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Enterprise level portal solutions for digital transformation

Experience is the new product! What does the Liferay Digital Experience Platform mean?

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Addressed IT problems

Basics of Liferay DXP

Highly-customized content management

Improved analytics and A/B testing

Improved solutions for several use-cases

Requirements of digital transformation journeys

Advanced customer and partner portals

Enterprise-level architecture

Audience Targeting

Custom application development

Digital transformation: emerging needs of the business journeys

Business requirements

- ultimate goal: providing better customer experience
- improved customer satisfaction can imply
  - more efficient lead management/lead scoring processes with a higher rate of successful lead/conversion
  - increased revenue
  - reduced customer churn

leading to higher profits!

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Customers are fast:
pick up the pace with advanced experience portals

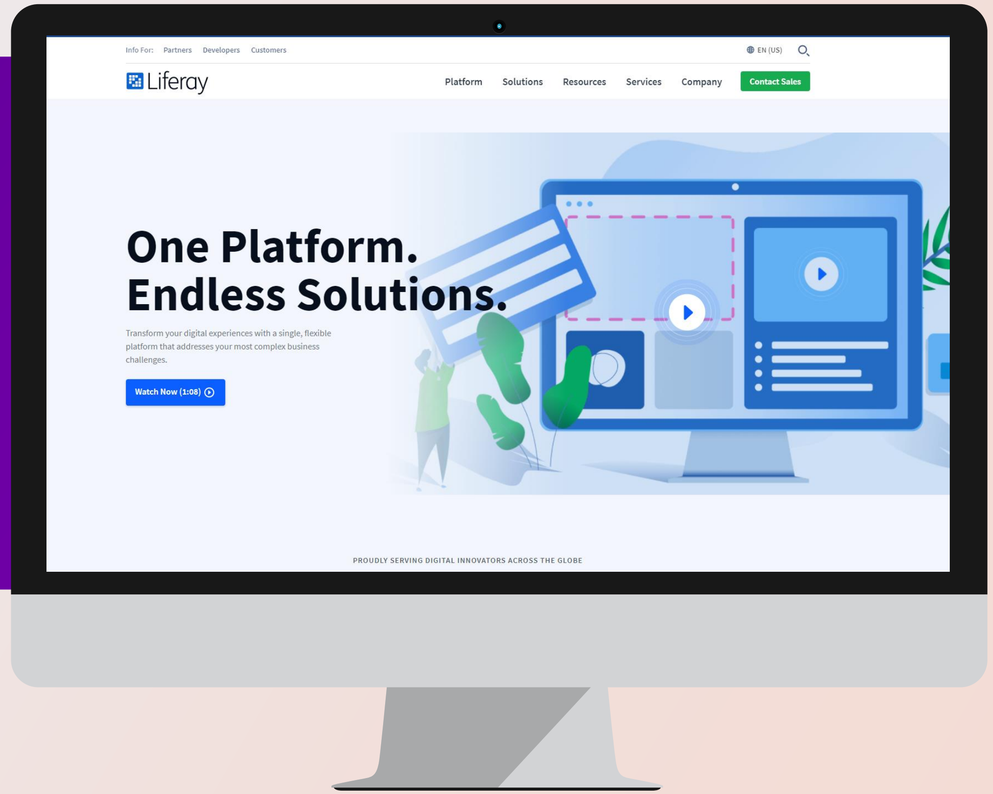
Business requirements

- efficient support of digital channels (web, mobile, social platforms)
- accelerate B2B/B2C journeys
- present these journeys to the customers/end-users in an easily understandable, user-friendly and responsive way -> improved web interfaces
- handle large amount of data: collect, process, store, anonymize, define segments and/or target groups
- advanced data analysis techniques
- improved integration capabilities

Experience is the new product!

What does Digital Experience Platform mean?

