



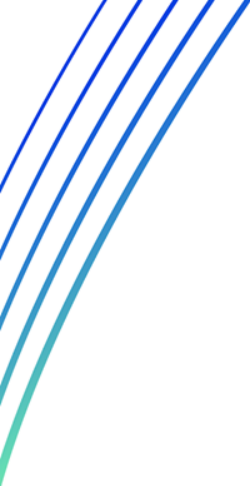
Liferay®

customer summit

La mejor experiencia **para tus clientes**

Matheus Monteiro

Sr Solutions Architect, Liferay



Un breve viaje en el tiempo...

La evolución de Liferay a lo largo del tiempo

2012

2014

2015

2016

2017

2018

2019

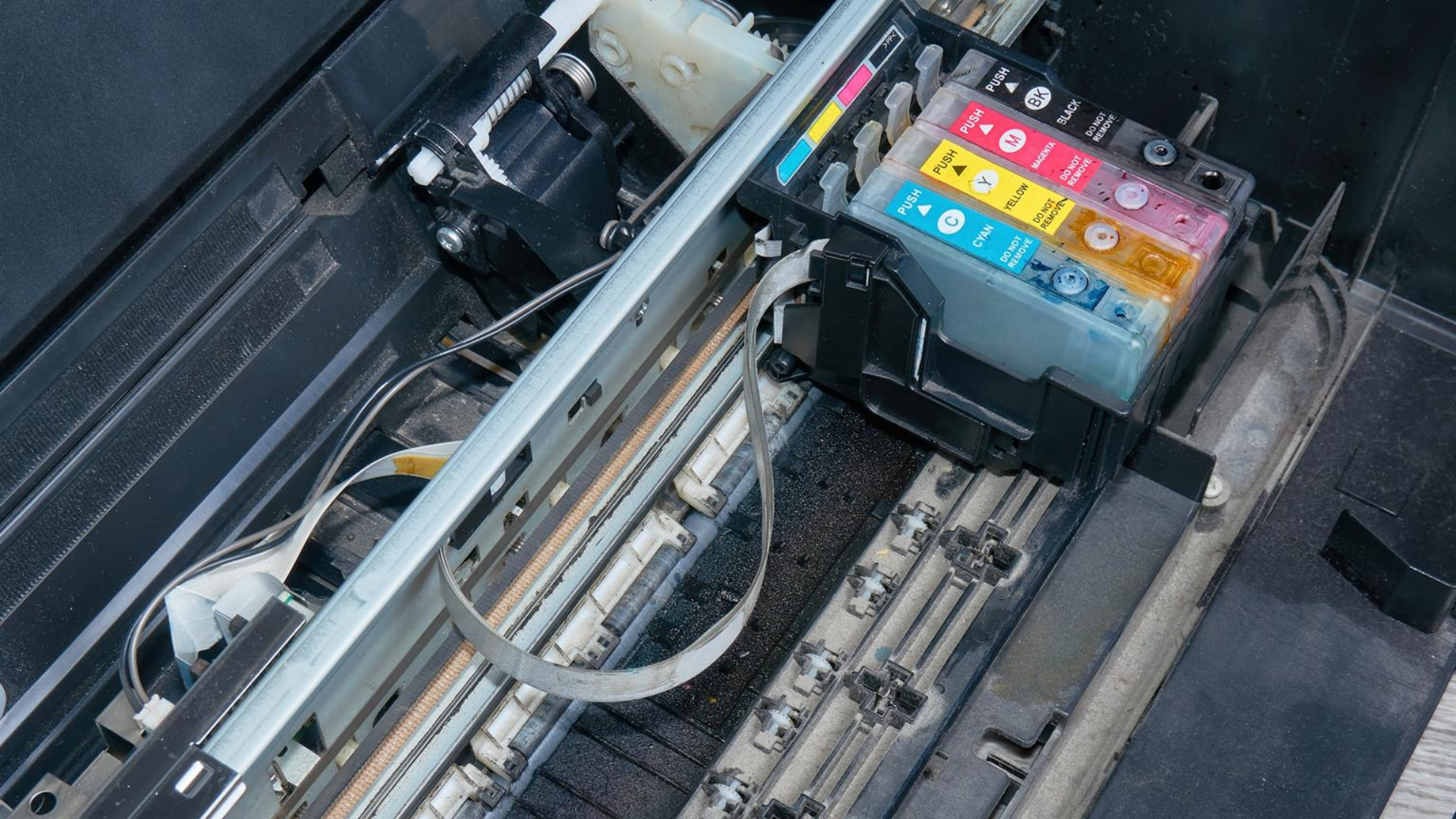
2020

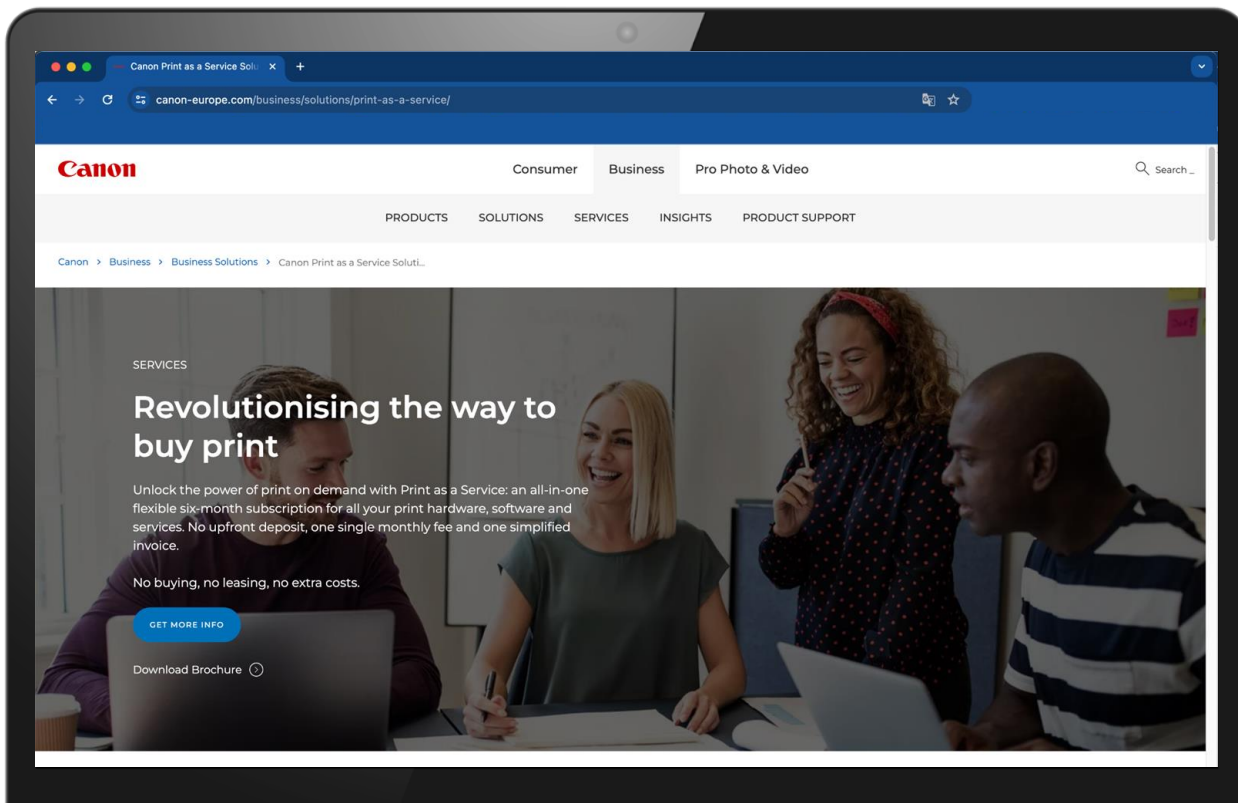
2024

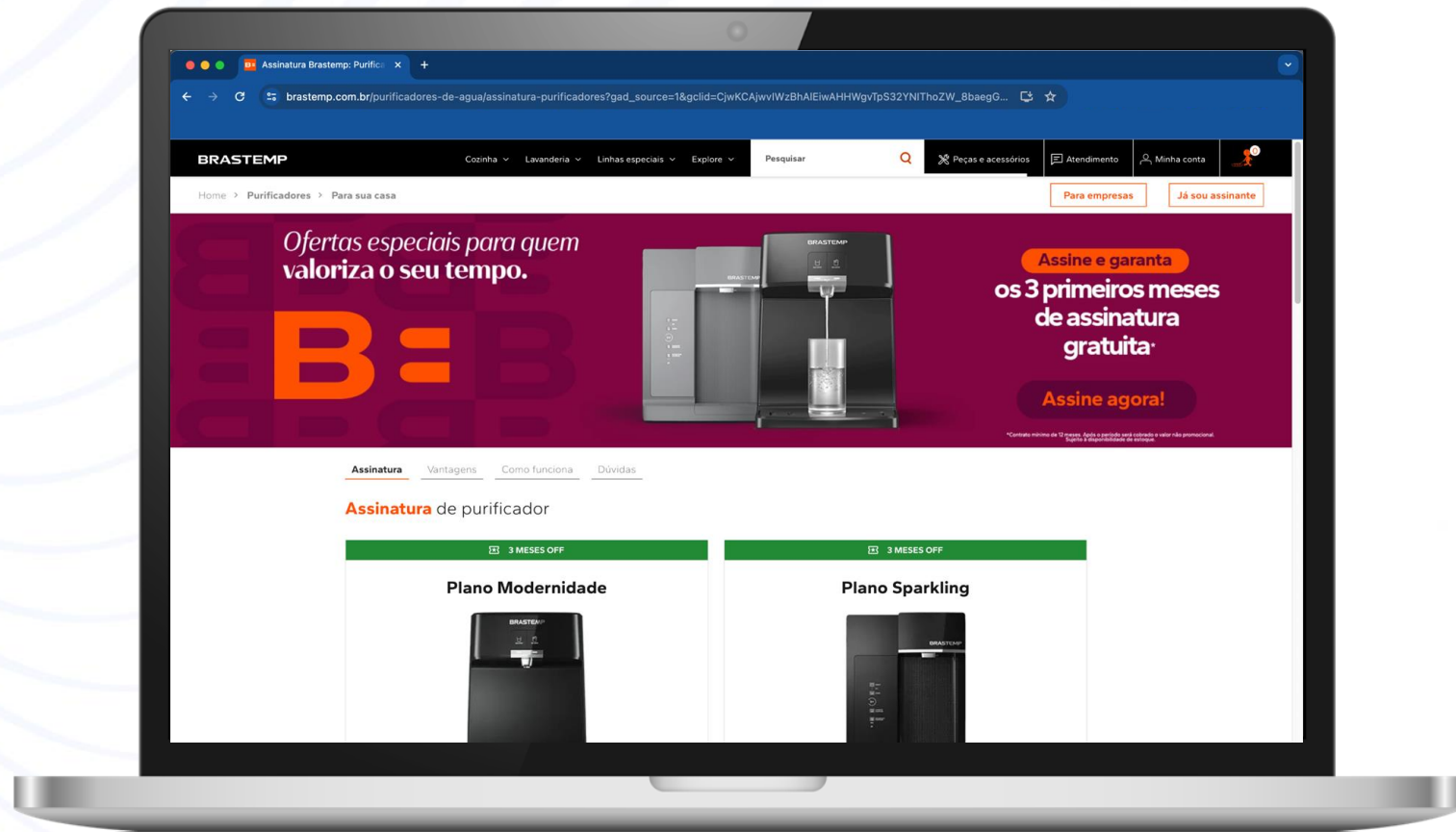
Proceso de desindustrialización

Modelos de negocio de suscripción abarcando los más diversos sectores y sustituyendo la venta de productos por servicios.











2014

2012

2015

2016

2017

2018

2019

2020

