



**customer
summit**

Liferay DXP Product Roadmap

Davide Micunco
Sales Engineer @Liferay

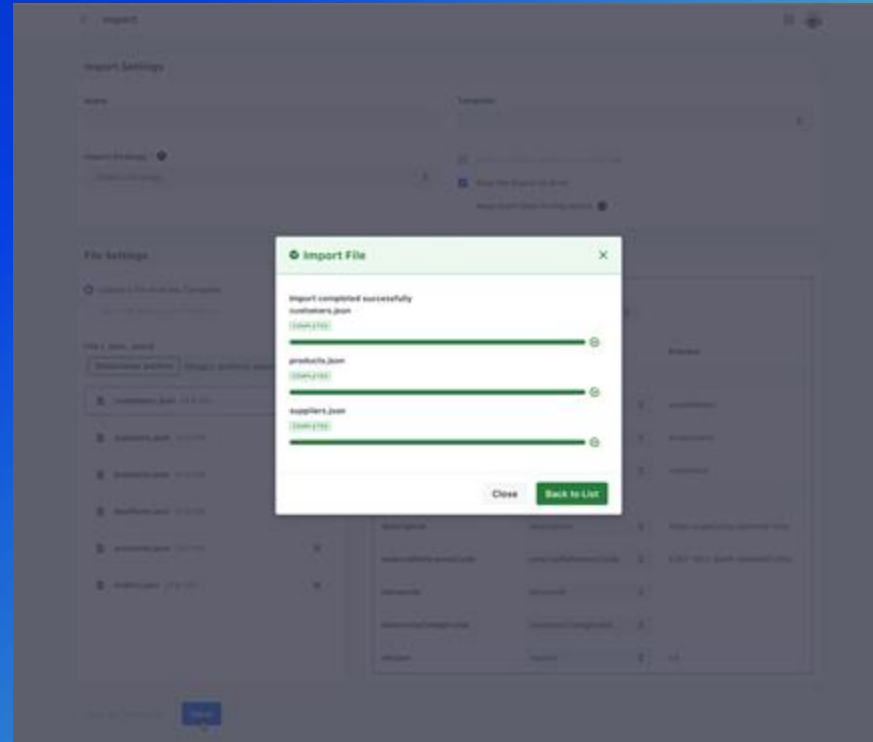
Liferay's Product Strategy

**Deliver a Next Generation Platform to
Delight Users and Empower Developers**

Promoting Content Between Environments

Enhanced content promotion tools for effortless and **reliable data migration** across environments

- **Targeted Promotion:** Select the assets, configurations, permissions you want to migrate and how (New/Delta/Full Updates)
- **Lazy Referencing:** Asynchronous updates without worrying about reference changes between environments

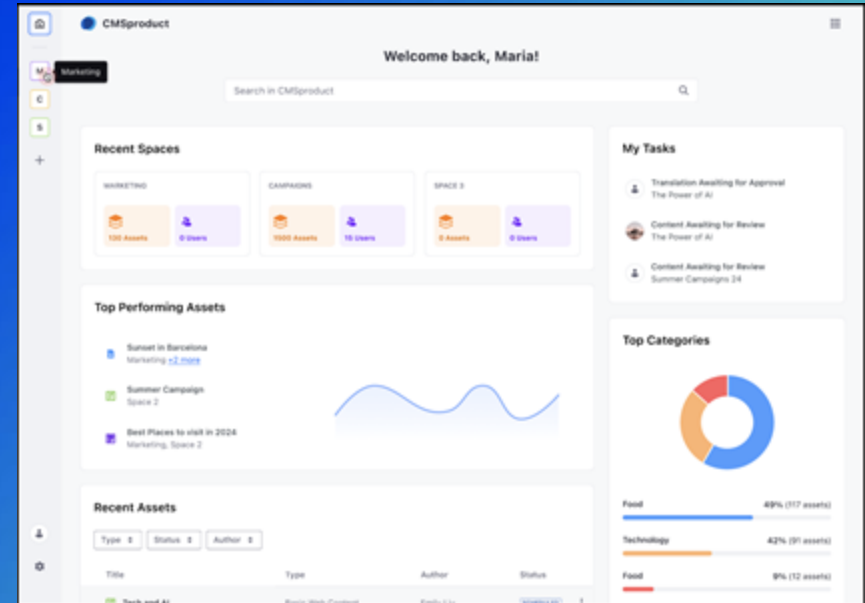


Unified Experiences

Content Management

Centralised management of all assets

- **Unified Content Hub:** Manage all assets in one central location - Web Content, Documents, Media, Knowledge Base articles, and more.
- **Increased Efficiency:** Simplify content creation and management processes
- **Consolidated View:** Filter and find the content you need quickly and easily in a single location.
- **Multichannel delivery:** maintain once, deliver everywhere