- open-source enterprise-level CMS system
- highly-customizable customer portal solution
- microservice-based, modularized front-end framework
- portal/website/intranet ecosystem with modern UI
- efficient, secure and anonymized data management store



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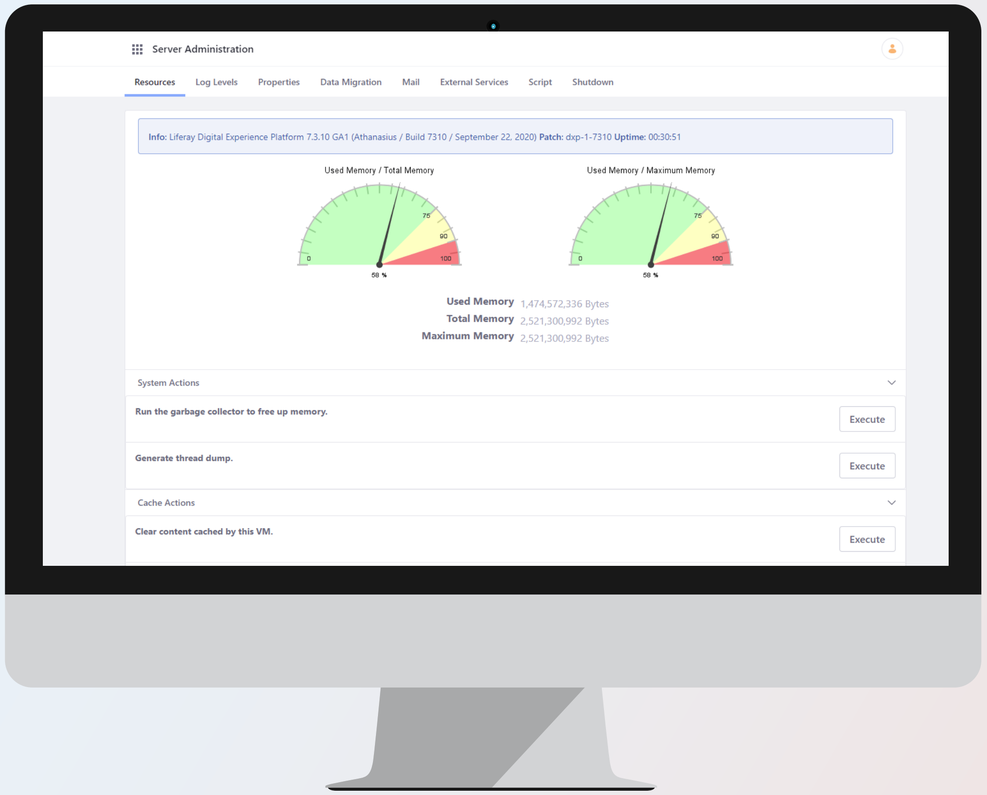
Liferay DXP as an enterprise-level ecosystem