2024

Nexus of Forces

Las fuerzas transformadoras
están impulsando nuevos
modelos de negocio y
cambiando la manera en que
interactuamos con los usuarios.

Gartner



Big Data



Mobile



Cloud



2016

2012

2014

2015

2017

2018

2019

2020

2024

De Portal para DXP

La migración del portal a una DXP responde a la creciente demanda de las áreas de negocio y como resultado, se está asignando presupuesto de TI a estas áreas.



How is 'digital' changing the role of the CIO?



Caisha Sheikh

LinkedIn Personal Branding Consultant 💡 Founder @ Swelll 🗣️ LinkedIn
Top Voice For Marketing ■ I Help You Build a Personal Brand & Grow...

17 articles

+ Follow

July 14, 2016

Is the rise of the CDO role a threat to CIOs?

Many questions have been asked about whether organisations need both a CIO and a CDO, and some reports have suggested that CDOs are turning CIOs into an extinct species. Gartner has even predicted that 25% of large companies will have CDOs by 2017.

Source: [LinkedIn](#)

2019

2012

2014

2015

2016

2017

2018

2020

2024

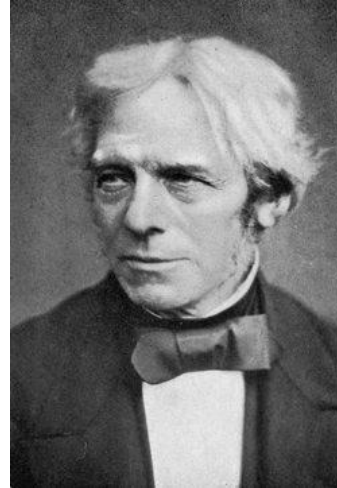
Lanzamiento de DXP Cloud

Lanzamiento global de DXP Cloud en julio de 2019, que ofrece herramientas para la automatización SDLC, así como, DevSecOps y gestión de infraestructura en la nube.

