

Commerce

Simplify buying and encourage repeat orders with a site that makes it easy to do business with you



With digital commerce capabilities designed to support complex ordering workflows and the ability to integrate data from different ordering and fulfillment systems, Liferay makes purchasing simple for your buyers. Tools for managing product information, promotion, pricing, and inventory also make it easy for your product managers and e-commerce teams to set up and manage single or multiple online storefronts.

Benefits



Enable customers to quickly place orders online and check the status of their orders.



Create and manage subscriptions for products that are ordered regularly.



Support self-service for complex buying processes where collaboration between multiple stakeholders and teams is required.



Make it easy to showcase, compare, or select the right items with digital product catalogs that offer detailed product specifications, shop-by diagrams, discount information, and related guides tailored to each user.



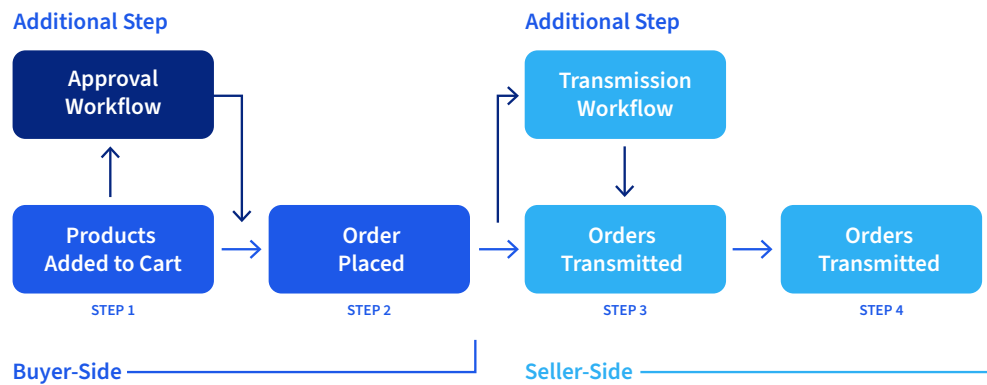
Simplify ordering through streamlined workflows that facilitate the purchasing process for your buyers.

Core Features

Process Orders

Liferay provides a wide variety of experiences to support order capture such as catalog browsing, shop by diagram, file upload, and kits and bundles, to mention some. It provides visibility on orders throughout the sales and fulfillment process for all customer orders regardless of the channel they were placed on. This provides a 360-degree view to customers of their business with you.

Liferay DXP integrates with your and your partners' existing order management, warehousing, and logistics systems, so that you can easily ensure that your buyers orders are process and fulfilled correctly and efficiently.



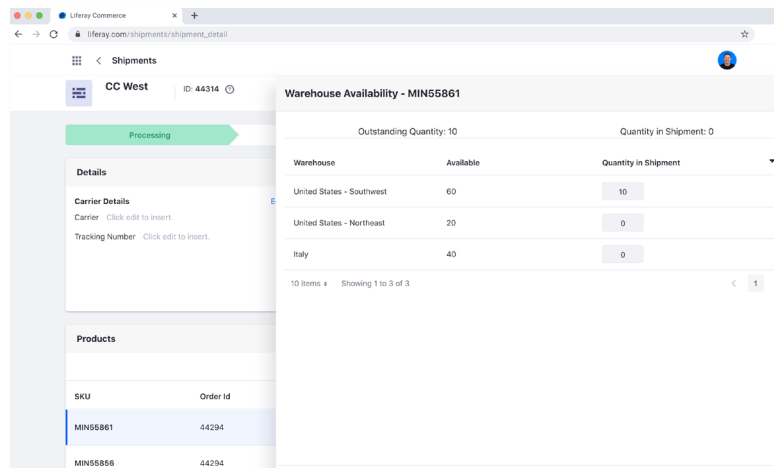
Manage Subscriptions

Liferay DXP enables you to create and manage subscriptions for simple, grouped, and virtual products that your customers order regularly. Liferay's digital commerce capabilities provide Payment and Delivery Subscriptions out-of-the-box.

You can configure Subscriptions in a variety of ways, including:

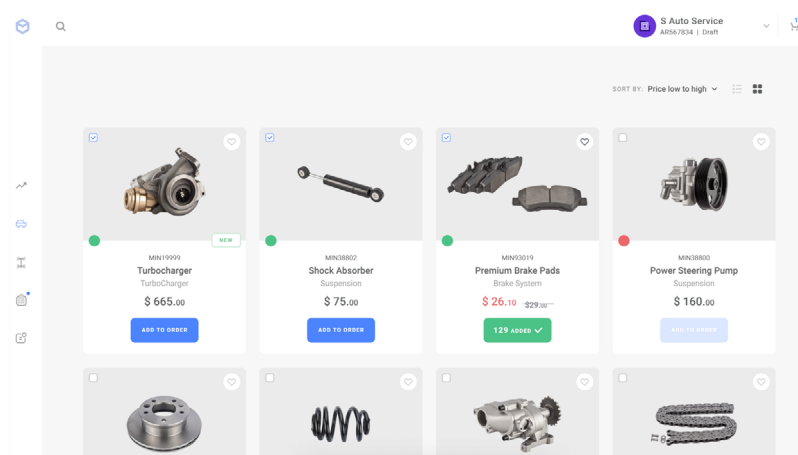
- Ordering a single product or a combination of products with different delivery dates such as magazines.
- Renewing service contracts for applications or services
- Setting up orders that are triggered for replenishment based on inventory levels.

Additionally, system administrators have the ability to configure the time and duration of the subscription. Subscription information will be displayed on the product's detail page, so users can have visibility into products that will be ordered automatically through the system.



