

# LIFERAY DXP

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**#redhatosd**

# LIFERAY – The Company



# Liferay – The Company

- Founded in 2004 in Los Angeles
- 19 offices in 16 countries
- Over 1800 Enterprise Subscription Customers
- Over 5 million downloads worldwide
  
- 150+ partners in 40 countries
- 6 “Tier 1” global system integrators, 2 distributorships
- Over 130,000 community members

# Liferay – The Company

## Gartner Magic Quadrant

*“Liferay is a persistent strong contender in the market, with solid performance in almost all aspects, making it a sturdy choice for enterprises that require a strategic vendor.” - Gartner*

A leader in the Gartner Magic Quadrant for Horizontal Portals report for 7 years running (2010 – 2017)

Figure 1. Magic Quadrant for Horizontal Portals



Source: Gartner (October 2016)



LIFERAY  
SYMPOSIUM

Liferay Italy Symposium 2015



LIFERAY  
SYMPOSIUM

# SMC NEL MONDO OPEN SOURCE

12-13 novembre 2015, Firenze



# SMC e Liferay

Dal luglio 2006 collaboriamo con Liferay e siamo tra i principali «contributor» a livello mondiale

Dal 2012 premiati ogni anno con il **Community Excellence Award**

Dal 2011 siamo l'unico Liferay **Training Center** ufficiale presente sul territorio italiano

Dal 2012 siamo Liferay **Platinum Service Partner**

- 31 certificazioni “Professionista Liferay”
- 16 certificazioni “Docente Liferay”
- 7 certificazioni “Liferay Developer”



# Competenze specialistiche e servizi su Liferay

Consulenza

Formazione in aula

Training on the job

Supporto allo sviluppo

Sviluppo specifico Portlet

Analisi e studi fattibilità

Tuning, scalabilità e H.A.

Project Management

Monitoraggio dei sistemi e sicurezza IT

Dimensionamento

Formazione Amministratori e Redazione

Centro di competenza

Supporto alla piattaforma

Supporto 1° e 2° Livello EE

# Transition from Portal to DXP





# From Portal to Digital Experience Platform

Digital Experience Platform (DXP) is an emerging category of enterprise software seeking to meet the needs of companies undergoing digital transformation, with the **ultimate goal of providing better customer experiences**



All in a very dynamic environment where innovation is crucial to succeed

## FEATURE

# CIO-to-CMO Transition of Power Is Becoming a Reality



MORE



Credit: Thinkstock

Three years ago, Gartner predicted that by 2017 CMOs will spend more money on IT than CIOs. All signs indicate that shift is well underway.


 By [Tom Kaneshige](#) | [Follow](#)

CIO | Oct 13, 2014 10:41 AM PT

## MORE LIKE THIS


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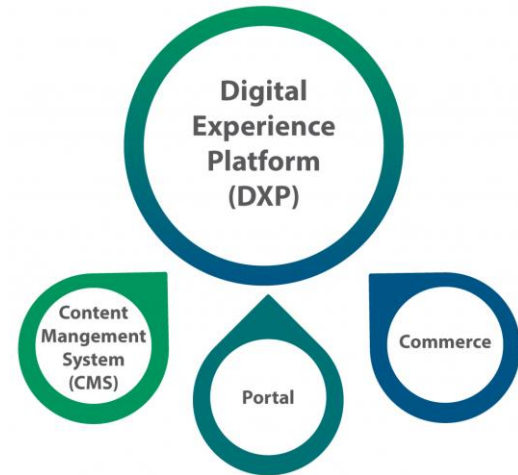
# From Portal to Digital Experience Platform

## DXPs come from Heritage Categories

Most products being positioned as DXPs have their roots in one of three categories:

Content Management Systems, Portal Servers, and Commerce Servers.  
These roots give each set of offerings a particular orientation