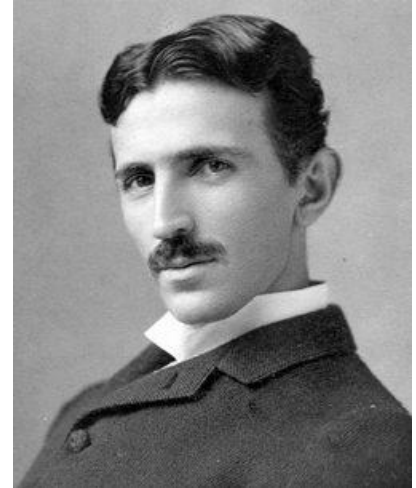


Technology as a Service: Electricidad

- Industria 1.0: cada empresa generaba su propia energía
- Aumento de la demanda desarrolló un mercado de generación y distribución de energía
- Transformación del trabajo de quien operaba la generación de energía



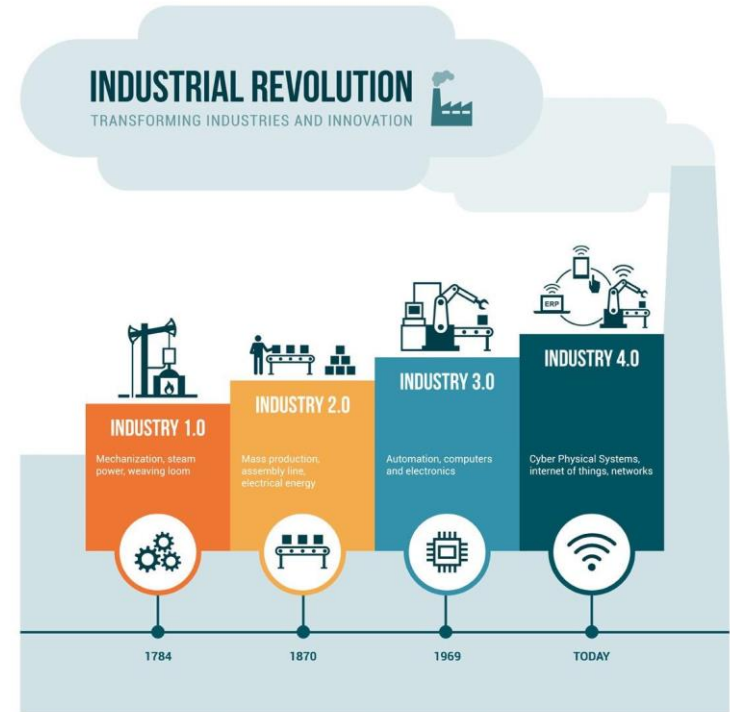
Michael
Faraday



Nikola
Tesla

Technology as a Service: Cloud Computing

- Evolución de telecom + la gran cantidad de datos generados ha potenciado **Cloud Computing**
- Hay que pensar estratégicamente **cómo Cloud Computing puede transformar sus organizaciones**





Pandemia

Aceleró el proceso de digitalización, especialmente en la interacción entre usuarios y empresas.

