel Franco. Comment: Merge pull request #935 from LiferayCloud/LCD-26963.
 - SYNC WINDOWS:** SyncWindow (red icon).
- Filters:** A sidebar on the left with filters for NAME, KINDS, SYNC STATUS (Synced: 7, OutOfSync: 0), and HEALTH STATUS (Healthy: 15, Progressing: 0, Degraded: 0, Suspended: 0, Missing: 0, Unknown: 0).
- Diagram:** A network diagram showing the application's architecture. It includes services like 'api', 'api-websocket', 'builder', and 'redis', and pods like 'api-764c9d46b-8xrbt', 'api-764c9d46b-mfmmn', 'api-764c9d46b-z8jn8', 'git-5859c5846c-2cxzw', and 'provisioning-84bb99c658-hvz...'. Arrows indicate dependencies and data flow between these components.

ArgoCD Deployment Targets



The screenshot displays the Argo CD interface, specifically the 'Clusters' page. The left sidebar contains navigation options: Applications, Settings (selected), User Info, and Documentation. The main content area shows a list of clusters, each with a name, URL, version, status, and a menu icon. The status for all clusters is 'Successful'.

Cluster Name	URL	Version	Status
liferaycloud-ixc3_southamerica-e...	https://34.151.197.138	1.24	Successful
liferaycloud-ixc4_asia-northeast1...	https://34.84.223.55	1.24	Successful
liferaycloud-p1_us-west1-p1-c1	https://35.247.124.104	1.24	Successful
liferaycloud-p10_europe-west3-p...	https://35.198.132.143	1.24	Successful
liferaycloud-p11_us-central1-p11...	https://34.122.1.236	1.24	Successful
liferaycloud-p12_southamerica-e...	https://35.198.61.43	1.24	Successful
liferaycloud-p13_asia-southeast1...	https://34.87.191.209	1.24	Successful
liferaycloud-p14_us-central1-p14...	https://34.67.95.152	1.24	Successful
liferaycloud-p15_us-west1-p15-c...	https://34.105.13.232	1.24	Successful
liferaycloud-p16_us-east4-p16-c...	https://34.86.27.38	1.24	Successful
liferaycloud-p17_us-central1-p17...	https://35.223.93.94	1.24	Successful
liferaycloud-p18_asia-northeast2...	https://34.97.104.112	1.24	Successful
liferaycloud-p19_asia-south1-p1...	https://34.93.161.38	1.24	Successful
liferaycloud-p2_europe-west2-p2...	https://34.89.76.227	1.24	Successful

How to manage infrastructure at scale?