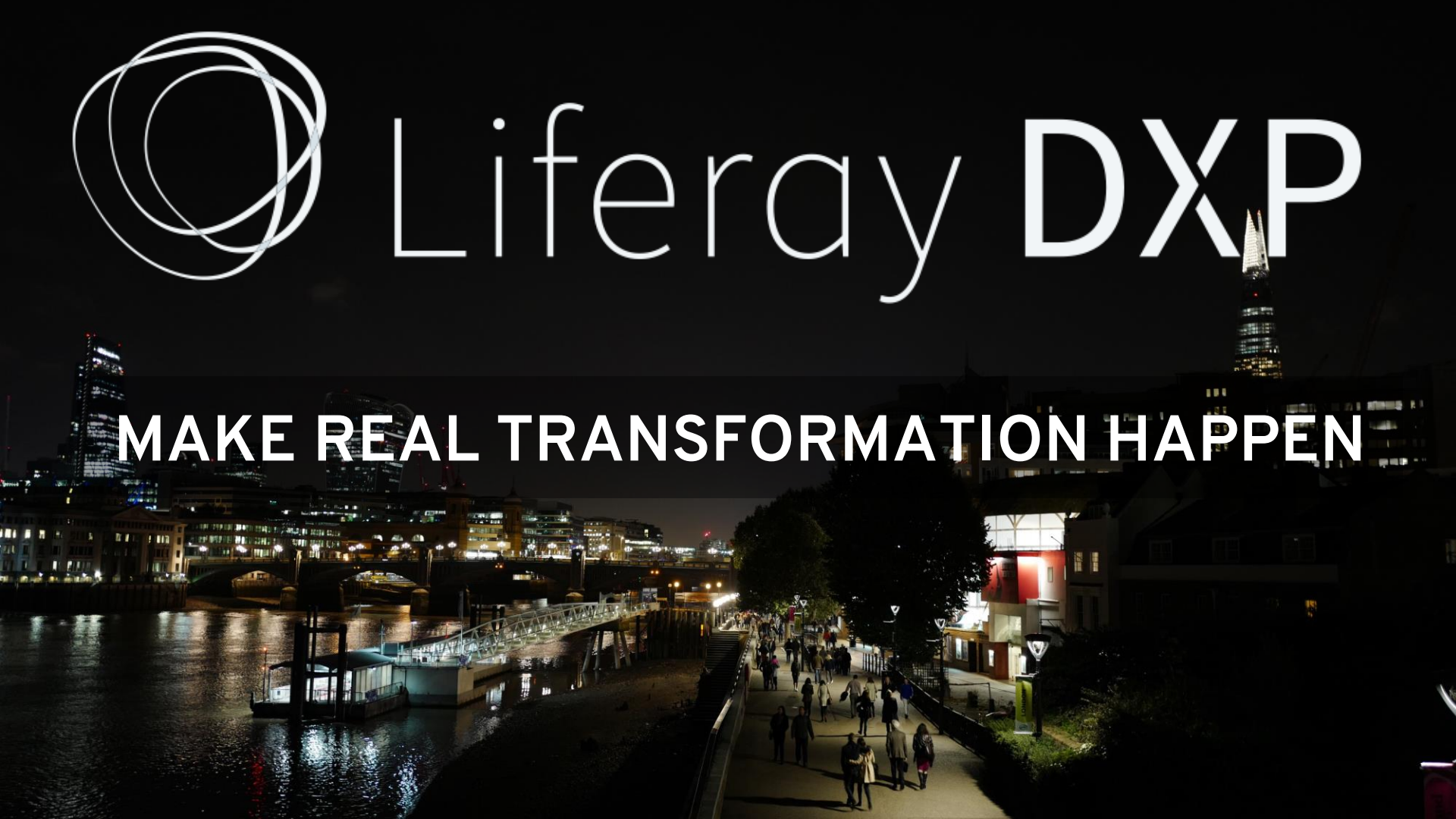
A portal is a web-based platform that collects information from different sources into a single user interface  
With the increasing emphasis on customer experience, **portals remain a key part of any digital transformation strategy**, no matter what the final project looks like





Liferay DXP

**MAKE REAL TRANSFORMATION HAPPEN**



# Liferay DXP Value Proposition

<b>Unify Customer Experiences</b>	<b>Transform Business Operations</b>	<b>Evolve Digital Strategy</b>
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Liferay Digital Experience Platform gives you a **full view of the customer** in order to create and manage **consistent customer experiences** across mobile, social, desktop, in store and other touch points in the context of the customer's journey. At the same time, Liferay DXP **prepares you** to adapt quickly to future digital innovations in your industry.