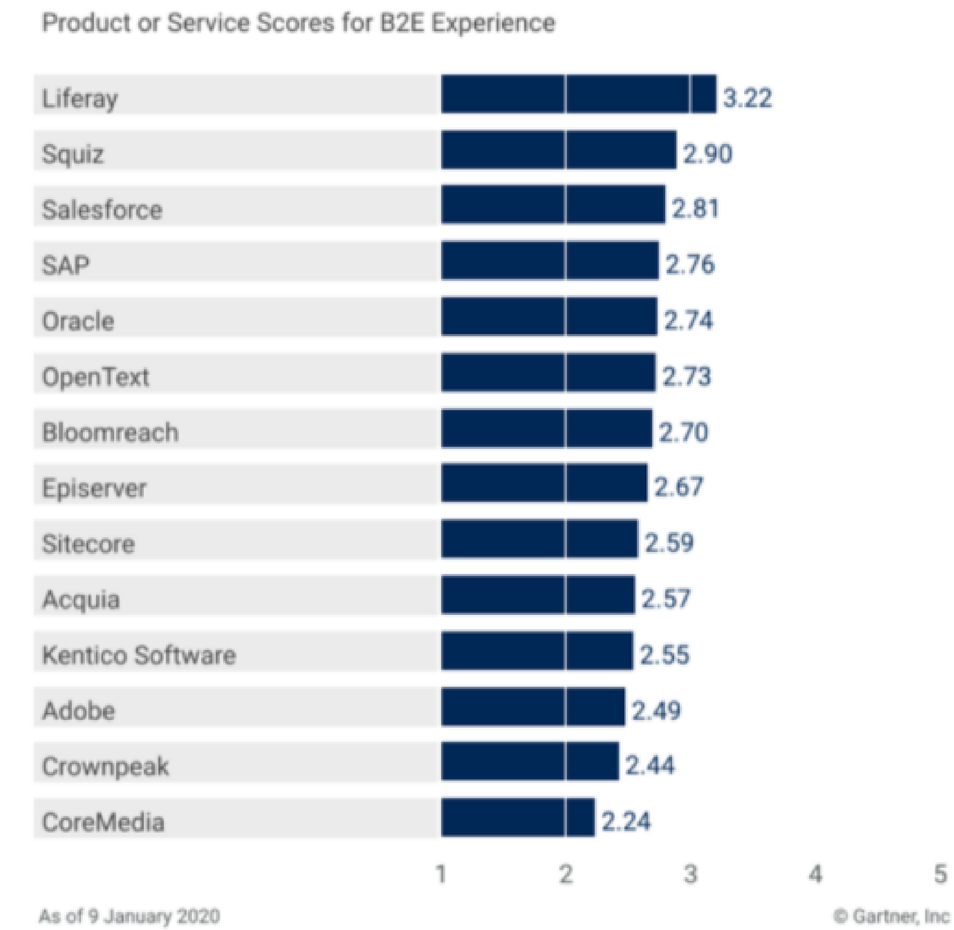


- security
- scalability
- availability
- integration
- performance

With Liferay DXP we can complete these requirements in a cost-efficient and rapid way.

Liferay DXP the only 11-time leader

- The Only 11-Time Leader in the Gartner Magic Quadrant for Digital Experience Platforms
- support for B2B and B2E journeys
- low Total Cost of Ownership (TOC)
- high Return Of Investment (ROI)
- several use-cases
  - personalized websites
  - customer and partner portals
  - intranet/extranet systems
  - integration platform



Source: Gartner (February 2020)