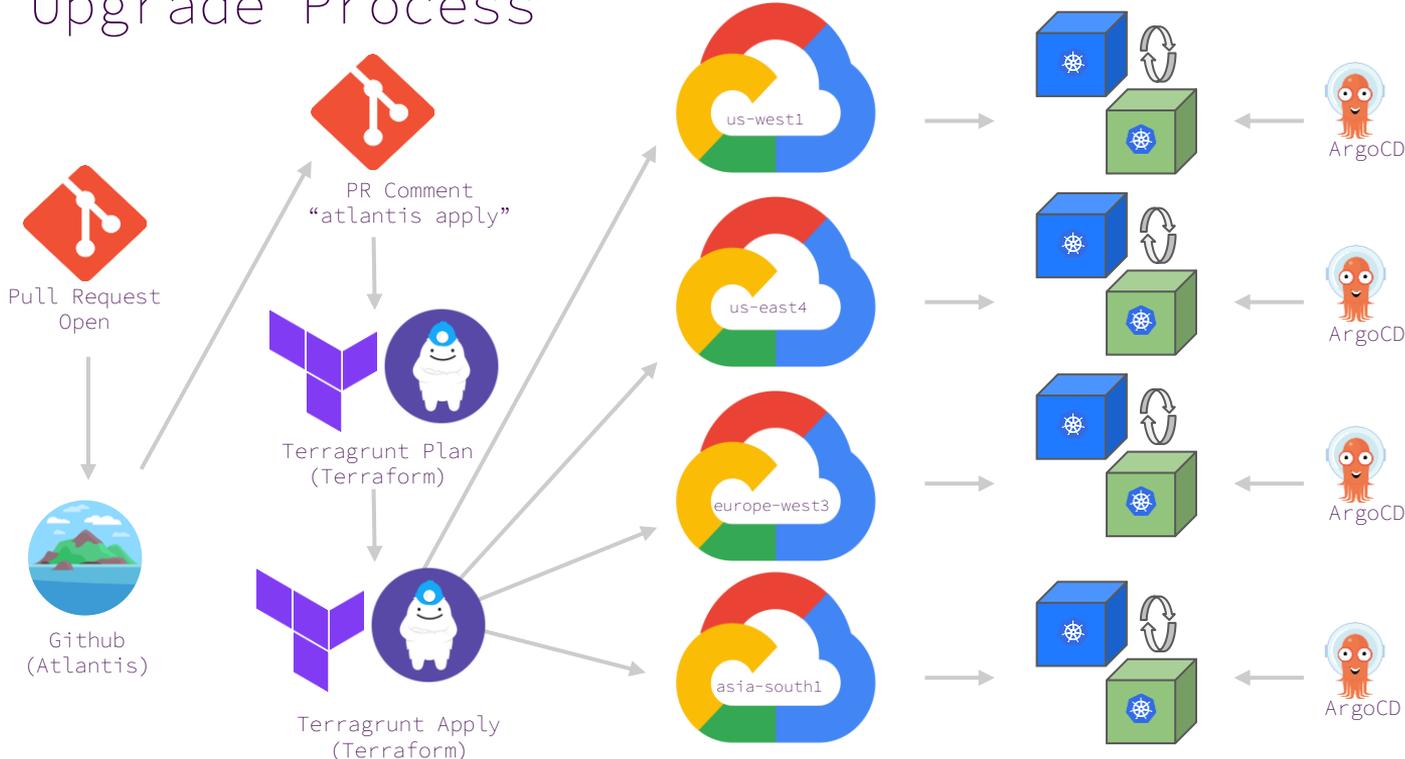
“

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

Daniel Franco

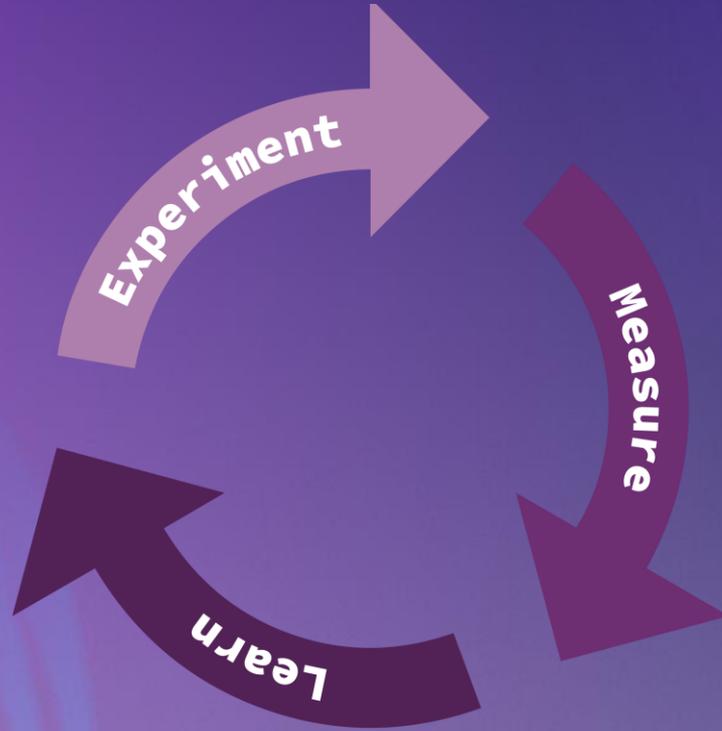
Automate, automate,
automate...

K8s Upgrade Process



How do we find
time to innovate?