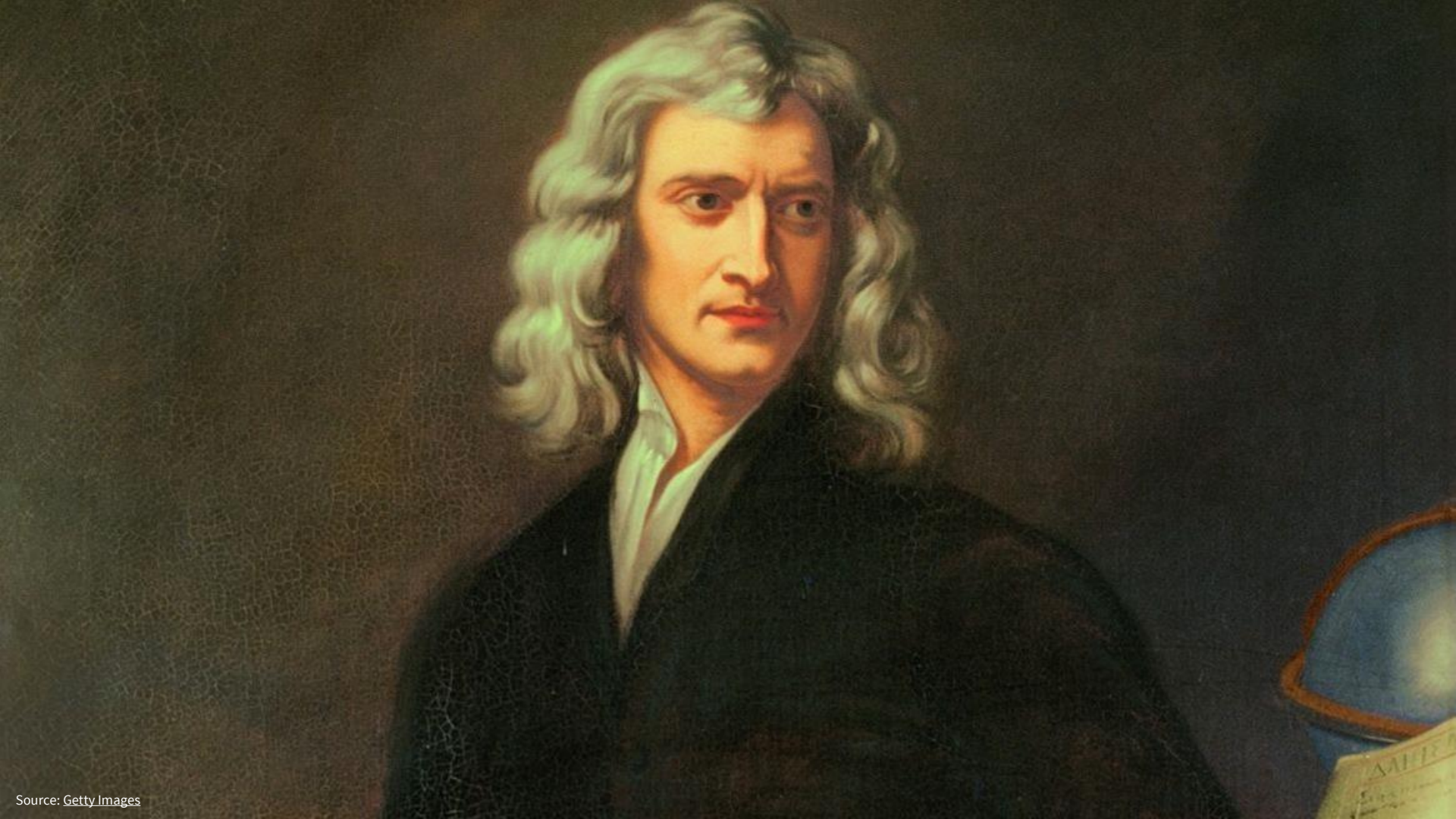




Transformación Digital

Transformación Digital
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Transformación Digital





THE DOORS
OF PERCEPTION
AND
HEAVEN AND HELL
ALDOUS HUXLEY



F



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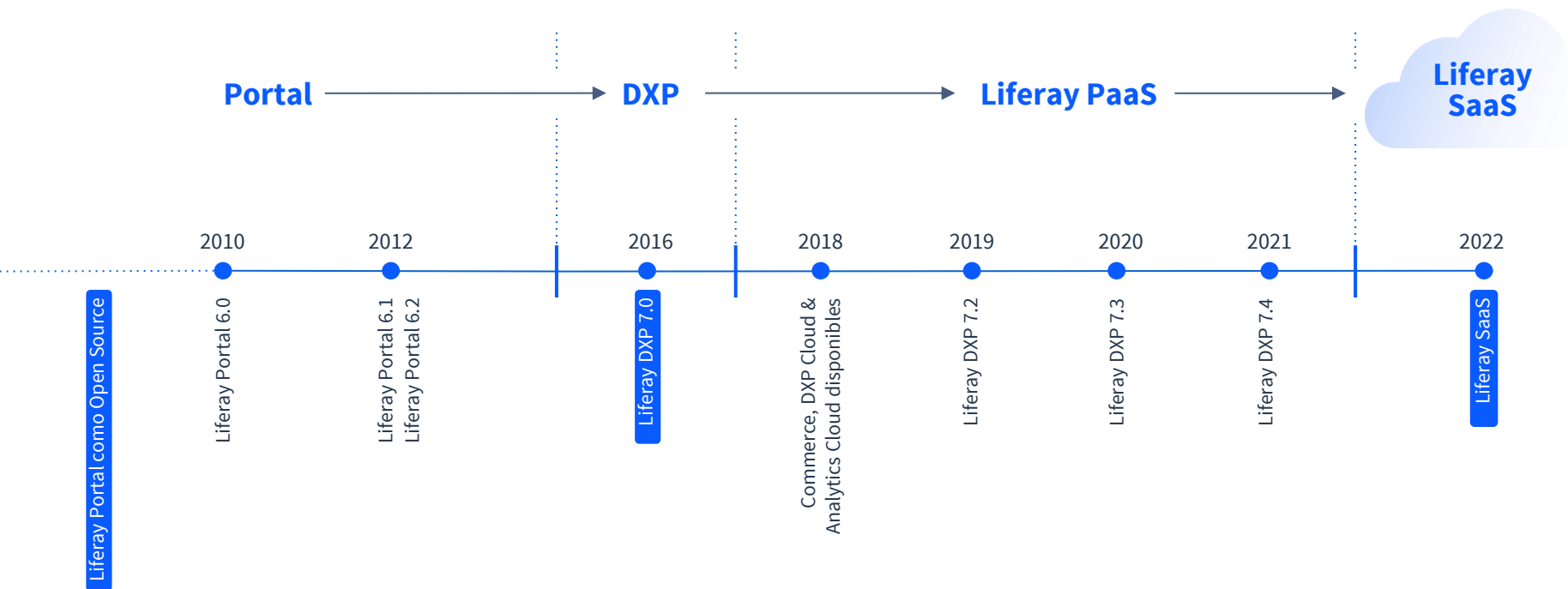
Transformación Adaptación Cambios