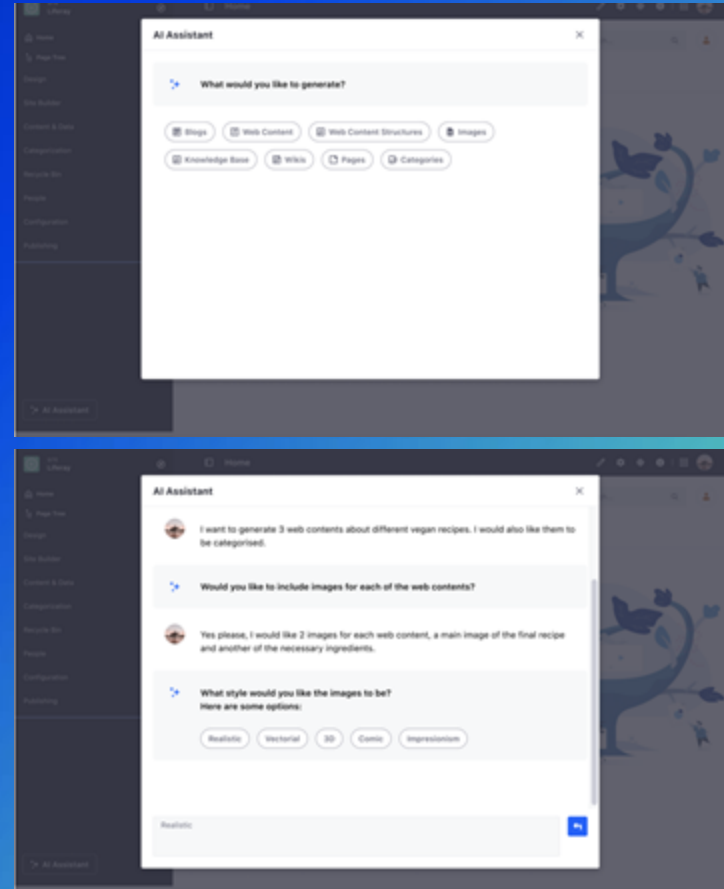


Unified Experiences

Content Management

Help content creators and marketers to create fresh, engaging content with Generative AI

- **Chatbot assisted Content & Page Creation process:** streamline and enhance the creation of content and web pages with our AI-powered chatbot.
- **Content Optimization & Insights:** AI analyzes performance data to identify optimization opportunities and generate valuable content insights.
- **Predictive Content Creation:** AI suggests relevant content topics and formats based on user behavior and trends.

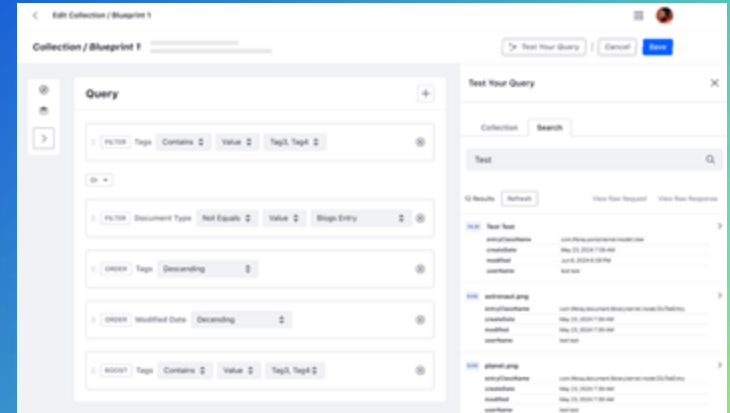
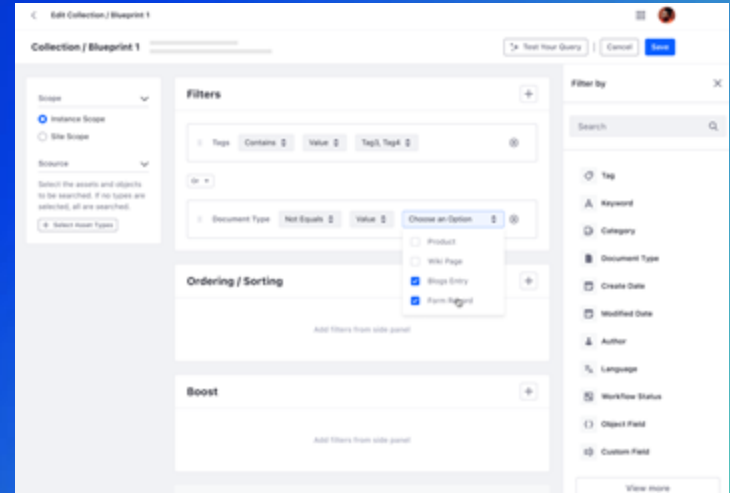


