Benefits of Liferay Experience Cloud for Partners

Liferay

Introduction

Liferay has been able to solve business challenges for customers with the help of its vast global partner network. Over the last decade, Liferay has strived to support partners build a thriving Liferay practice, differentiate their business, and provide effective solutions for their customers.

We want to continue to invest in our partners' success with the release of Liferay Experience Cloud.

Liferay Experience Cloud is Liferay's flexible DXP-as-a-Service offering to create, launch, and optimize digital solutions with the agility and convenience of SaaS. In this paper, we'll cover how Liferay Experience Cloud will help equip partners to meet customer needs more quickly and efficiently.

What is Liferay Experience Cloud?

The market is moving in a direction where customers are expecting faster deployments and time-to-market for the solutions they are building. So that's why we've built the most scalable, accessible, and secure cloud platform to build, launch, and manage digital experiences. All with the agility and convenience of SaaS.

In a single secure platform, users have access to:

- DXP, cloud, commerce, and analytics capabilities all together
- Fully managed DXP stack, including monitoring, updates, and upgrades
- Low code capabilities
- Deployment tools
- 24/7 premium customer support

Liferay Experience Cloud is:

- **Flexible and Extensible:** Your technical foundation ready on day 1
- **Always Up-to-Date:** Fully managed platform and service updates
- **Resilient at its Core:** Enterprise grade security and stringent application SLAs
- **Automatically Scalable to Your Needs:** Delivering a seamless experience at any time

Hardware	Networking	Services Stack	Log Management	Upgrades

High Availability	Clustering	Auto-scaling	VPN	Pen Tests

Security	Deployments	Backup	Access Control	Tuning

Liferay Experience Cloud Benefits to Partners

With Liferay Experience Cloud, partners leave fix packs and upgrades to the Liferay team, and use their time and resources to be closer than ever to their clients and projects. Partners are more equipped to serve as strategic consultants and partners to the business, rather than just act as a service provider.

Below we highlight 6 main strategic and tactical benefits for Partners leveraging Liferay Experience Cloud for their business expansion:

1. Business-Friendly Pricing Model

Liferay Experience Cloud's business model is a consumption-based subscription which supports customers throughout their digital experience journey. This helps to provide a business-friendly flexible expansion. There are two models available: the User-based Pricing, which is specifically tailored for Customer Self-service Portals, and the Site-based Pricing, which can be used for other solution types such as Intranets and Institutional Websites.

In a hypothetical scenario where a customer buys the User Tier subscription to build their Customer Portal, they will start with a certain tier of users that can log in monthly. If the business expands and the access to their portal increases, they can increase the registered users allowance as required. Similarly, with the Site Tier, customers could start with one website and buy more add-on sites as and when business expansion requires.

This consumption-based pricing model also means that deal size can grow based on how customers are using the solution, providing additional up-sell opportunities for new projects with the different site types.

2. Solution-Focused

Liferay Experience Cloud focuses on the solutions which the partner is building for the customer. Therefore, Liferay Experience Cloud currently supports the following Site Types:

Engage	Support	Transact
Create personalized web experiences that attract and empower customers	Decrease your customer support costs with effective self-service capabilities	Grow online revenue with first class self service digital commerce experiences
• Build Digital Experiences • Manage Digital Assets and Content • Manage Users • Optimize Experience to Maximize Business Outcomes	• Educate users on how to use products • Help users address common needs without assistance • Improve customer satisfaction	• Manage the supply of products to meet customer needs • Empower customers to place orders and fulfill orders efficiently • Grow revenue

An **Engage** site is where partners can create personalized digital experiences for their customers. With an **Engage** site, customers are able to easily manage their users, digital assets, and more.

A **Support** site takes this a step further by providing users with self-service features. This allows the customer to reduce customer support costs by empowering their users to serve themselves.

Lastly, a **Transact** site brings together Engage and Support site type capabilities with commerce functionality such as catalogs, product shipping, pricing, and inventory.

