

Build Digital Experiences, Your Way

with Liferay DXP



Unparalleled Flexibility: Don't Settle for Less

Why should you compromise in one of the most critical areas of your business—the digital experience of your users?

Create powerful, security-forward solutions that look and function the way you envision with Liferay, the world's most flexible Digital Experience Platform (DXP).

But what does flexible actually mean?

- **Flexible platform architecture.** Our extensible architecture ensures you can meet your unique and evolving business requirements and efficiently integrate existing technologies and data sources.
- **Flexible out-of-the-box capabilities.** Use our broad range of OOTB capabilities, or easily swap in your preferred technologies thanks to our composable architecture.
- **Flexible content delivery.** Liferay excels in Headless and Hybrid Headless scenarios—IDC recently named us a Leader among Hybrid Headless CMSes¹—giving you even more independence over your tech stack.
- **Flexible deployment.** SaaS, PaaS, on-premise, or personal cloud deployment options enable you to choose how hands-on or off you need to be with the maintenance and updating of your platform.
- **Flexible user experiences.** Companies can create secure, intuitive, and customized authentication experiences for B2B, B2C, and B2E scenarios.

Don't compromise on flexibility. Build digital experiences, your way.

1. Liferay Named a Leader in the 2023 IDC MarketScape for Hybrid Headless CMSes



What's in the Box

1,200+ leaders worldwide use Liferay to address pressing business challenges.

Are you looking for enterprise-grade security, scalability, and availability? Avoid the fatigue of selecting multiple solution vendors, and dive right into creating solutions that fit your business:

- **The Customer Portal.** Addresses rising customer service costs and frustrated customers that put a burden on your internal teams.
- **The Supplier Portal.** Addresses the limited visibility you have into your back-end supplier management systems and the wasted time dealing with manual, error-prone processes.
- **The Modern Intranet.** Addresses low employee engagement and dropping satisfaction rates.
- **The Commerce Site.** Addresses complex B2B buyers' journeys that you've struggled to digitize effectively.
- **The Enterprise Website.** Addresses the lack of modern website experiences that lead to low website traffic from both prospects and customers.

Keep reading to discover more about just five of the endless solutions you can build on Liferay and how our customers have implemented them in the real world to bring about tangible digital transformation for their businesses and end users—all on one platform.



Popular Solutions Built with Liferay

The Customer Portal

Improve the efficiency of customers and your internal teams using a customer portal that centralizes resources and tools on a single platform.

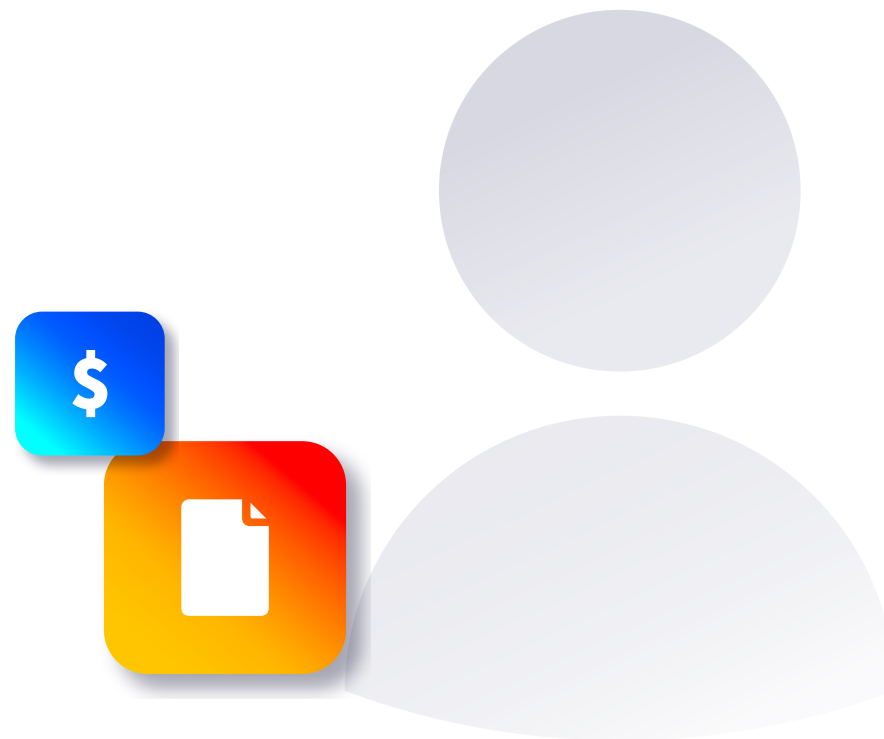
With a customer portal built on Liferay, you can capitalize on:

1. Self-service

Reduce your cost-to-serve with convenient options like order placement, account updates, and secure document retrieval.