Es esencialmente un
juego de cómo
manejamos nuestras
emociones a lo largo
del tiempo.

Curva de Cambio de Kübler-Ross



De Portal a SaaS



Ok, pero ¿por qué Liferay?

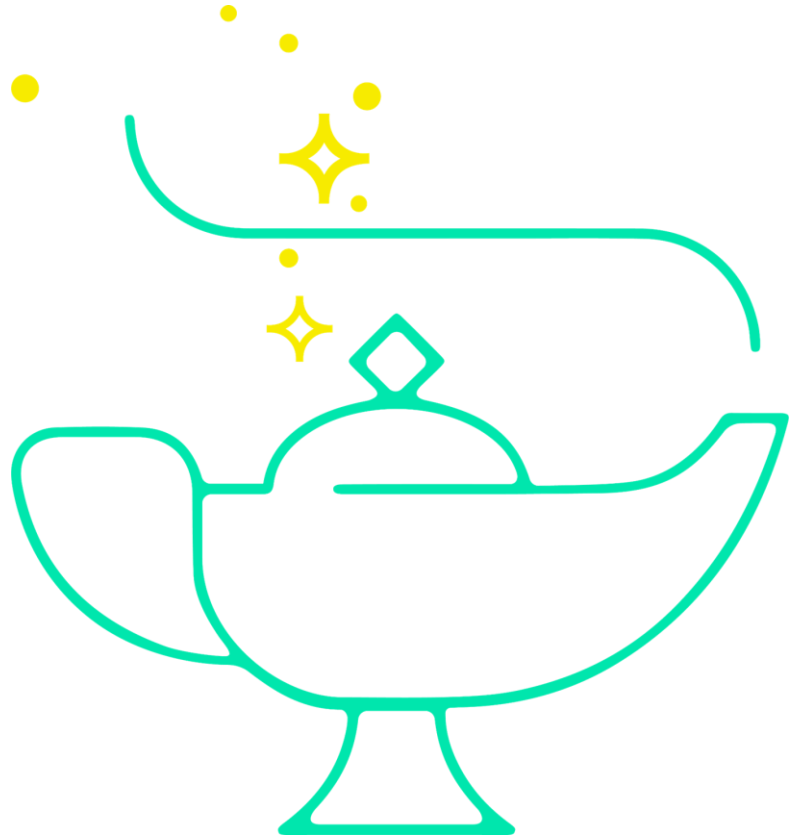
La experiencia es el principal factor diferenciador
cuando todo lo demás se ha mercantilizado