# Liferay DXP Value Proposition

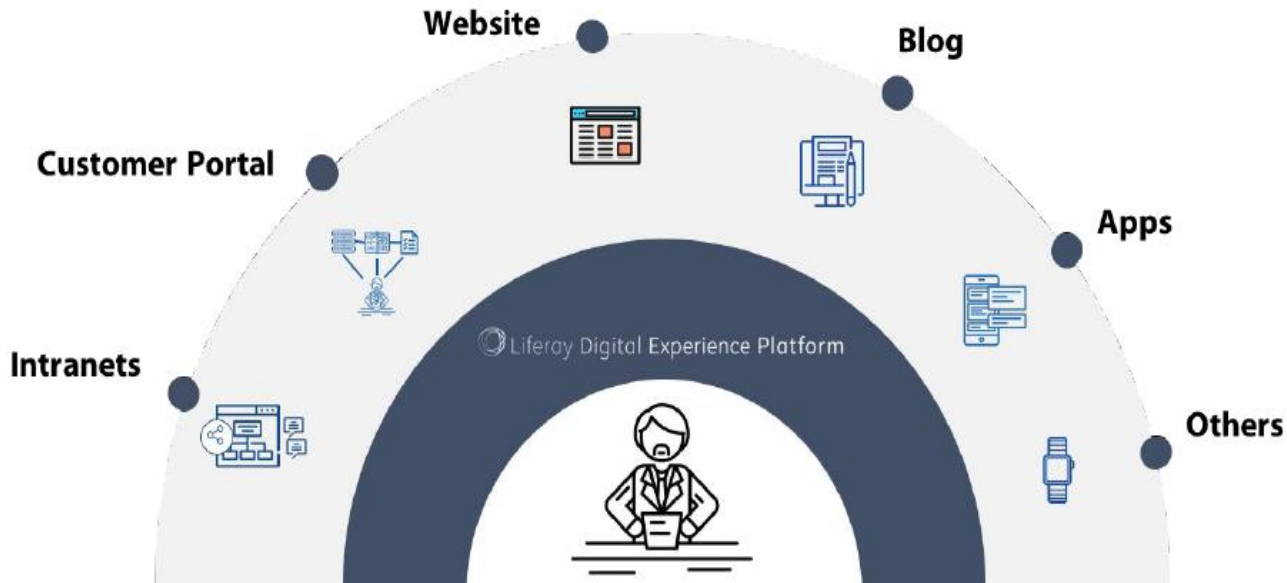
<b>Unify Customer Experiences</b>		
Create Omnichannel Experiences	Personalize at Scale	Engage from Prospect to Customer to Advocate

## Some Supporting Features

- Web Experience (CMS)
- Mobile App Development
- Audience Targeting
- Mobility suite

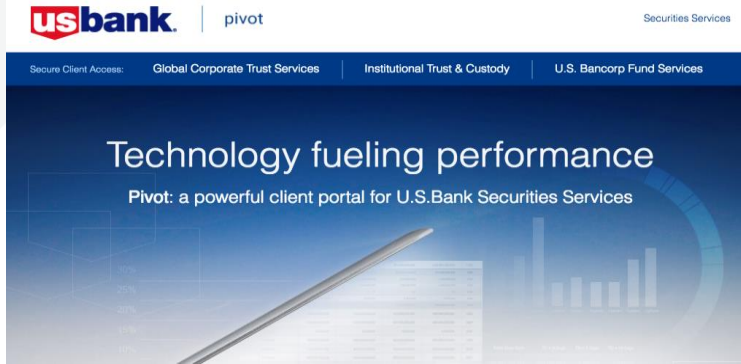


# Create Omnichannel Experiences



A consistent unifying Customer Experiences across channels

# Omnichannel Experiences – Customer Platform



## US Bank Customer Platform

### Unifying Systems into a Single, Comprehensive Customer Platform

U.S. Bank needed a single system for customers to access all information, providing a consistent user experience.

#### What they achieved

- Full featured customer platform with comprehensive access to multiple data types.
- Rich reporting capability.
- Formerly manual processes that can now be done using new tools within the platform.
- Easy to use, intuitive design resulting in increased customer adoption.
- Single log in, unified user experience.
- Developer friendly, scalable solution for future growth.