Unified Experiences

Content Discovery

Unified search tools offering a more complete experience

- **Unified search builder:** Combines Collections and Blueprints into a single search-building tool, simplifying the process for non-experts while providing powerful options for advanced users.
- **Advanced search options :** New filtering and sorting capabilities ensure users quickly find the most relevant content, enhancing the search experience and reducing time spent searching.
- **Improved content discovery flexibility :** Enhanced options allow users to configure content displays easily, minimizing the need for custom coding.



Low-Code Application Building

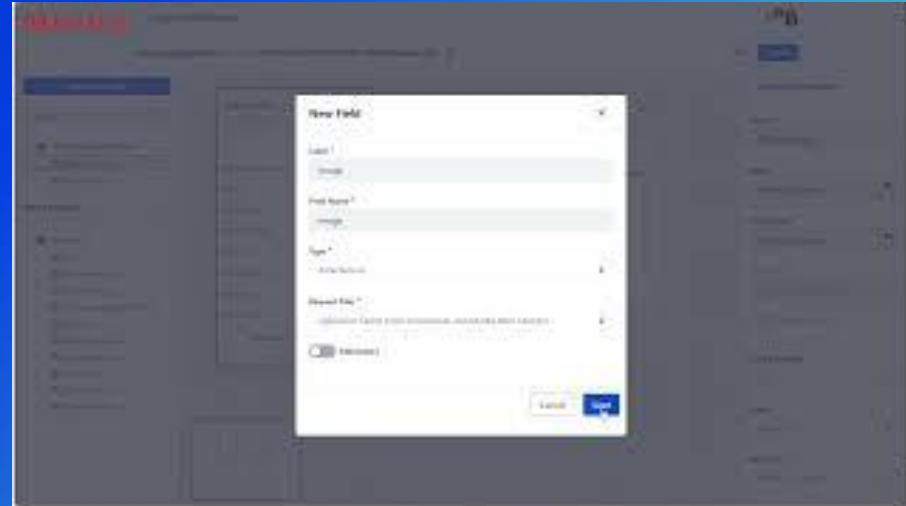
- Allowing a **Wider Range of Users** to contribute to development and improving the Developer Experience.
- **Accelerate Time to Market:** Deliver custom solutions faster with a scalable and flexible tool.



No-Code Data Modeling

Accelerate time to market and reduce the chances of human error to launch your applications

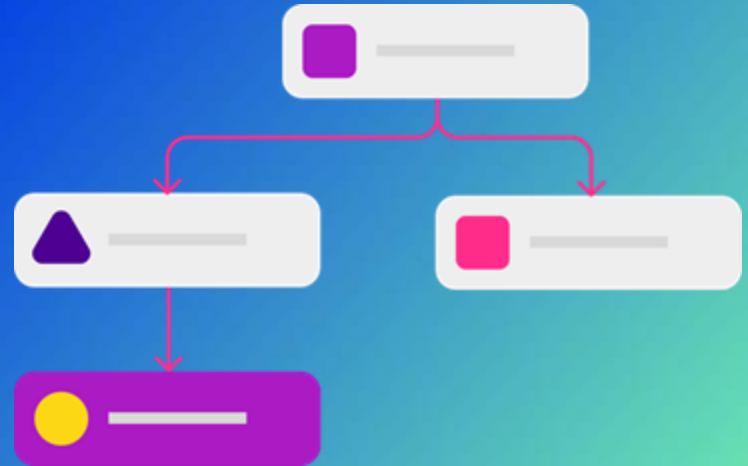
- **AI-Powered Assistance:** Accelerate application building with intelligent suggestions for model structures, guided by AI.
- **Effortless Data Modeling:** Leverage UML imports and exports to rapidly transform data schemas into real applications using a familiar framework.
- **Scalable Root Models:** Model complex data efficiently with root models, ensuring consistency and streamlined permission management.