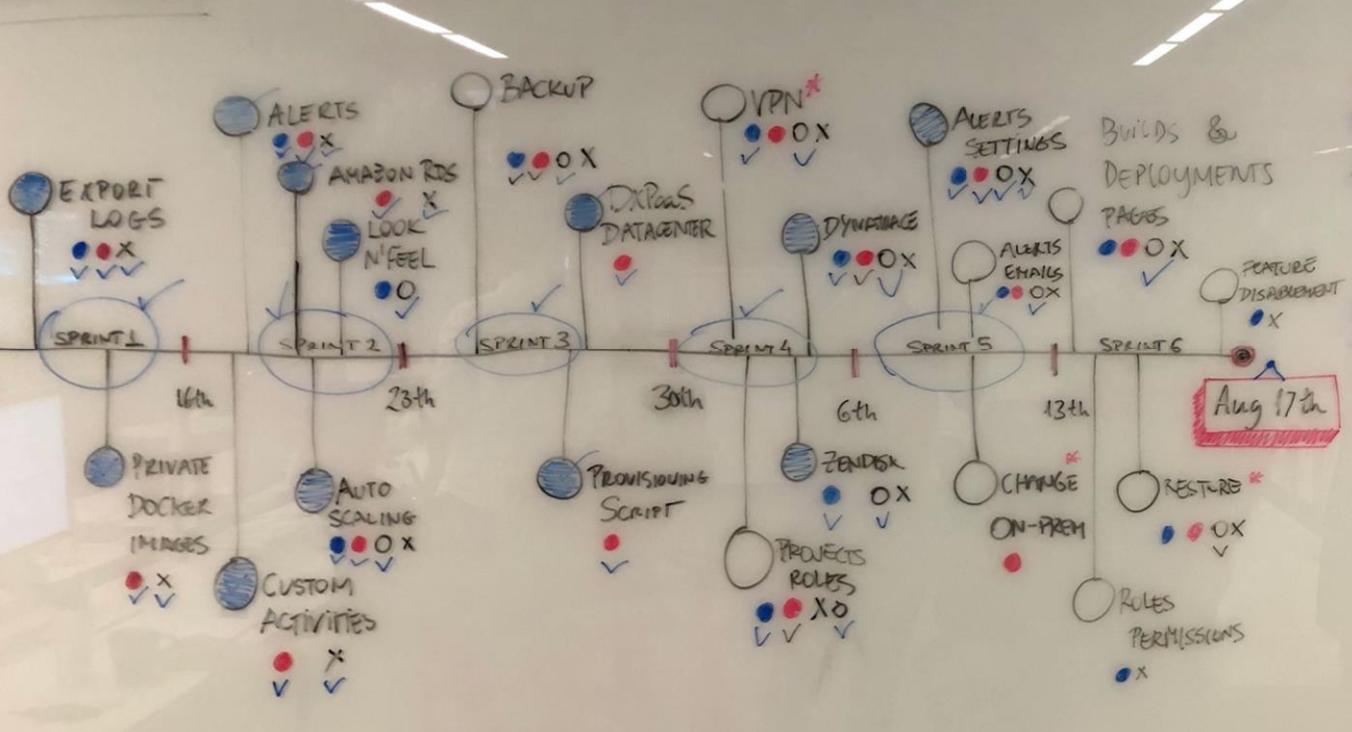
Continuous R&D



~40M

API calls per month

SPRINT ROADMAP



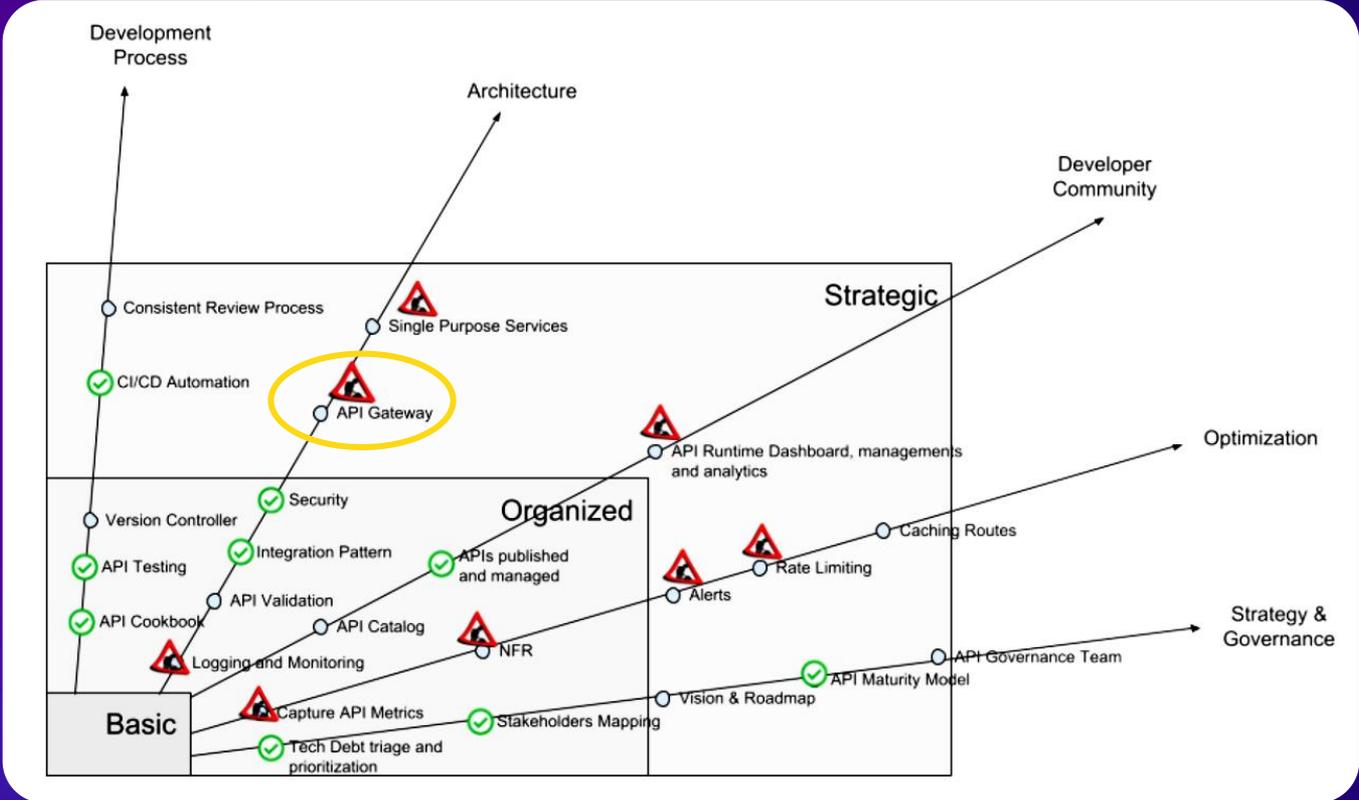
*BOTTLENECKS
 VPN
 RESTORE
 CHANGE ON-PREM

NEXT STEPS:

- CLI
- PRODUCT REVIEW
- DOCUMENTATION
- TESTS
- BUG FIXING
- RESPONSIVE UI

DO NOT ERASE

Taking Stock: API Maturity Model



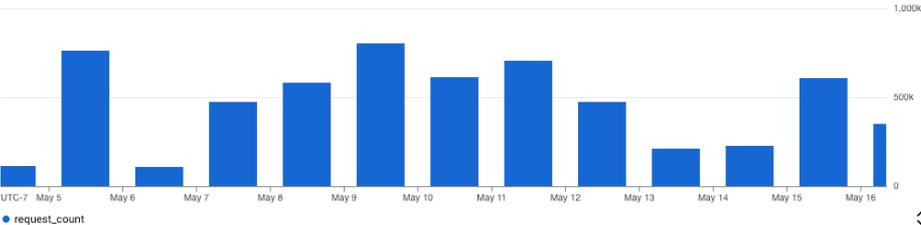
Why add an API Gateway?

01	Better Traffic Control	<ul style="list-style-type: none">• Routing to multiple backend services• Canary releases• Easy request termination
02	Enhanced Security	<ul style="list-style-type: none">• OpenID Connect plugin OOTB• Key authentication• Rate limiting
03	Higher Availability	<ul style="list-style-type: none">• Caching• Request validation• Rate limiting
04	Observability	<ul style="list-style-type: none">• Traffic metrics visible thru Graphana• Correlation ID
05	Accelerated Innovation	<ul style="list-style-type: none">• Façade allowing services to be:<ul style="list-style-type: none">◦ Replaced◦ Broken down◦ Reimplemented