VS



**Todo en Liferay se puede
configurar para reflejar
tus necesidades.**





Low Code



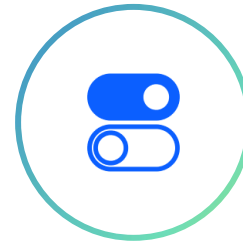
Applications



Pages



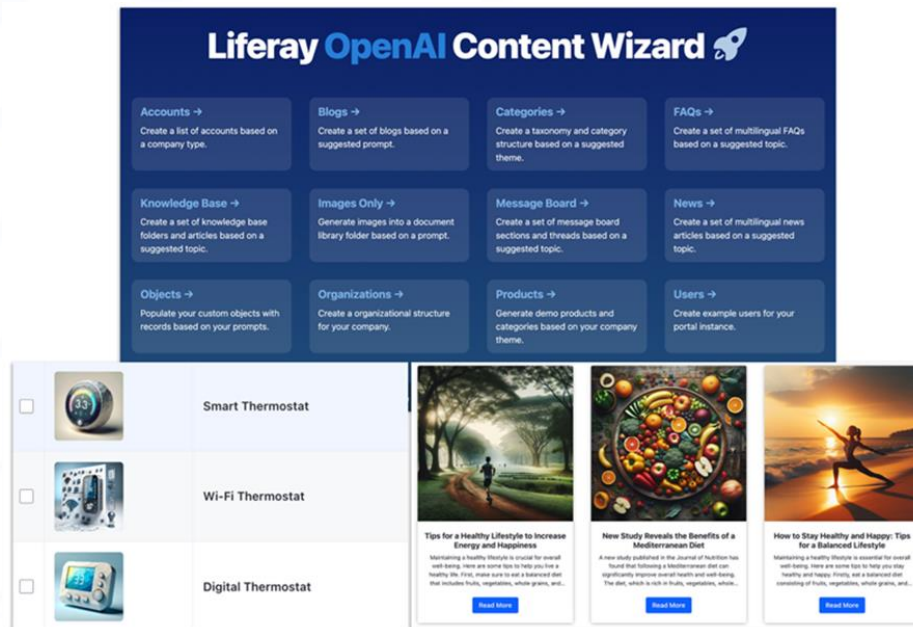
**Client
Extensions**



Personalization

AI

- **Generative AI:** Contenido e Imagen
- **Auto tagging:** Imágenes, contenido, documentos
- **Recomendación de contenido,** basada en personalización
- **Semantic Search:** Optimización para proporcionar resultados significativos
- **Recomendaciones de productos**



Press Releases

Home > Insights & News - News > Yusen Logistics Expands "Yusen Vantage Focus" and Introduces "Yusen Vantage Focus - Book": Streamlined Online Booking Platform for Enhanced Freight Management

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Yusen Logistics Expands "Yusen Vantage Focus" and Introduces "Yusen Vantage Focus - Book": Streamlined Online Booking Platform for Enhanced Freight Management

Apr/01/2024

Press Releases

Welcome Marla!

[+ Create Booking](#)
[AIR](#)
[FCL](#)
[LCL](#)
[Booking Template](#)

Shipment Status



4

SUBMITTED



10

PROCESSING



11

CONFIRMED



12

COMPLETED



2

CANCELLED



21

DEPARTED



15

ARRIVED



11

D/O RELEASED
DELIVERED



Container & Cargo Details

[Clear all containers](#)

BL Printed Per

Input Method

With

Shipment Container Package Totals Package Details Volume Dimensions

Container Info

Container 1

Gross Weight 0 Kg Gross Volume 0 cbm Package Count and Type 1 Package Inner Pack 30 Carton

Container Number DBAUDA Seal Number 1291381 Size & Type 40'GP

Package 1

Quantity 50 Package Type Piece

Length 10 cm Width 10 cm Height 10 cm Weight (per piece) 20 kg Inner Package Count 30 Inner Package Type Carton

[+ Add Package](#)

Container 2

Gross Weight 0 Kg Gross Volume 0 cbm Package Count and Type 1 Package Inner Pack 30 Carton

Container Number DBAUDA Seal Number 1291381 Size & Type 40'GP

Package 1

Quantity 50 Package Type Piece

Length 10 cm Width 10 cm Height 10 cm Weight (per piece) 20 kg Inner Package Count 30 Inner Package Type Carton

[+ Add Package](#)

Package 2

Quantity 50 Package Type Piece

Length 10 cm Width 10 cm Height 10 cm Weight (per piece) 20 kg Inner Package Count 30 Inner Package Type Carton

[+ Add Package](#)

[+ Add Container](#)

Totals

Total Container 2 Container Total Weight 0 kg Total Volume 0 cbm Total Packages 0 Package Total Inner Packages 30 Carton

Marks & Numbers

If not applicable, input "No Mark"

Description of Goods

Description of Goods



Home

Create Booking

Shipments

Report

Quote

Support

ENGLISH



Create an FCL Booking

[Choose from Template](#)

JUMP TO SECTION

Involved Parties

Basic Information

Routing

Product & Compliance

Cargo Details

Additional Information

Booking References

Involved Parties

Shipper

Select from address book

Consignee

Select from address book

Notify Party

☐ Same as Consignee

Select from address book

Basic Information

Incoterms*

Cargo Ready Date*

DD-MMM-YYYY

Container Type and Count

Dry

20' GP - 1 +

40' GP - 0 +

40' HC - 0 +

45' HC - 0 +

Reefer

20' Reefer - 1 +

40'HC Reefer - 0 +

Routing

Origin

Country*

Origin*

Stuffing Service*

Yes No

Pick-up Service*

Yes No

Gate-in warehouse address*

Destination

Country*

Destination*

Un-stuffing Service*

Yes No

Delivery Service*

Yes No

Yusen Vantage | Focus

Book

A centralized hub, empowering you to easily book and efficiently manage your shipments anywhere. Streamlining your logistics processes and saving you valuable time and effort.