Workflow Automations

Supercharge Efficiency with Automated Workflows

- **Streamlined Processes:** Automate repetitive tasks with intuitive workflow builders and scheduled actions.
- **Enhanced Service Delivery:** Define SLAs and automate assignments for a frictionless customer experience. Track compliance and create escalation paths – all on autopilot.
- **User-Centric Design:** Empower users with control over custom notifications.



Process Orchestration

Deep integration between **Camunda** and Liferay

- **Camunda:** E2E Process Orchestration engine that optimises processes across people, systems and devices
- **Liferay:** Enterprise Portals with advanced Experience, Content and User management tools
- **Together:** Offer Adaptable, User Centric Automations that tames organisation complexity



Process Orchestration

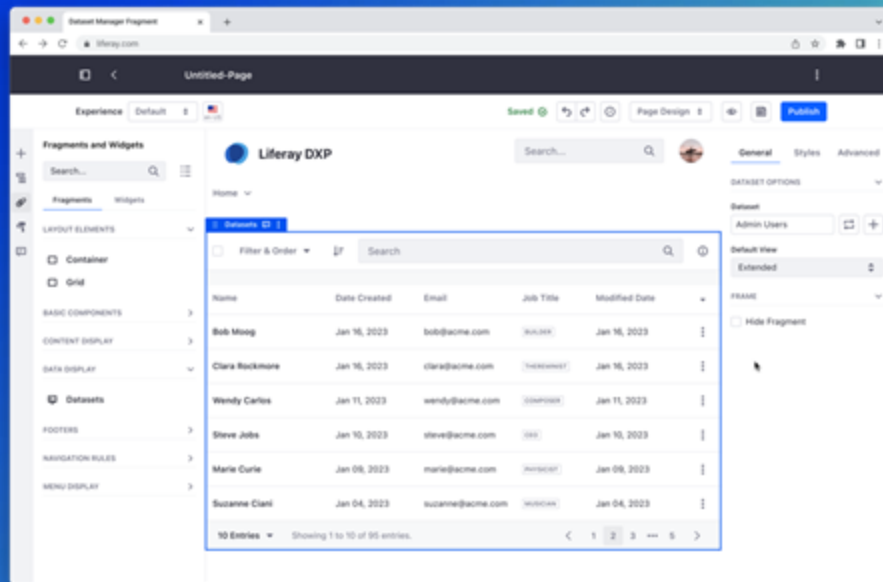
Directly access your **Liferay** entities, assets and approvals workflows in **Camunda**'s platform and access **Camunda**'s process builders and tasks from **DXP**.