Kong Requests since May 4th

6.03 M

Kong Requests per day

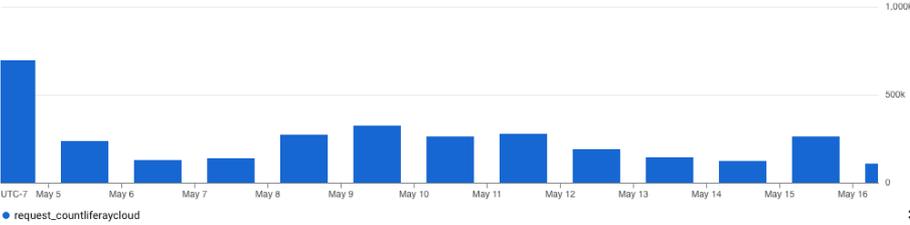


request_count

API Requests since May 4th

2.84 M

API Requests per day



request_countliferaycloud

Group By ADD FILTER

Kong Requests last 24 hours

684,507

Kong Requests last hour

40,910

Kong Requests last minute

2,658

API Requests last 24 hours

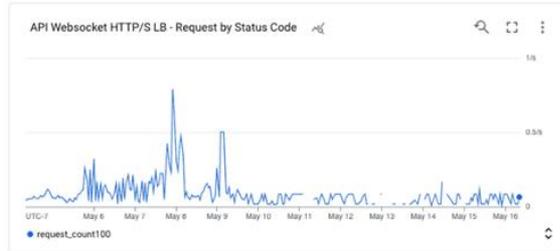
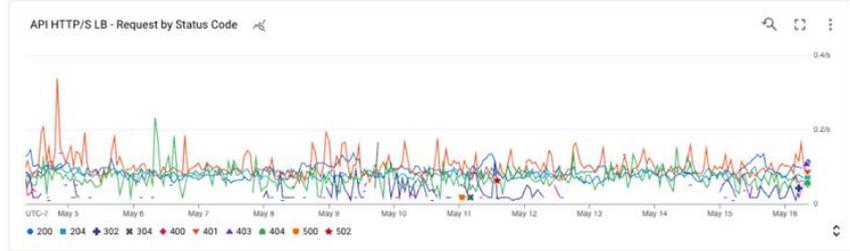
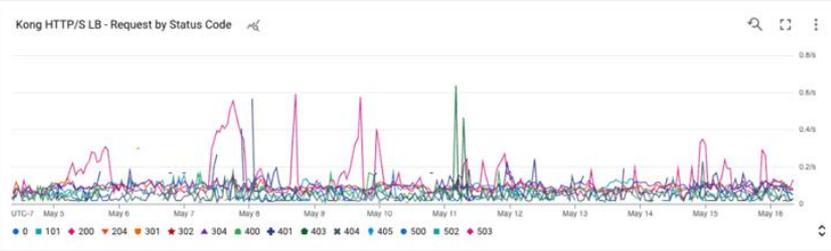
285,698