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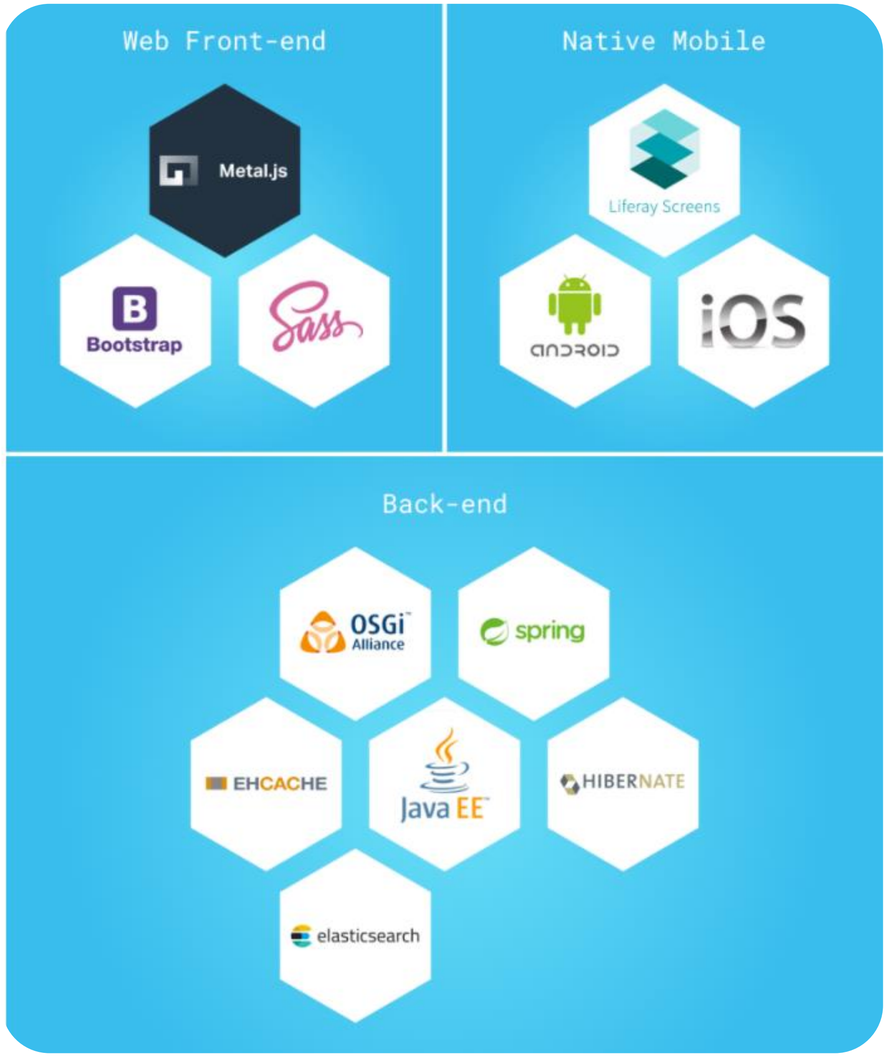
Liferay DXP architecture

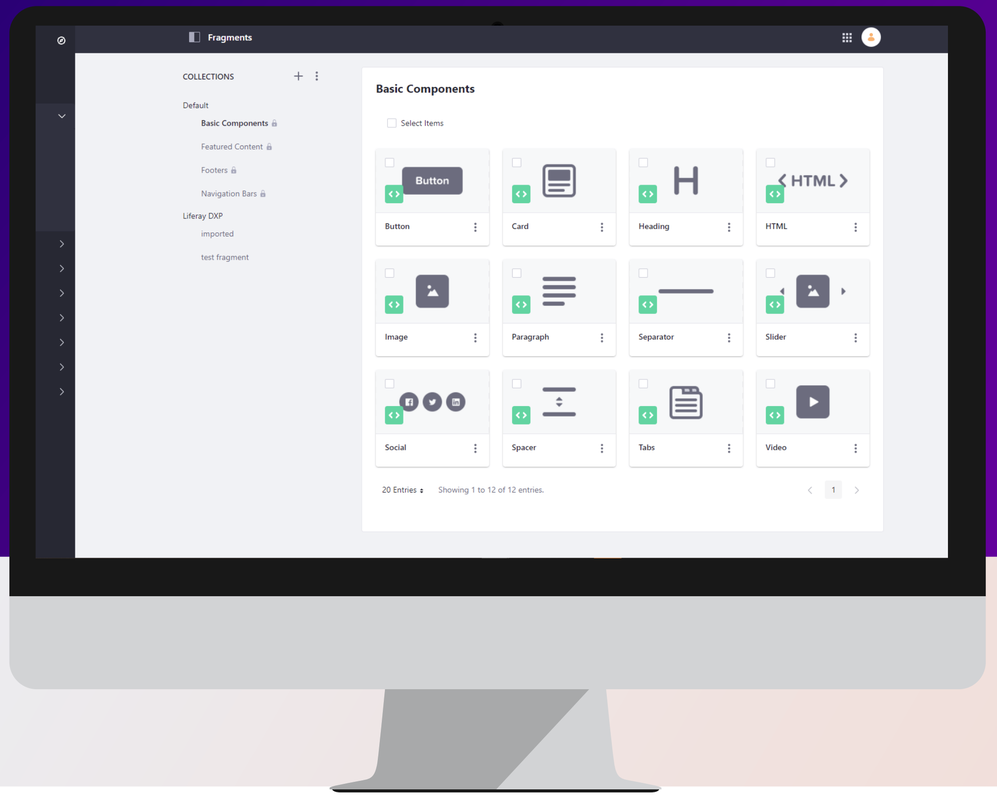
Liferay Microservices Platform

- support a wide range of well-known technologies and standards
- designed for critical enterprise environments
- widely adopted and have a mature community
- highly modular and extensible
- easy-to-use and easy-to-develop
- microservice-based front-ends
- make the UI and apps customizable at any level of detail