2. Information in one place

Make answers easy to find using tailored search, integrated chatbots, and knowledge bases.



3. Onboarding

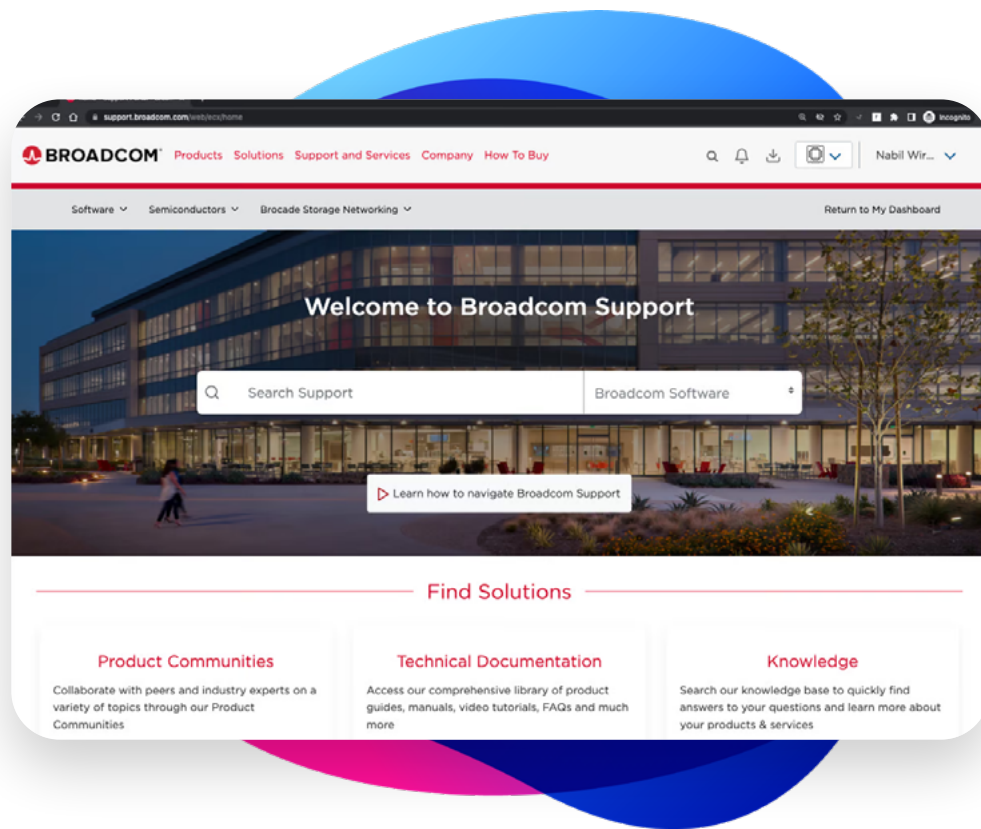
Educate and enable customers faster through personalized journeys and process automation.

4. Integration

Connect previously disparate systems to create one centralized access point.



Broadcom, a world technology leader in semiconductor and infrastructure software solutions, serves critical markets including data center, networking, software, broadband, wireless, storage, and industrial. With so many customers across so many industries, Broadcom was looking for a personalized customer self-service portal that would bring together product and account resources in one place.



Broadcom’s Liferay-powered customer portal has resulted in the following benefits:

- **A 66% decrease in clicks and fewer customer support tickets** now that resources are consolidated and customers spend less time looking for information.
- **High availability**, with maintenance and upgrades happening in tandem with the live environment.
- **Increased customer satisfaction ratings** because of the streamlined navigation experience and personalized view of purchased products.

Liferay Capabilities That Made This Project a Success

- **Low-Code:** Liferay’s low-code capabilities made leveraging the platform’s many out-of-the-box features easier.
- **Personalization:** Customers can access everything they need via their entitlement-based dashboard.
- **Search:** Customers can quickly find knowledge base and tech docs to solve issues independently.

The Supplier Portal

Simplify supplier management and processes with a supplier portal that acts as a window to your back-end systems.

A supplier portal (or vendor portal) founded on Liferay enables you with effective:

1. Onboarding

Shorten and streamline the onboarding process through automated validation methods and step-by-step journeys.