BOOK NOW



- Easy Bookings
- Centralized Hub
- Streamlined logistic processes
- Manage all associated documents and shipments within a single, user-friendly interface
- Localization
- Instant chatbot support, and support from Yusen logistics experts
- Real-time Visibility (Live Booking, schedule tracking from carriers and airlines)

The importance of convenience - anything, anytime, anywhere



Ella Davis

PwC | Lead Advisory | M&A



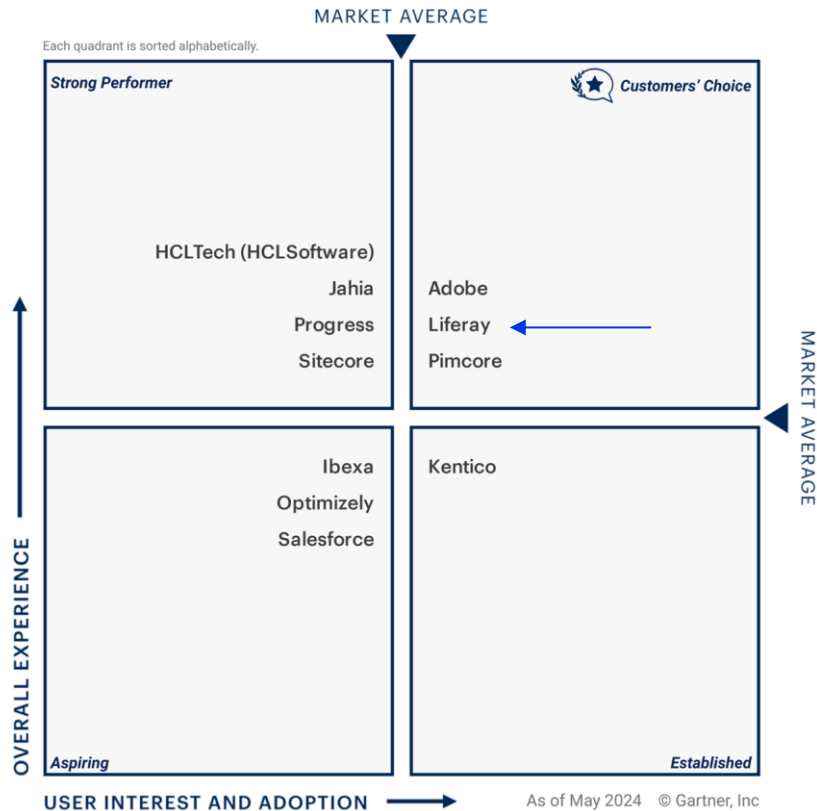
November 15, 2023

As today's consumers are increasingly demanding, we are defining the concept of the 5 C's for consumer brands – Convenience, Cost of Living, Care, Circular Economy and Community. Today, we explore how by focussing on the 'convenience' of their offering, brands can win over today's consumers.

Essentially we see convenience as a factor of both time and effort, and in this fast-paced world time is money. In a survey conducted by Forbes, 70% of customers would pay more if they knew they would receive a convenient experience. Large corporations have made big moves investing in customer convenience including the likes of next day delivery subscriptions, no scan self checkouts and even just walk out technology. Whilst many startups have also succeeded by innovatively addressing customer pain points; here we consider 4 of the demands of the modern consumer...

Gartner Peer Insights "Voice of the Customer"

Digital Experience Platforms



Gartner

Esto es un testimonio de la increíble partnership que hemos construido con ustedes, nuestros clientes y partners

[Gartner Voice of the Customer Report](#)

Nuestro compromiso

30%

Crecimiento anual en
los últimos 5 años

“

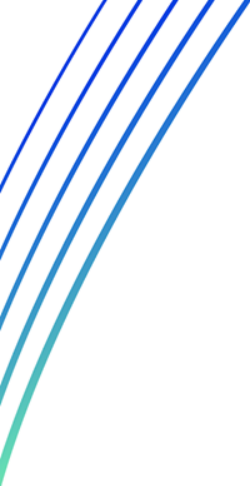
Ofrecer una experiencia excepcional a tu cliente es la
única forma sostenible de mantener tu ventaja
competitiva.

Kerry Bodine

¡Muchas gracias!

Matheus Monteiro

Sr Solutions Architect
matheus.monteiro@liferay.com



Evalúa la charla