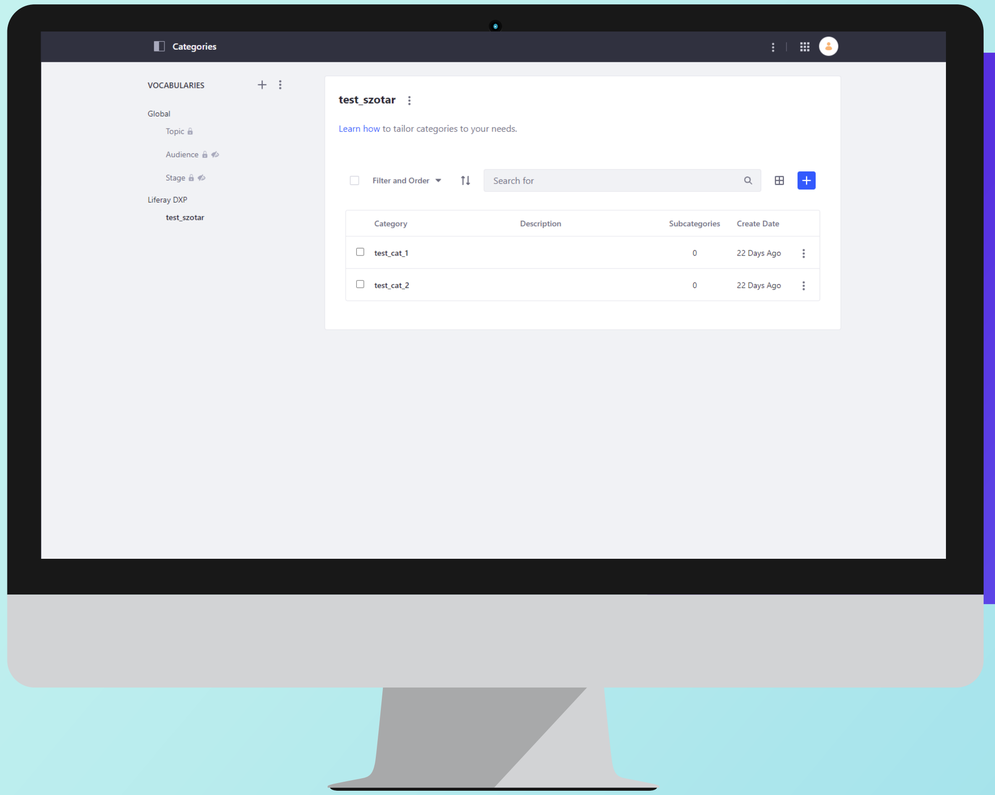
Liferay DXP architecture

- live and content management mode
- tons of built-in applications and components



- manage and configure page, content, theme and applications easily with user-friendly GUI
- comprehensive role management tools
- user and group management