2. Communication

Provide just one location for collaboration and communication.

3. Self-service

Offer suppliers easy self-service through account management and multi-device support.



4. Automation

Digitize and automate processes with custom workflows that can give clarity on actions like purchase order responses or invoice changes.

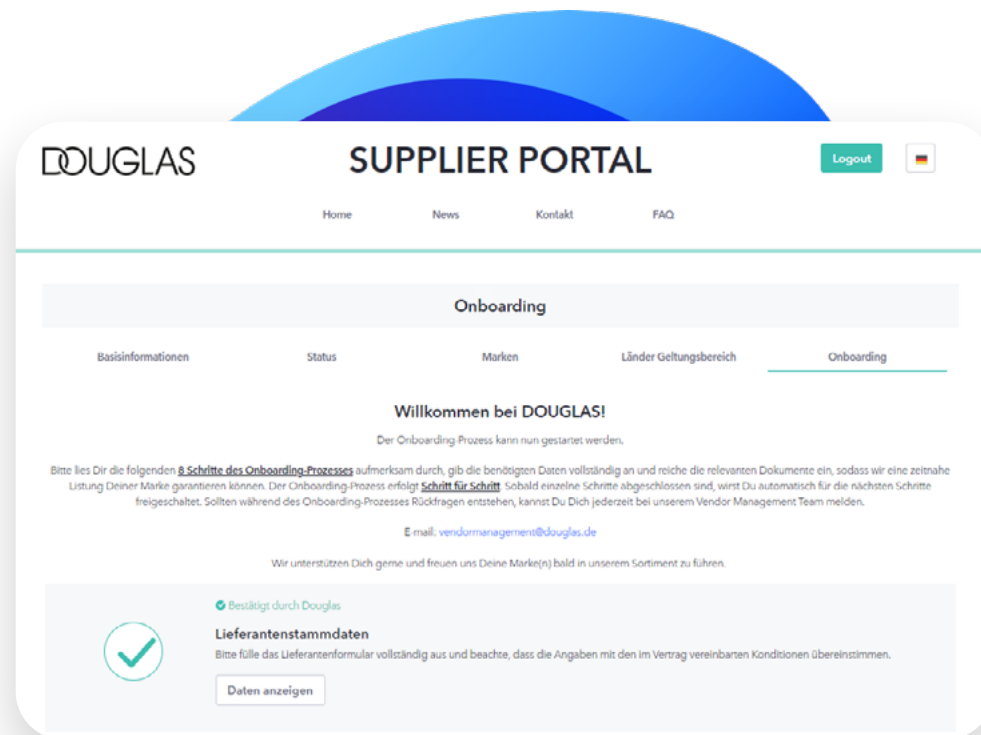
5. Performance insights

Monitor and improve supplier performance with key integrations and SLA definitions, helping you make the right decision about the future of your partnership.

As Europe's leading premium beauty retailer with over 160,000 beauty and lifestyle products across online shops, a beauty marketplace, and 2,000 stores, **Douglas** prioritizes a digital-first strategy. Douglas brought that mindset to supplier management once it became clear that previous processes no longer met the requirements of their 800+ suppliers.

After building their supplier portal on Liferay, Douglas has experienced:

- **Cost savings thanks to automation**, including an onboarding process that's 50% faster.
- **Improved ROI with Business Intelligence (BI)**, as the portal communicates BI data from product sales to suppliers.
- **Digital maturity and future-proofing** because of the automation of key business processes used daily.
- **Faster time-to-market** with a cloud DevSecOps infrastructure for smooth and immediate deployments to production.



Liferay Capabilities That Made This Project a Success

- **Security:** Adherence to strict security standards as well as robust identity management and data protection tools ensure that the Douglas portal is protected from potential security threats.
- **Cloud:** Liferay's flexible cloud solutions shortened time to market since the solution was developed under significant time constraints.
- **Integration:** Douglas used Liferay's open APIs to integrate the supplier portal flexibly and seamlessly with existing systems (e.g., the BI system).
- **CMS & DAM:** Intuitive user navigation, interconnected communication channels, and central access to all required information and assets improved the user experience.

The Modern Intranet

Create a relevant, dynamic, and collaborative hub that your employees actually want to visit, bringing multiple applications/data sources into one solution to keep everyone self-sufficient, productive, and connected.

Intranets built with Liferay give you the ability to:

1. Personalize

Deliver information and pages uniquely customized for your employees using specific roles and permissions.