3. Fully Managed DXP-as-a-Service

Since the Liferay team will manage the Liferay platform and infrastructure, this will bring significant benefits for customers. The Liferay team will:

- Upgrade and update the platform
- Autoscale Liferay DXP to accommodate any increase in traffic
- Maintain SLAs for the Liferay DXP

	Liferay Experience Cloud Self-Managed	Liferay Experience Cloud
Performance & Availability	Liferay & Customer/Partner*	Liferay
Infrastructure Management	Liferay	Liferay
Security	Liferay & Customer/Partner*	Liferay
Platform Upgrades & Updates	Liferay & Customer/Partner*	Liferay
DXP Upgrades	Customer*	Liferay
Custom Development Lifecycle	Customer*	Liferay & Customer/Partner*

Before any project can actually start, the partner may have to think and plan about components such as, hardware, software, networking, security etc. Once a decision is made around hardware and software stack the next step would be to have all the components configured and tested then constantly maintained. Such activities can take up a great deal of valuable time and incur cost before the project has even started.

With Liferay Experience Cloud, partners do not have to worry about deploying and managing infrastructure or modifying the core Liferay DXP platform. Instead, partners can leverage their time and resources to focus on improving their customers' business outcomes.
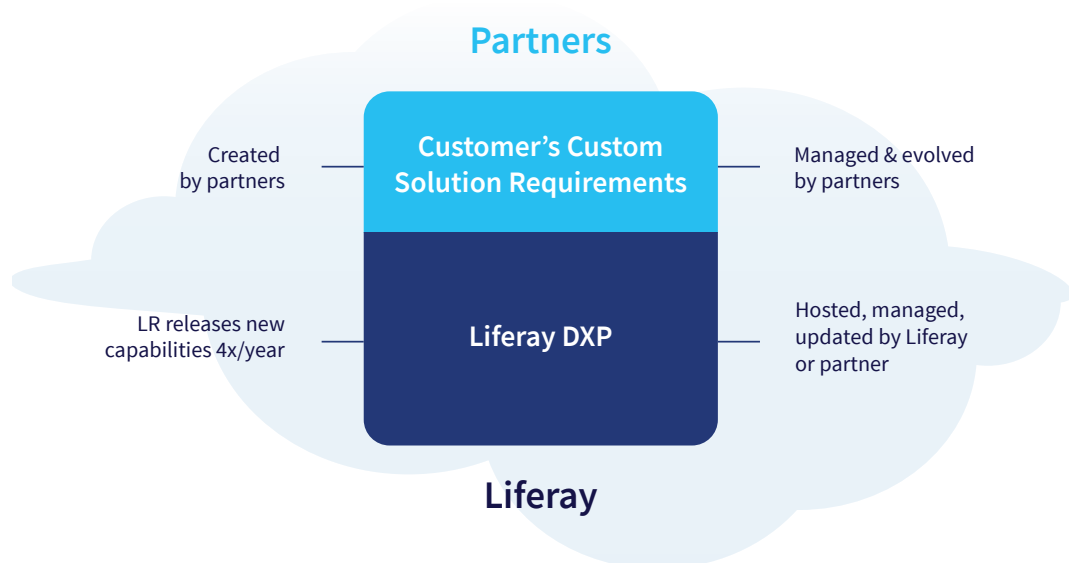
Additionally, with Liferay Experience Cloud, partners and customers do not need to worry about upgrades. They no longer need to spend time and resources planning and executing upgrades.

Liferay Experience Cloud not only provides a cost-efficient, scalable managed infrastructure, but also improves the application performance as Liferay Experience Cloud is fully optimized for Liferay DXP. Furthermore. Liferay Experience Cloud also provides an uptime SLA of 99.80% for the DXP application itself.

4. Decoupled From Liferay DXP

On Liferay Experience Cloud, customizations are isolated from the core Liferay platform to be a true DXP-as-a-Service. Decoupling customizations, configurations, and extensions from Liferay DXP means that Liferay is able to release new updates faster and streamline delivery.

Instead of waiting a year for new features and capabilities, Liferay Experience Cloud and Liferay DXP 7.4 will push weekly releases. Not only will partners be able to accelerate time-to-market with new improvements and features, they will also have the ability to stay engaged with customers more frequently, pitching and incorporating new capabilities into their customers' solutions, without the trouble of dealing with infrastructure upgrades.