API Creation and Display

Unlock the Power of APIs and Headless Content: **No-Code Required**

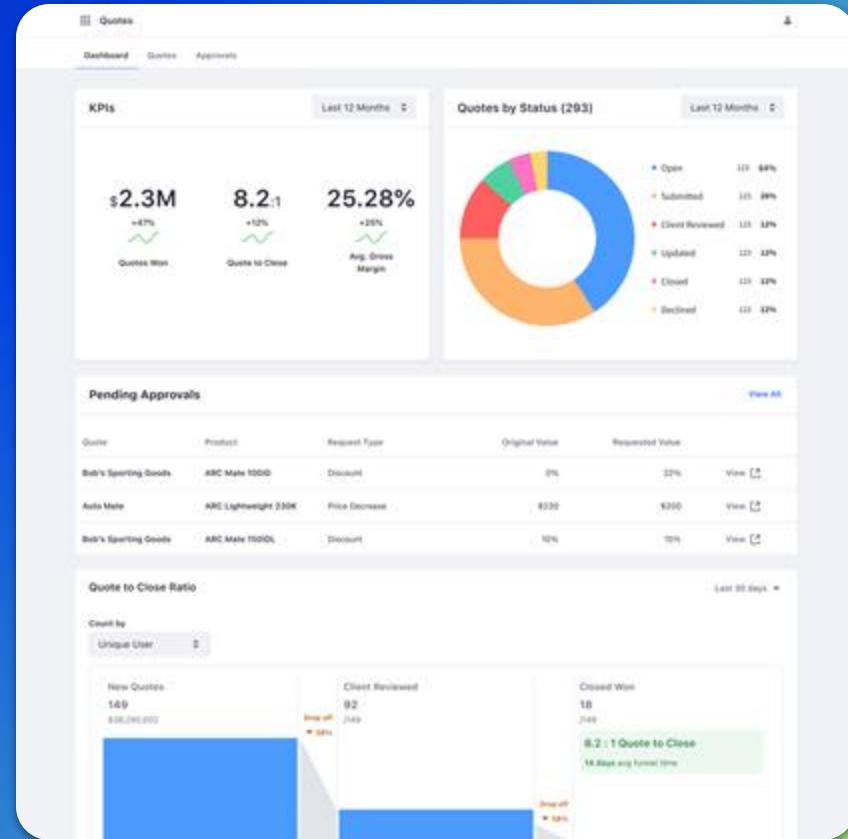
- **Effortless API Creation:** Create new or manage existing APIs with drag-and-drop schema building.
- **Granular Data Exposure:** Apply pre-filters and build custom endpoints to expose only the data you need.
- **Scalable API Management:** Version control and batch support ensure efficient and reliable data access.
- **Headless Content Management:** Define data views with filtering, sorting, pagination, and custom actions.



eCommerce

OTB Experiences with ready-to-use features designed specifically for eCommerce, Order, and Category Managers

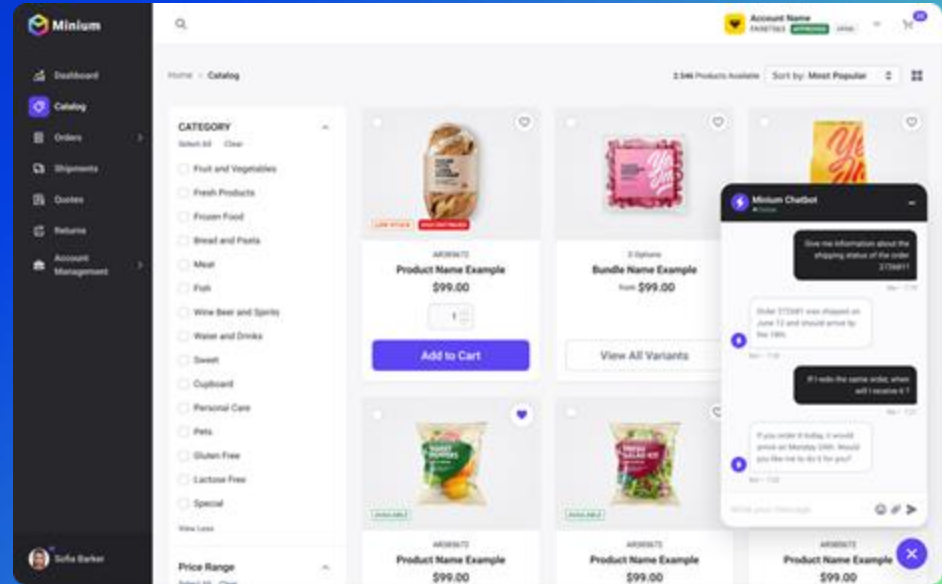
- **Seamless Information Flow:** Access the crucial data and task information you need.
- **Actionable Insights:** Gain data-driven understanding to make informed decisions and optimize performance



eCommerce

Virtual Sales Agent supporting seamless customer journeys with 24/7 support and product recommendations