2. Knowledge share

Help employees find crucial resources through straightforward asset management, community-contributed knowledge, and powerful search tools.



3. Integrate

Connect to a wide array of commonly used systems like Salesforce, Google Drive, and Microsoft 365.

4. Make updates

Keep your intranet current using no-code and low-code tools, so your employees can stay informed.

Jose Cuervo



As the number one tequila company in the world, **Jose Cuervo** wanted to offer their employees the same superior experience and attention given to their products and customers. This was a problem with the previous intranet platform, which relied on rigid and unstable technology and made it difficult to perform even simple tasks like vacation requests or room reservations.

After moving the intranet onto Liferay, Jose Cuervo has seen benefits including:

- **Streamlined purchasing experiences** that allow employees to shop in three clicks, even taking into account complex employee benefit rules.
- **Increased employee satisfaction and efficiency** with the consolidation of 27 necessary apps in one place.
- **Improved collaboration between teams** in delivering and aligning on a solution that works well for 3,000 people.

Liferay Capabilities That Made This Project a Success

- **DAM:** Jose Cuervo unified information including procedures, applications, agreements, remuneration details, cafeteria meal plans, as well as mission, vision, and value statements into a single hub.
- **Personalization:** The intranet homepage offers personalized experiences, cultural content, and international activities for each user.
- **CMS:** Content managers can publish content independently of the IT department, creating much-needed autonomy for Marketing and HR.

The Commerce Site

Transform complicated buying processes into intuitive experiences that can scale as you adapt to a quickly evolving market.

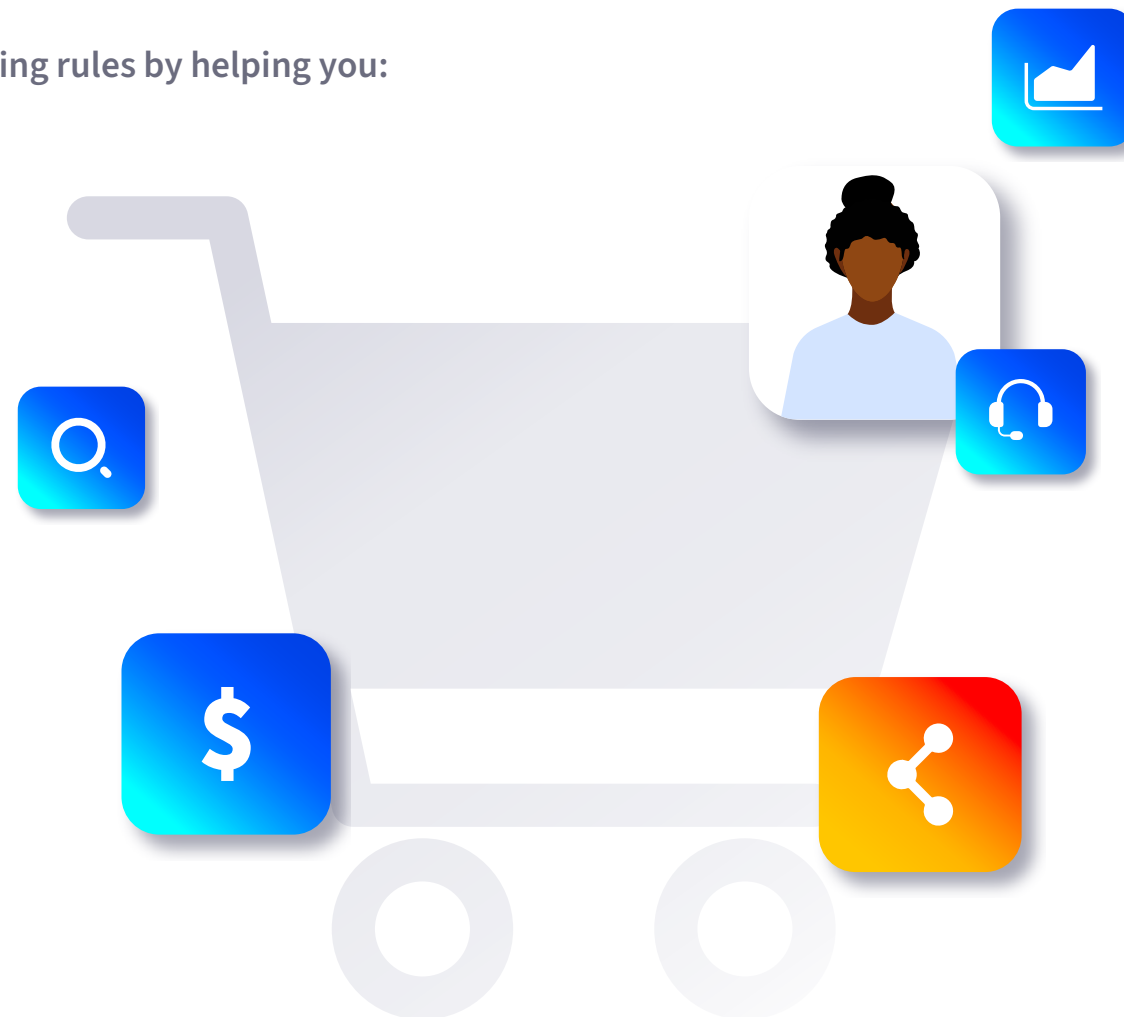
Liferay-built commerce sites rewrite the buying rules by helping you:

1. Simplify

Digitize complex ordering processes with tools like product catalogs, enhanced search features, and sophisticated order management.

2. Boost Revenue

Increase order size and frequency through customized product recommendations, upselling, and volume ordering.



3. Grow efficiently

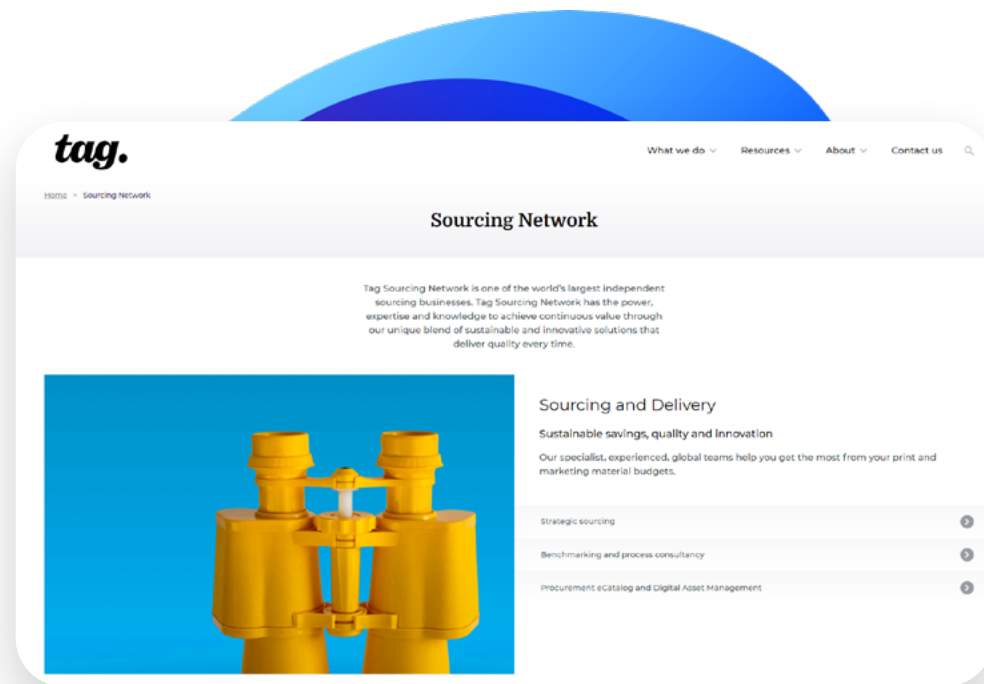
Expand your operations securely, launching hundreds of online storefronts from one platform, worldwide.

4. Support sales

Facilitate better sales and service team interactions via order assistance and smart alerts for proactive account management.

5. Support B2B commerce scenarios

Support for contract pricing, bulk and tiered pricing, account-based transactions, approval workflows, and payment by PO (purchase order) are just some of the capabilities that underscore Liferay's B2B proficiency.



Tag is one-half of Williams Lea Tag Group’s two strategic business units, an end-to-end global market production partner for brands and agencies that delivers 85,000 pieces of marketing materials a month to 140+ countries. With legacy systems that prevented self-service ordering and caused disconnected workflows and integration problems, Tag needed a solution that could handle their complex B2B requirements and worldwide reach.

Using Liferay technology as their new commerce and campaigns solution, Tag has:

- **Cut operational costs with one unified platform** that still connects to existing systems and applications.
- **Delighted customers with easy self-service ordering** for a buying experience that feels like B2C while accommodating complex B2B needs.
- **Accelerated the rate of innovation** with personalization, analytics, and automation.