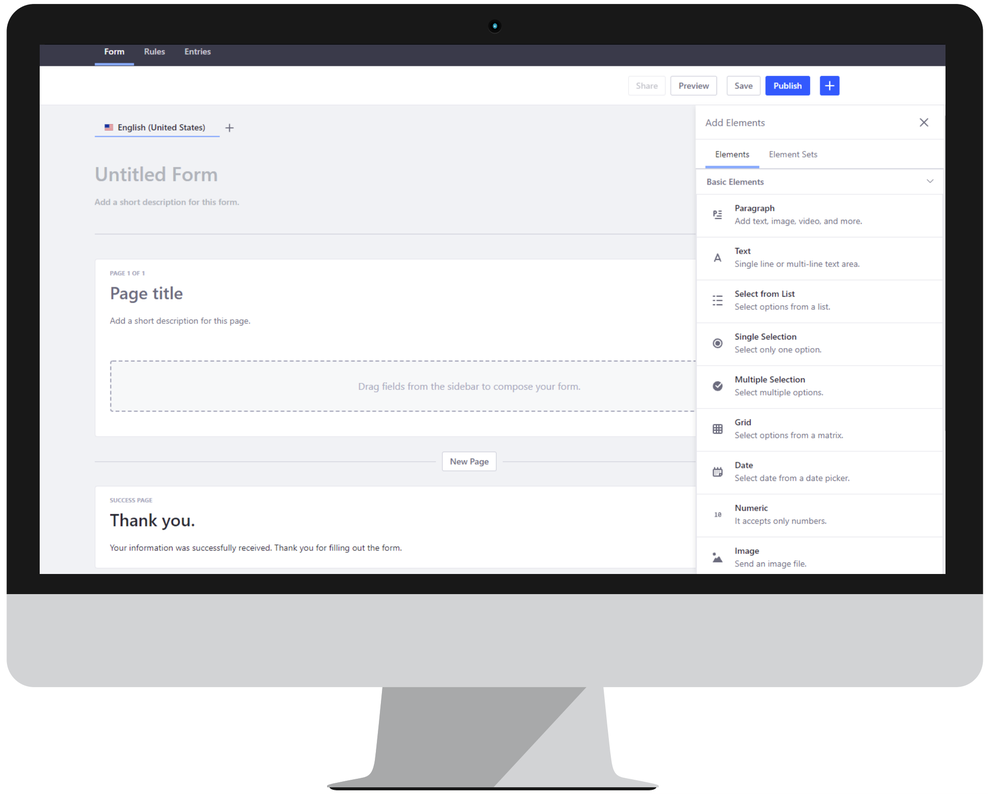
Liferay DXP as an enterprise CMS



- customizable publication and workflow management
- content categorization
- advanced search options
- page and content versioning
- document and media management

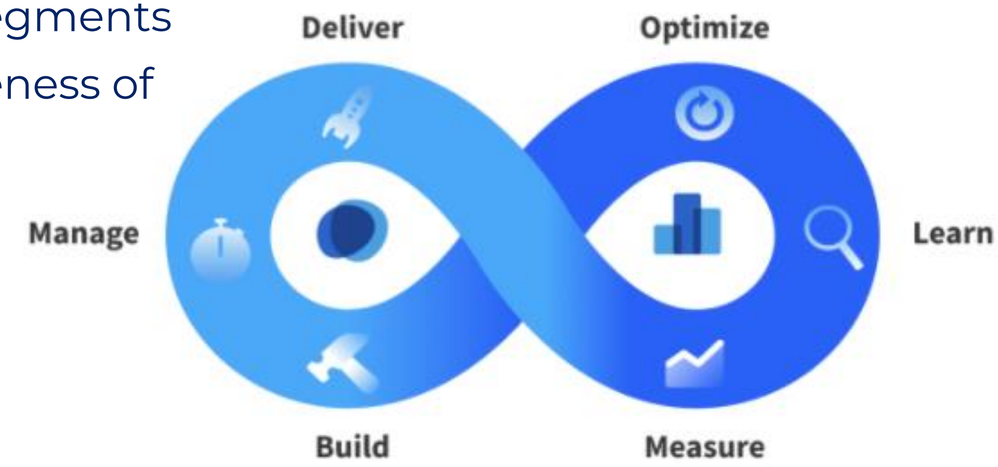
Get input quickly from the users:
DXP forms

- build complex forms with a few clicks
- multi-steps
- several field types with different validation rules
- custom labels, placeholders, validation and error messages
- email notifications
- export options