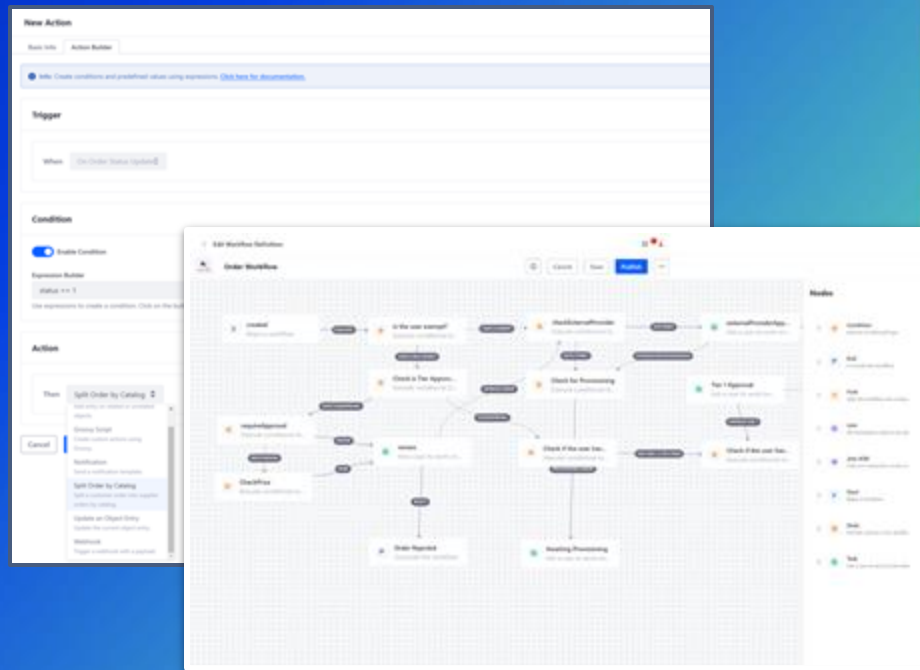
- **Intelligent Order Management:** Effortless order, shipment, and return inquiries handled efficiently.
- **Data-Driven Guidance:** Personalized product suggestions based on customer interests, leading to increased sales.
- **Strategic Cross-Selling & Upselling:** Contextual recommendations for complementary products, maximizing customer value



eCommerce

No/Low-Code Order Workflows for Buyers and Sellers

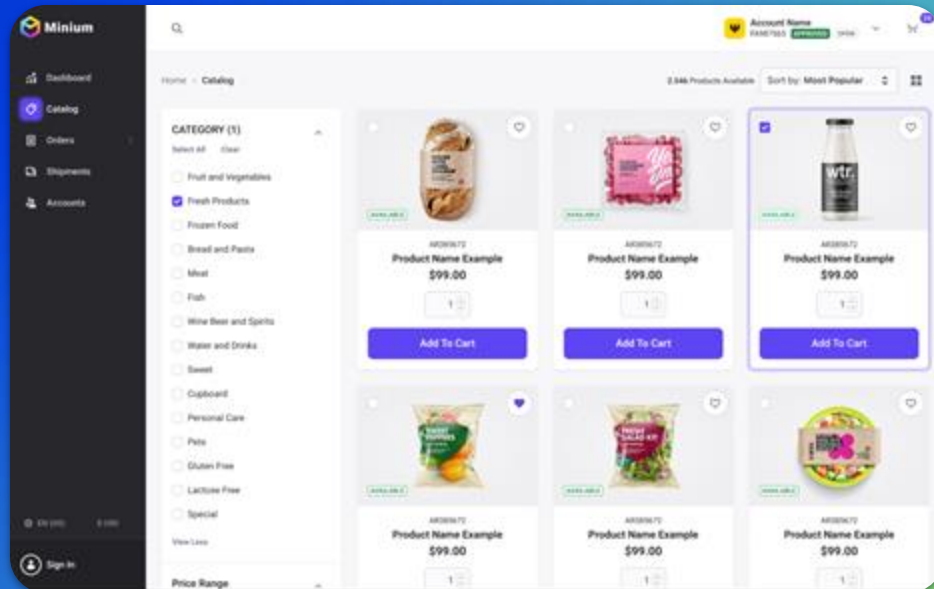
- **Drag-and-Drop Customization:** Create personalized order workflows for buyers and sellers with ease.
- **Out-of-the-Box Examples:** Get started quickly with pre-built workflows for common scenarios.
- **Increased Automation:** Reduce manual tasks and errors with automated order processing steps.



eCommerce

Launch your **B2B eCommerce** presence quickly and cost-effectively with **Minium 4.0**