Liferay Capabilities That Made This Project a Success

- **Commerce:** Tag simplified complex B2B ordering and reduced service costs with a platform that includes requirement specification, reordering, consolidation of orders, and more.
- **Integration:** Removing the constraints of silos, Tag redeveloped independent home-grown applications into a single infrastructure.
- **CMS:** Tag has created workflows that streamline campaign management and automate tracking and approval processes.

The Enterprise Website

Turn prospects into customers and customers into lifelong advocates with a personalized website that can grow with your business.

Building a website on Liferay enables you with functionality for:

1. Site management.

Use multi-site capabilities to launch faster with pre-built templates and easy content creation tools.

2. Personalization

Engage your audience with relevant content, recommendations, and product guidance.

3. Lead capturing

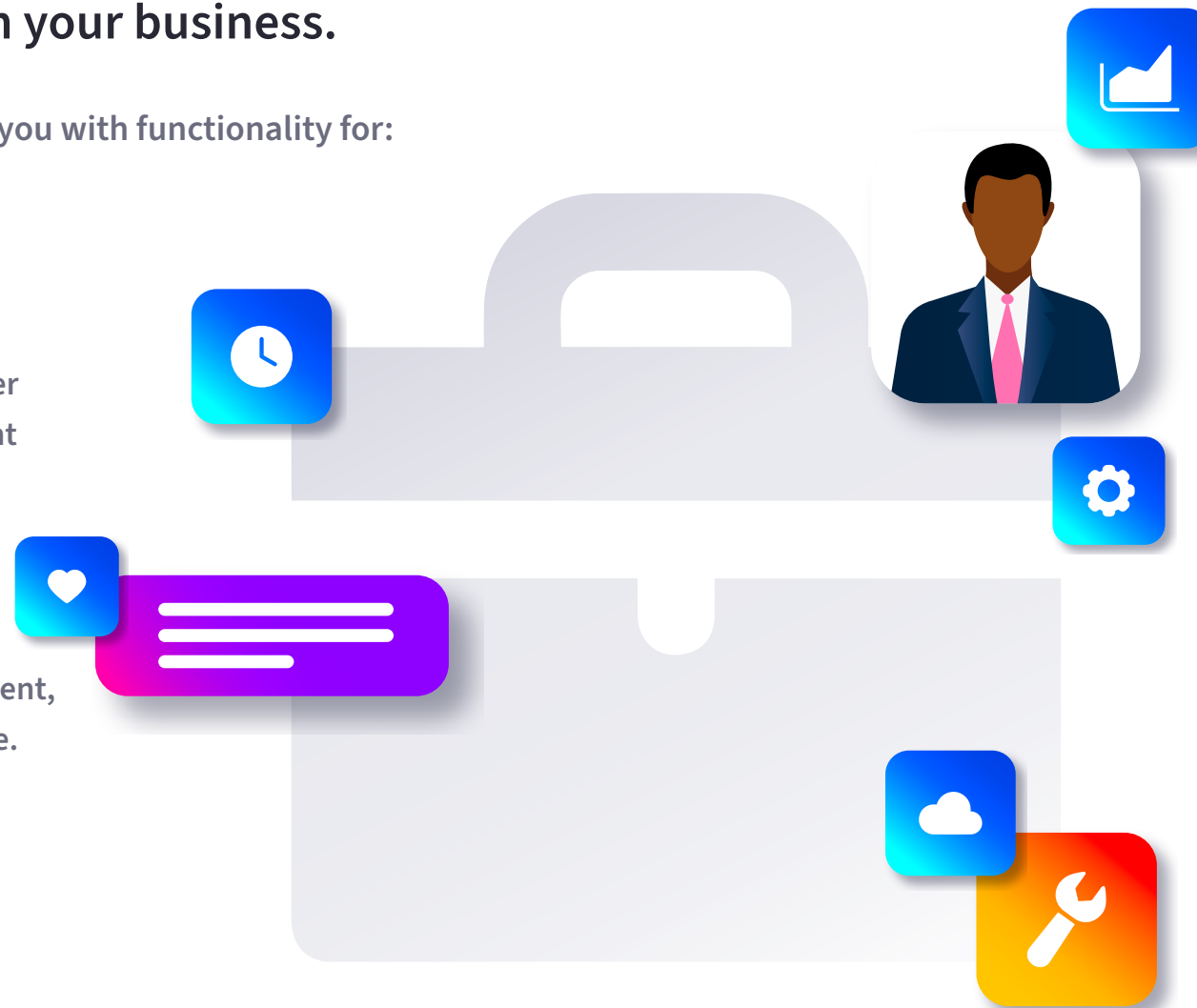
Deliver the right traffic by optimizing SEO and route leads to the right teams, ultimately converting visitors into paying customers.