Partners

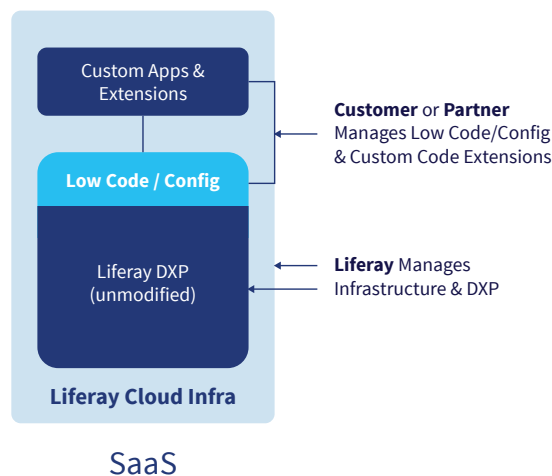| Created by partners	**Customer's Custom Solution Requirements**	Managed & evolved by partners
LR releases new capabilities 4x/year	**Liferay DXP**	Hosted, managed, updated by Liferay or partner

Liferay

5. Incorporating Modern Frameworks

Partners will still play a key role in helping customers with integration into third party solutions, configuration, low code development, and custom code for backend services or front-end development. But this is made easier with the flexibility and agility of Liferay Experience Cloud.
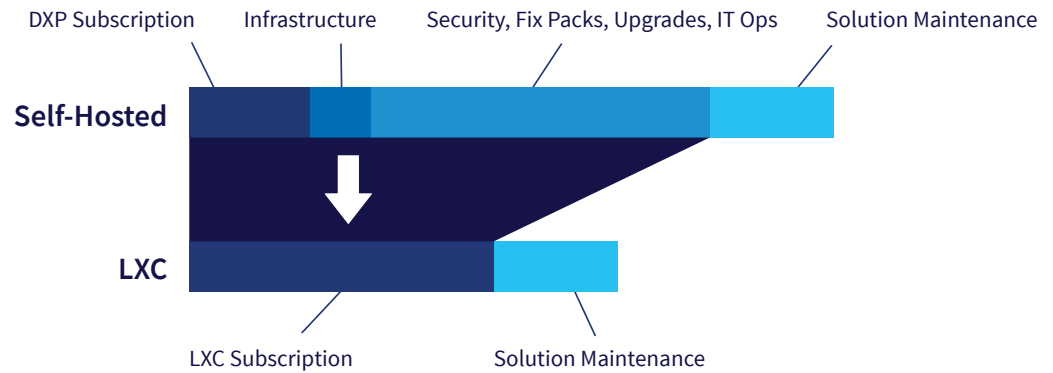
Partners can provide managed services for the custom extensions which have been built for the customer, on top of the SaaS-like solution which Liferay Experience Cloud provides. Partners will play a critical role in helping customers with sizing requirements for customizations, creating SDLC for extensions, tuning performance of these custom solutions, and maintaining the customization.

There are also less issues with the delivery. By working natively on the cloud and allowing the creation of applications that can be built on Javascript, React or other frameworks, partners can count on both their Liferay trained teams and also market developers who have expertise in fast-growing programming languages.

Custom Apps & Extensions

Customer or **Partner**
Manages Low Code/Config
& Custom Code Extensions

Low Code / Config

Liferay DXP
(unmodified)

Liferay Manages
Infrastructure & DXP

Liferay Cloud Infra

SaaS

6. Total Cost of Ownership

If a customer were to host Liferay DXP on premise or their own cloud solution, they would need to make significant investments into upgrades, backups, CI/CD, fix packs, IT operations, security, and hardware. But with Liferay Experience Cloud, the total cost of ownership is reduced because all of these components are managed by Liferay. Plus, the sizing efforts also get optimized since the process will be less focused on the number of instances required, and more on the business goal.

DXP Subscription   Infrastructure   Security, Fix Packs, Upgrades, IT Ops   Solution Maintenance

Self-Hosted

LXC

LXC Subscription   Solution Maintenance

By passing on these savings to customers, partners can make more significant revenue by acting as strategic service providers to the business. This includes helping customers with integration into third party solutions, mapping out goals and initiatives alongside the customer, and recommending new solutions and strategies.

Additional Partner Business Opportunities

In the past, partners had to build various versions of their applications with every new version of Liferay. But now with Liferay Experience Cloud, we are able to establish a clean separation since APIs are consistent across updates. So partners not only can save time on updating existing solutions, but also accelerate time-to-market for new business opportunities like connectors, solutions initializers, and more.

Equipping Partners for Success

We are excited to provide our partners with an even more powerful tool to build the solutions customers need more quickly and efficiently. By leveraging our existing and upcoming trainings, partners will be able to better understand and position the product. For more information on how to leverage and sell Liferay Experience Cloud, please visit the Partner Portal.

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