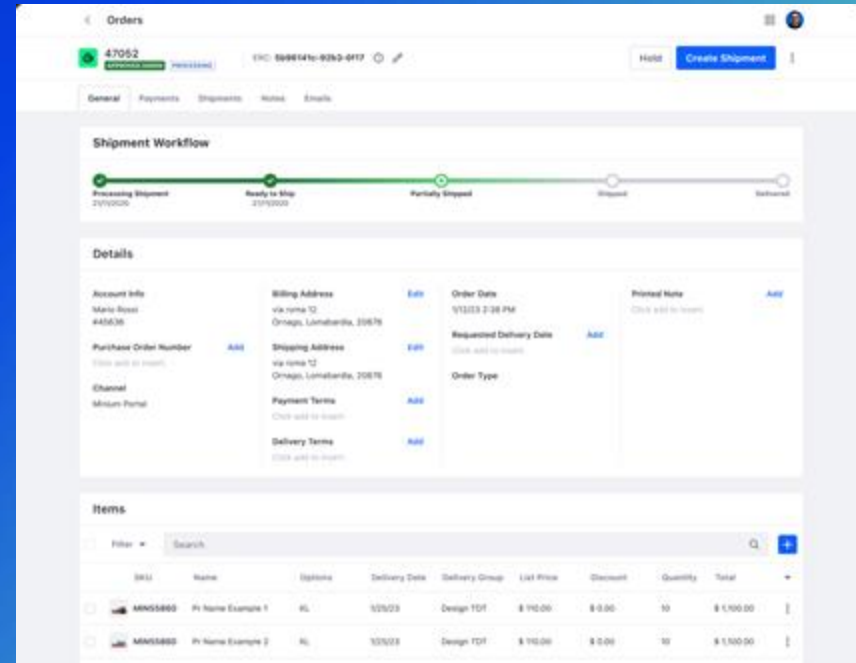
- **DXP-Powered eCommerce:** Leverage the latest DXP features and frameworks for scalability and flexibility.
- **Expanded Out-of-the-Box Components:** Benefit from a wider range of pre-built features to streamline your B2B storefront.
- **Enhanced Customization:** Enjoy greater control over branding, functionality, and workflows to tailor the experience to your unique needs.



Improved Admin Experience

Personalized Role Based Admin Dashboards that reflects your specific workflows and preferences

- **Leverage Liferay's Page Building Tools:** Utilize familiar drag-and-drop functionality to create an efficient and user-friendly admin environment.
- **Wide Range of Out-of-the-Box Components:** Access pre-built components and flows for common tasks, allowing for quick and easy customization.
- **Increased Efficiency:** Streamline your work by organizing the information you need most readily available.

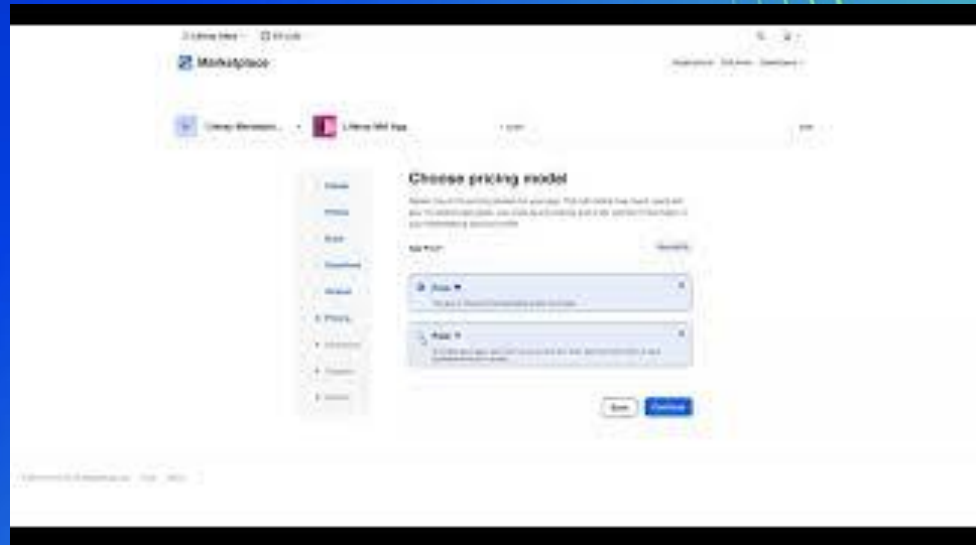


Tailor solutions faster through Apps

Extending Marketplace

More versatile Apps, easier to try
and to install from DXP

- Support for **Cloud Apps** that are auto-provisioned and added directly to Customers Projects
- Ability to **Package and Distribute No-Code** configurations
- Solutions Marketplace to showcase some of our and **partners verticalized business solutions**