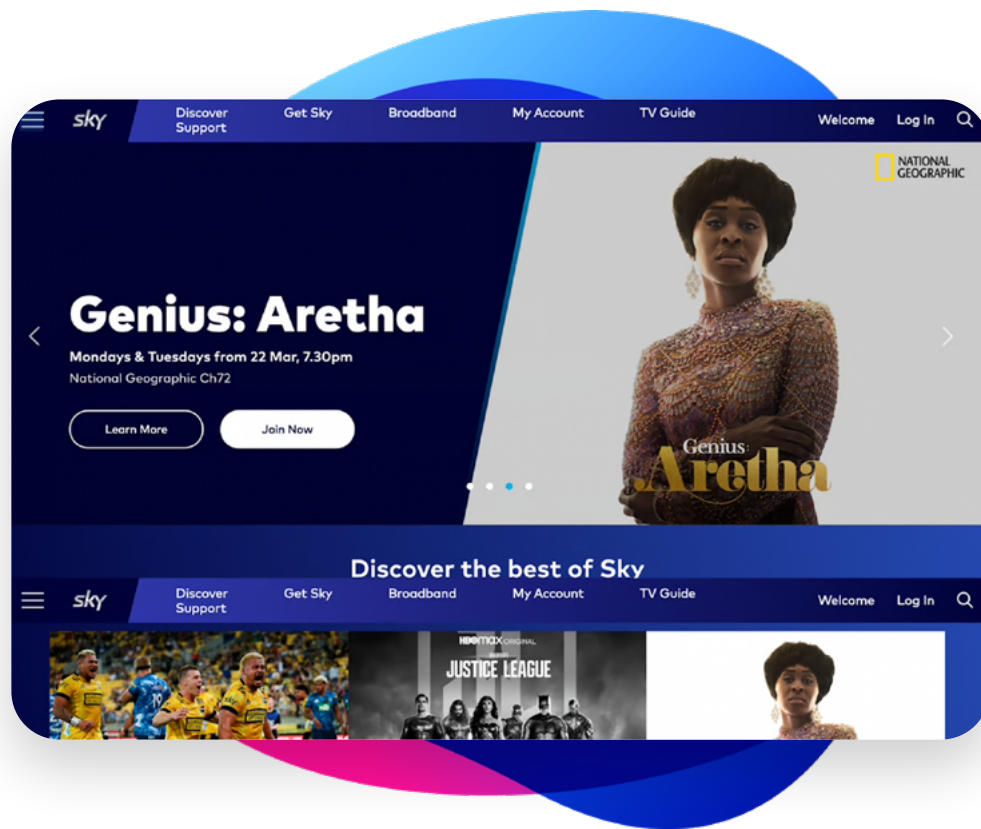
4. Marketing efficiency

Flexible connectors and integration tools connect you to crucial CRM, MAP, and other solutions for improved lead scoring, management, and automation.

5. Hands-off scaling

Scale effortlessly during high-traffic times, leaving the hosting and maintenance to Liferay.





Digital broadcaster and telecom provider **SkyTV** connects 1 million customers and counting with streaming entertainment on any device. Hoping to continue their success as a dominant player in the streaming world, SkyTV chose Liferay to revitalize a dated, difficult-to-scale website that prevented users from making purchasing decisions.

Results from the implementation of SkyTV’s new cloud-built website include:

- **An increase in cart acquisitions to 7%** because of the enhanced user experience and continuously updated content display.
- **A 140% increase in customers self-servicing** through a “My Account” dashboard, reducing the number of call center calls.
- **Faster time to market and better preparation for peak seasons** with daily site updates and auto-scaling configuration thanks to simplified deployment in the cloud.

Liferay Capabilities That Made This Project a Success

- **Cloud:** SkyTV leveraged the cloud to launch their solutions more quickly and securely.
- **Sites:** Teams can deliver customized pages and sites on any device or channel.
- **Integration:** A single platform unifies SkyTV’s systems, applications, and data.

Eager to read more from Liferay customers? Visit liferay.com/stories.