API Requests last hour

15,592

API Requests last minute

1,155

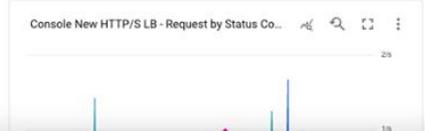


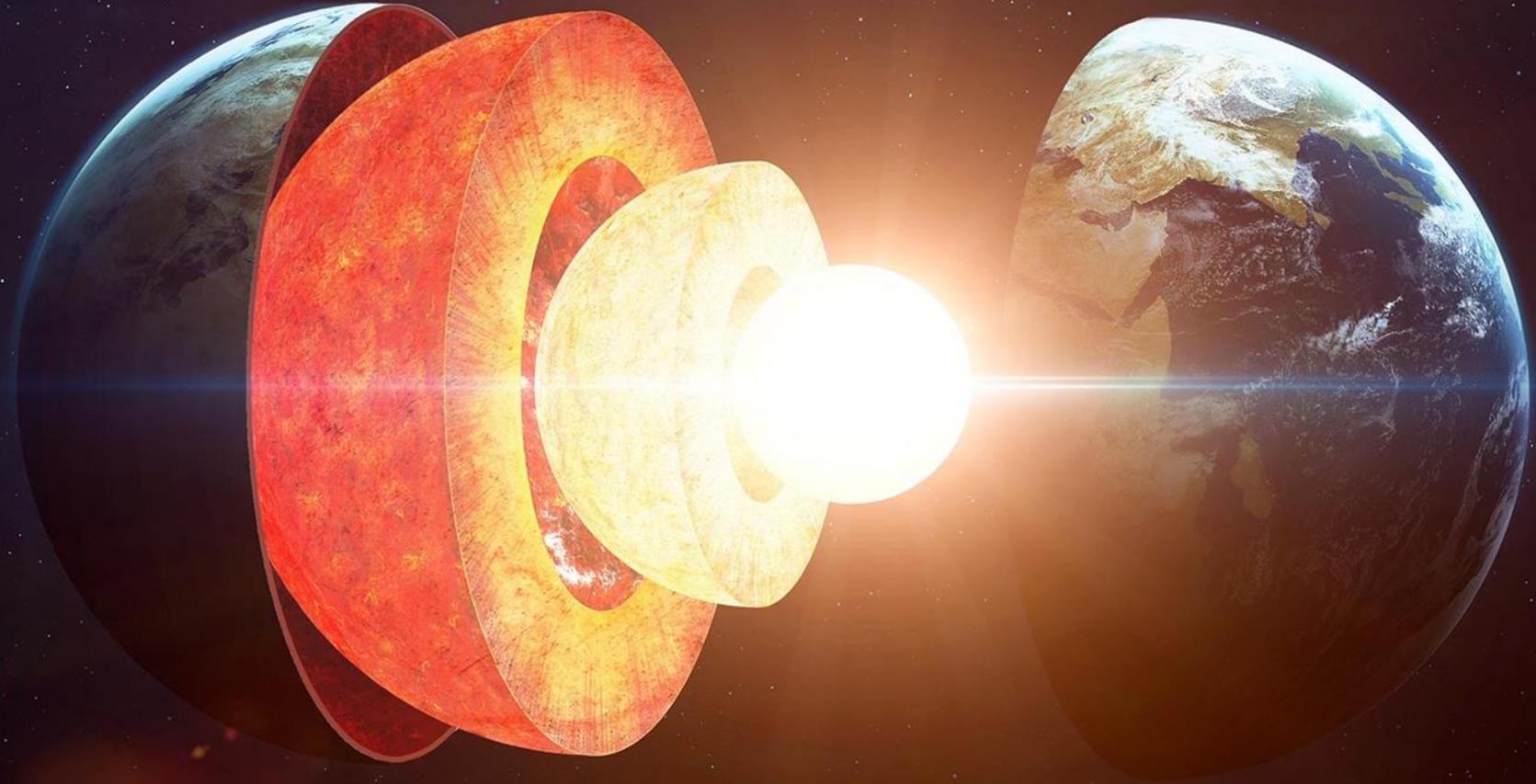
API Websocket Requests last 24 hours

97

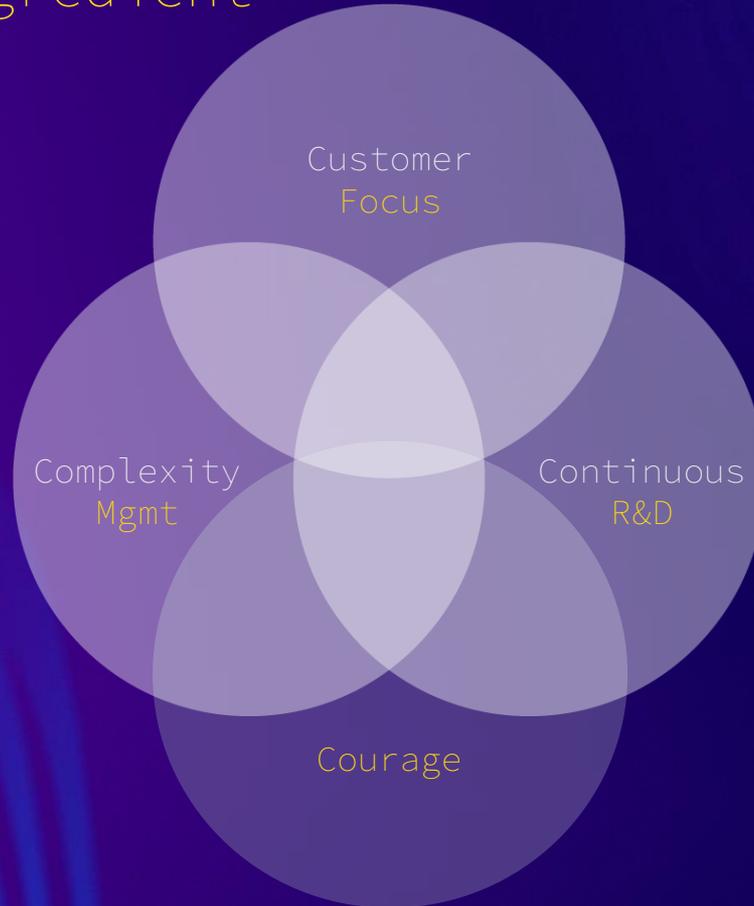
API Websocket Requests last 1 hour

6





The Missing Ingredient



“

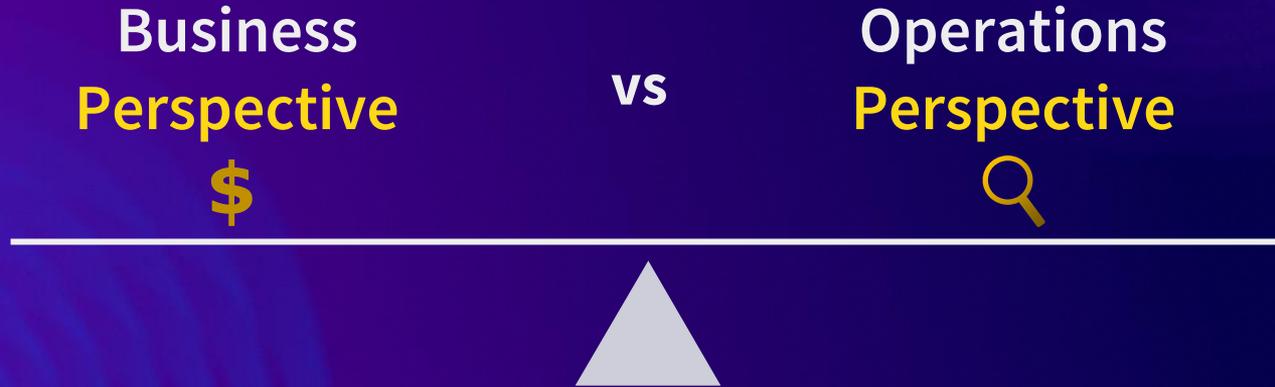
People who bring transformative change have courage, know how to re-frame the problem, and have a sense of urgency.

Malcolm Gladwell

Compliance
->DevSecOps



Cloud Evolution

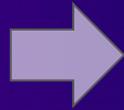


We designed Liferay
Experience Cloud to take the
most of the Ops burden from
you so you can focus on
delivering value for your own
business