Manage Shipments

Similar to Orders, Liferay also has native capabilities for Shipment management as well as the ability to integrate into your Warehouse Management, ERP, or Logistics systems. For visibility into shipments, Liferay provides different views for sellers and buyers. Once an order is accepted, sellers will be redirected to the Shipments menu to finish processing the order. Buyers will be able to see all the shipments related to their orders. Shipments containing items from multiple orders are also supported in Liferay. Buyers can view additional details such as the carrier, tracking number, and estimated delivery date.



You can select inventory from specific warehouses and automatically update it to fulfill orders. Monitor the status of the shipment and modify carrier details and estimated shipping and delivery dates if required

Manage Multiple Product Catalogs

Product catalogs give you the ability to create more than one group of products, each with its own set of category managers or owners who are responsible for making updates. This allows you to control who manages and makes edits to different groups of products, which is important when you have several product lines, and brands owned by different individuals or wish to allow partners and suppliers to manage their own products. Site administrators or product managers can also control which products in their catalog display to end users, depending on the account, account group, or account role. Partners and suppliers can manage catalogs to allow their products to be sold in your storefront(s) while providing you with final approval controls if desired.

You can also use channels to connect catalogs and products to any place your products are sold: a Liferay-based storefront, third-party marketplaces, or anywhere else.

Manage Product Information

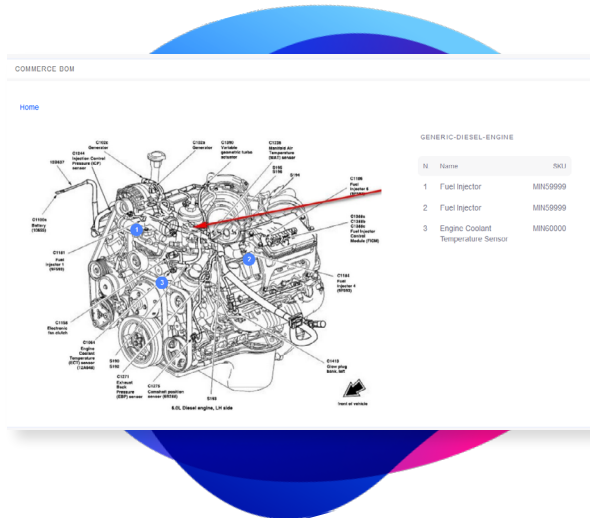
Liferay integrates with your existing PIM or ERP system so that you can quickly surface product information that resides within these systems. If you do not have a system for managing your product information or need to enrich the product information you have from an existing tool, you can use Liferay to enter and manage the following type of product content:

- Product options such as size, color, and discounted bundles.
- Specifications such as dimensions, color, weight, and capacity.
- Images to help customers make a product selection.
- Categories to help organize your products.
- Exploded diagrams that help customers find parts for larger equipment.
- Easily upsell and increase order size with smart recommendations and discounts based on past purchases, similar customers, or related items.

Liferay's product information management system supports a variety of product types, that include:

- Simple products are any physical products for which inventory is tracked.
- Products with variants, such as special bundles or different color options.
- Grouped products for customer convenience or to offer a special price.
- Product bundles for products that can be configured with different complementary products, such as purchasing a laptop with a special graphics card or a more powerful processor.

- Virtual products such as videos, electronic publications, warranties, and service contracts.
- Subscription products for items such as magazines, renewable service contracts, and automatic ordering for regularly consumed items.



Manage Promotions and Discounts

Liferay provides a robust pricing engine to ensure your customers see the price they're entitled to, including any promotions or discounts applicable to them. You can define multiple price entries for a single product SKU and determine which accounts, account groups, and account roles are eligible to receive each price. We also support a wide range of pricing models so that you can fully customize our pricing engine to handle simple or complex use cases. Examples of models supported include:

- Contract pricing for individual customers or customer groups.
- Bulk and tier discounts to incentivize larger volumes.
- Fixed-length Promotional prices lists.
- Account/ Account Group Price modifiers to allow for fixed-priced/percentage discounts.
- Coupon Based Discounts and Incentives.

You can tailor discounts and promotions broadly, or refine your offers so that they only display for a select group of accounts or a small group of specially selected customers.

Manage Product Inventory

Liferay provides tools for product inventory management that scale from users with a single warehouse to large organizations with geographically distributed warehouses. There are several features used in managing inventory, which include:

- Inventory management system for tracking all product inventory in a single place.
- Multi-warehouse inventory, which allows you to see how much inventory is available at each warehouse.
- Availability estimates to let customers know when out-of-stock products are available again.
- Low-stock actions perform automated actions when inventory reaches a minimum threshold.

If you already use an inventory or warehouse management system, such as an ERP, third-party logistics platform, or a system from your logistics partner, you can quickly connect them to Liferay using our integration framework.

Sales and Service Rep Support

Empower your sales and service teams to sell more efficiently and build stronger relationships with specialized user roles, dashboards, and automated workflows. For example, you might set up a dashboard where your account execs can view all their accounts and what they've ordered so they know how to add value and prepare for future conversations.

Create and Manage Storefronts

Stores in Liferay's DXP are comprised of different components such as Sites, Channels, Catalogs, Products, Pages, and Widgets. These components include a wide range of tools for setting up a storefront. Its search tools, for instance, are designed specifically for product catalogs, while customizable widgets make it easy to add common UI elements, such as Checkout and View Cart, to a page.

With out-of-the-box Accelerators, you can quickly and easily set up a functional store using pre-configured components and configurations for a site in a single action. These Accelerators are designed with features that make the experience as smooth as possible by having elements that are both functional and elegant.

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.