Get to know the customer better: comprehensive analytics

- understand and influence how your customers operate
- improve the relevancy and findability of your business flows
- identify low-value areas of your portals to decrease maintenance costs
- target personalized content to improve conversions
- measure the behaviour of the top tier customers to get know their needs
- create campaigns to target content to user segments
- track the effectiveness of your campaigns



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More and more advanced solutions

Elasticsearch

- distributed, open-source NoSQL – based search engine
- scalable
- secure

Auto-tagging

- Automatic content tagging
- TensorFlow, Google Cloud Vision, Microsoft Cognitive, OpenNLP, Google Natural Language

Audience targeting

- segment your audience
- target specific content to different user segments
- create campaigns to target content to user segments

A/B testing

- improve user experience
- provide alternative page variants for a select group of visitors
- determine which pages perform better for a given goal

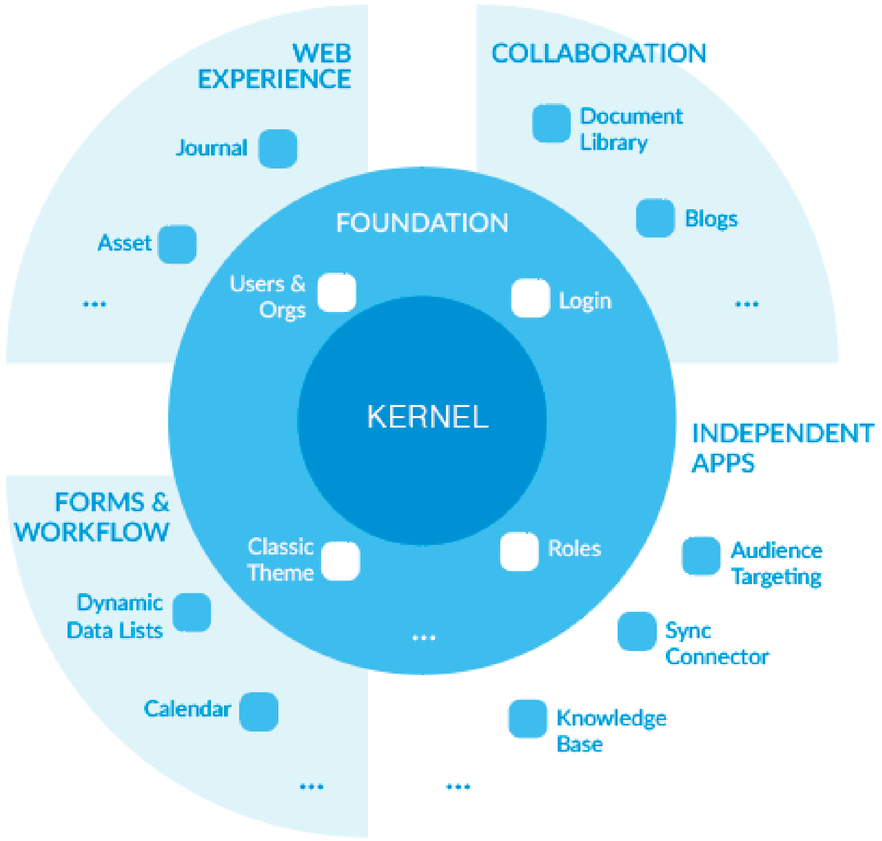
Tons of built-in components

Static, semi-dynamic and dynamic applications

- Document, content and media display application
- Search engine
- Form builder
- Page/layout editor
- Collaborative tools
- Chat

- Navigation bar
- Social widgets
- Workflow manager
- Blog engine
- Forum editor
- RSS application

Liferay as a Development Platform



Customized application development/Marketplace

- wide range of tools, components, algorithms, frameworks, utilities, and mechanisms
- developer-friendly SDK, IDE and developer tools
- extensibility
- several application components
- Marketplace

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Thank you for your attention!