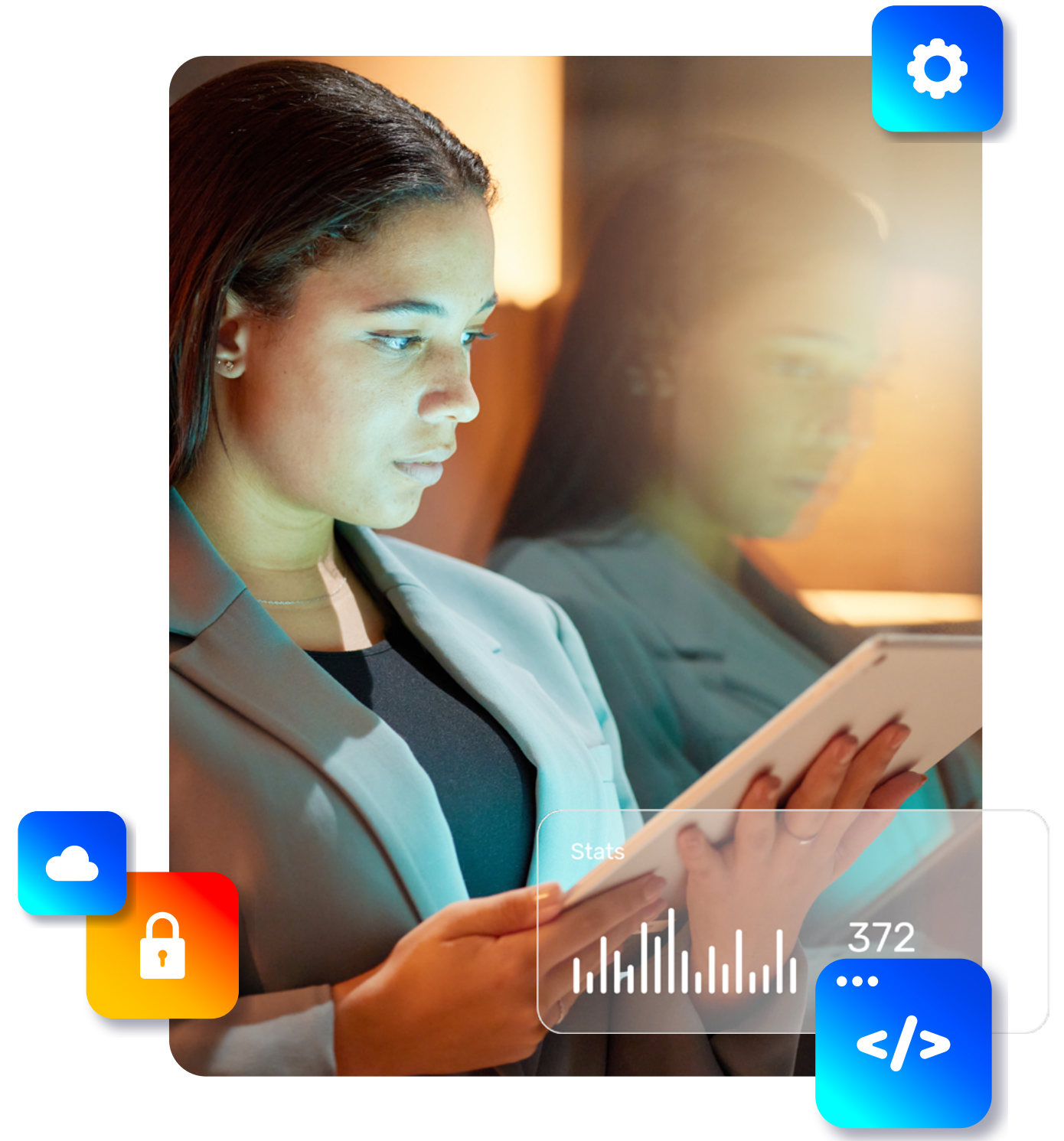
The Next Step in Building Digital Experiences, Your Way

These five companies spanning industries across the globe were all able to use the same platform to build the exact right solution for their business needs.

So what's on the horizon for you?

Whatever the challenges you face in your digital transformation, Liferay can help. Our low-code friendly, deploy-any-way-you-want platform puts the power in your hands to decide how to shape your digital future—your way.

Read more about Liferay [here](#) or [request a demo](#) now.





Liferay helps organizations build for the future by enabling them to create, manage, and scale powerful solutions on the world's most flexible Digital Experience Platform (DXP). Trusted globally by over a thousand companies spanning multiple industries, Liferay's open-source DXP facilitates the development of marketing and commerce websites, customer portals, intranets, and more. Learn how we can use technology to change the world together at liferay.com.

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