Liferay 2025 new Services

Maximize the value of your Liferay deployment

Liferay TAM Subscription Services

1 - Strategic Advocacy



Onboarding: Build a common understanding of your requirements so we can personalize our services



Strategic Syncs: Regular cadence to understand your product needs and align on priorities



Technical Q&A: Let us answer your product administration, configuration, and development questions

2 - Expert Planning and Implementation Guidance



Solution Definition: Determine the best way to use Liferay's latest feature sets for your solution implementation



Implementation Validation: Screen-sharing workshops to identify product risks and potential optimizations



Launch Readiness: Incorporate product best practices into your Go Live planning

3 - Security and Performance Management Advice



Security Review: Aid you in understanding relevant product settings to support your security plan



Performance Management: Review product configurations and best practices that impact performance

4 - Continuous Improvement



Feature Deep Dives: Understand how existing and upcoming features can add value to your projects



Upgrade Planning: Identify risks, estimate effort, and gameplan ahead of time to streamline upgrades



Adoption Optimization: Provide recommendations how to iterate product usage to boost solution adoption

Liferay Italy, Survey TAM

How valuable was the access provided by TAM to Liferay's engineering and specialists?



How would you rate the responsiveness of the TAM team to your questions and requests?



How well did TAM act as a strategic advocate for your project's needs within Liferay's ecosystem?



Overall score:

4,6



Liferay Premium Security

Premium Security

Tailored for **PaaS customers** who need **enhanced protection** for their sites.

Current Starting Package



ML DDoS Protection

Robots fighting robots - we will be able to use the already proven SaaS DDoS protection on PaaS



Blocking Bots

Advanced level human filtering to fight robots, regional configuration



Scaling insurance

Liferay will scale the customers' DXP without increasing the cost



Vulnerability notifications

Get notified on critical and high vulnerabilities and get help on patching those



Vulnerability report processing

Liferay will provide a prioritized list of vulnerabilities to address if customer provides us a report

Critical infrastructure attack

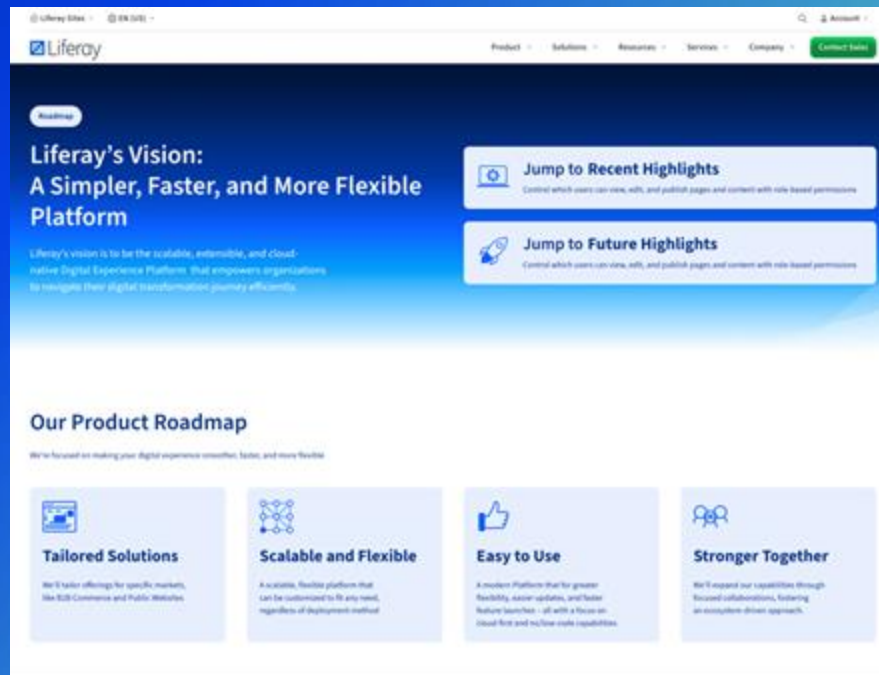
- **947M** requests in 2 hours
- **> 2M** requests per **second**
- We could still keep the SLA for the customer (SaaS)
- Government also notified the customer about the attack



Roadmap

From now on, the roadmap will be **public** and accessible from the **official website**.

- liferay.com/roadmap
- liferay.com/whats-new





The best platform for tailored solutions!

Thanks!

Davide Micunco

Sales Engineer @Liferay
davide.micunco@liferay.com



customer summit