24/7



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



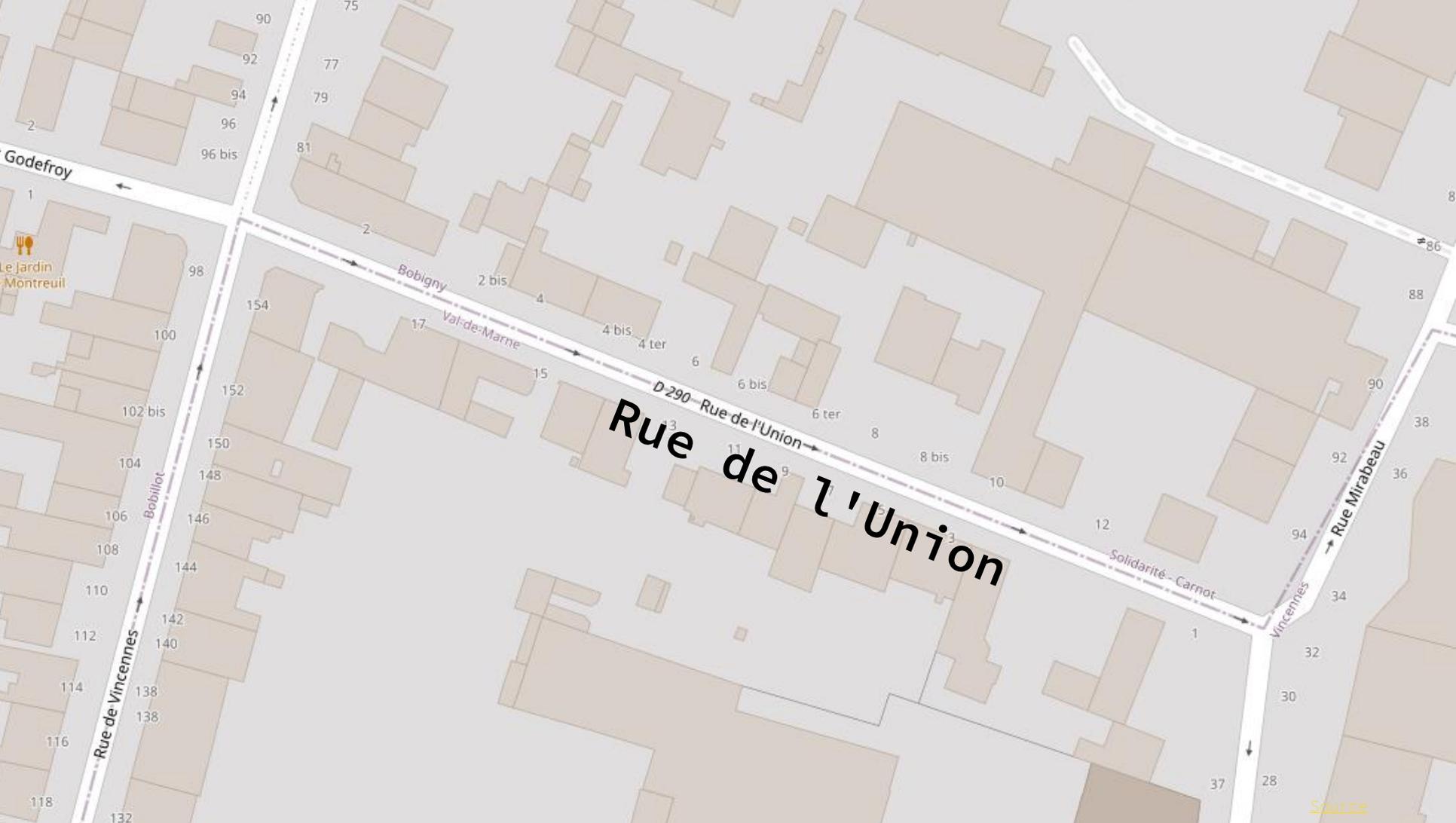
24/7



(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

Rue de Vincennes

Bobillot

Bobigny

Val-de-Marne

D-290 Rue de l'Union

Solidarité-Carnot

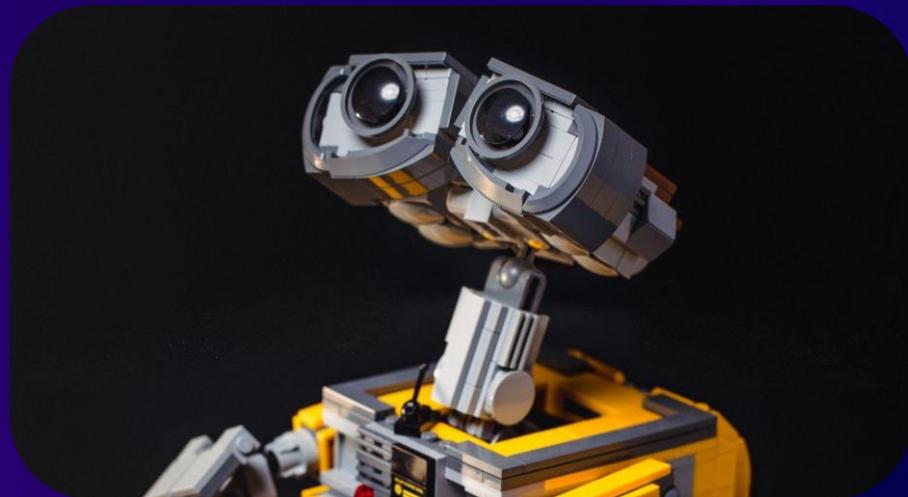
Rue Mirabeau

Vincennes

Source

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

- Scalable
- OOTB
- Access
- Self
- Back
- Multi
- CI/CD
- LXC
- 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 Alert



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.