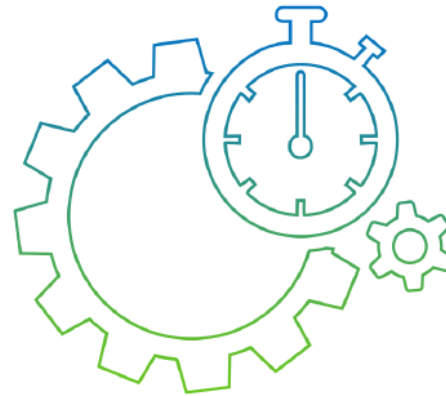


# Liferay DXP Value Proposition

	<b>Transform Business Operations</b>	
Bridge Operational Silos	Digitize Business Processes	Equip your Workforce

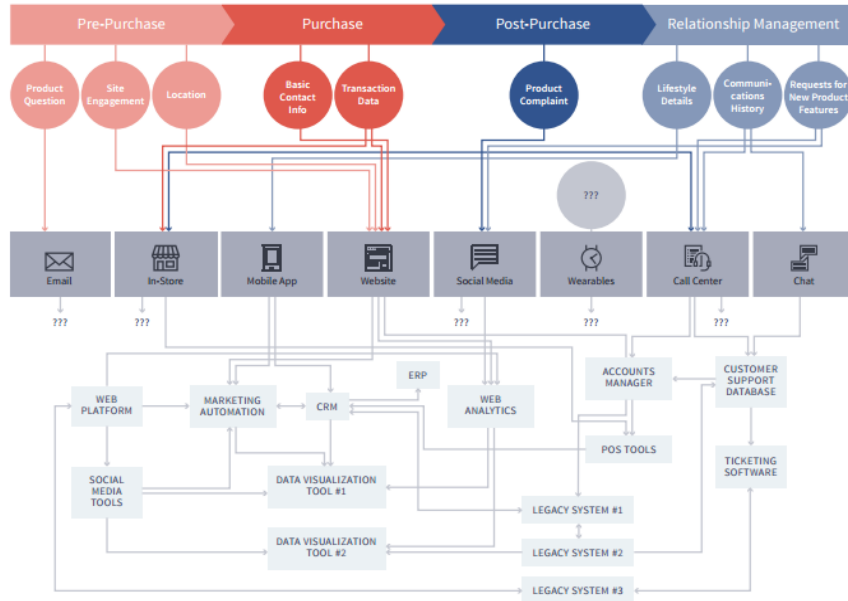
## Some Supporting Features

- Integration
- **Workflow**
- **Documentation Management**
- Collaboration
- Forms
- **Open Source**
- Open APIs

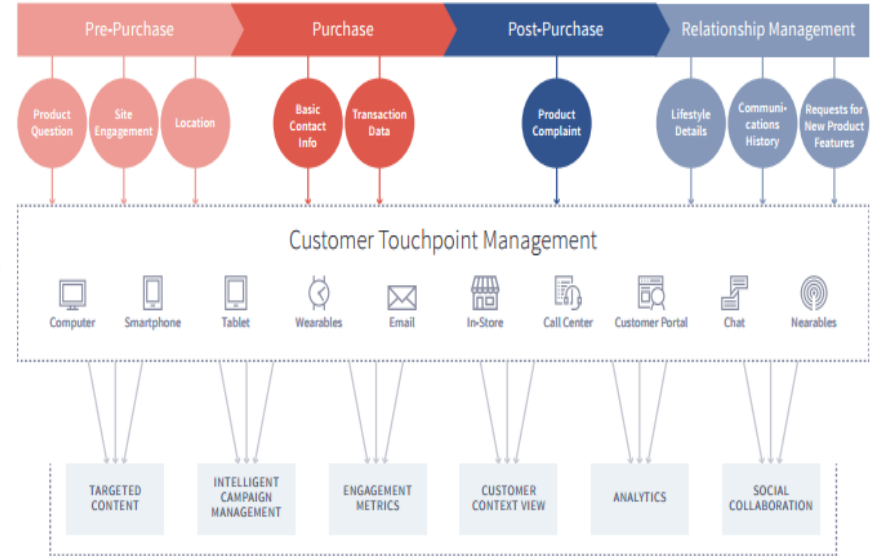


# Bridge Operational Silos

The Current Problem: Fragmented Systems and Customer Data



The Solution: A Unifying Digital Platform



Operations makes or breaks customer experience. The ability to deliver on your services promise, deliver good service quality, and anticipate customer needs are all operational aspects that impact customer experience. **Transformed business operations** plus technology creates exceptional customer service.

# Business Process Platform



## Aegon 360 Experience Platform

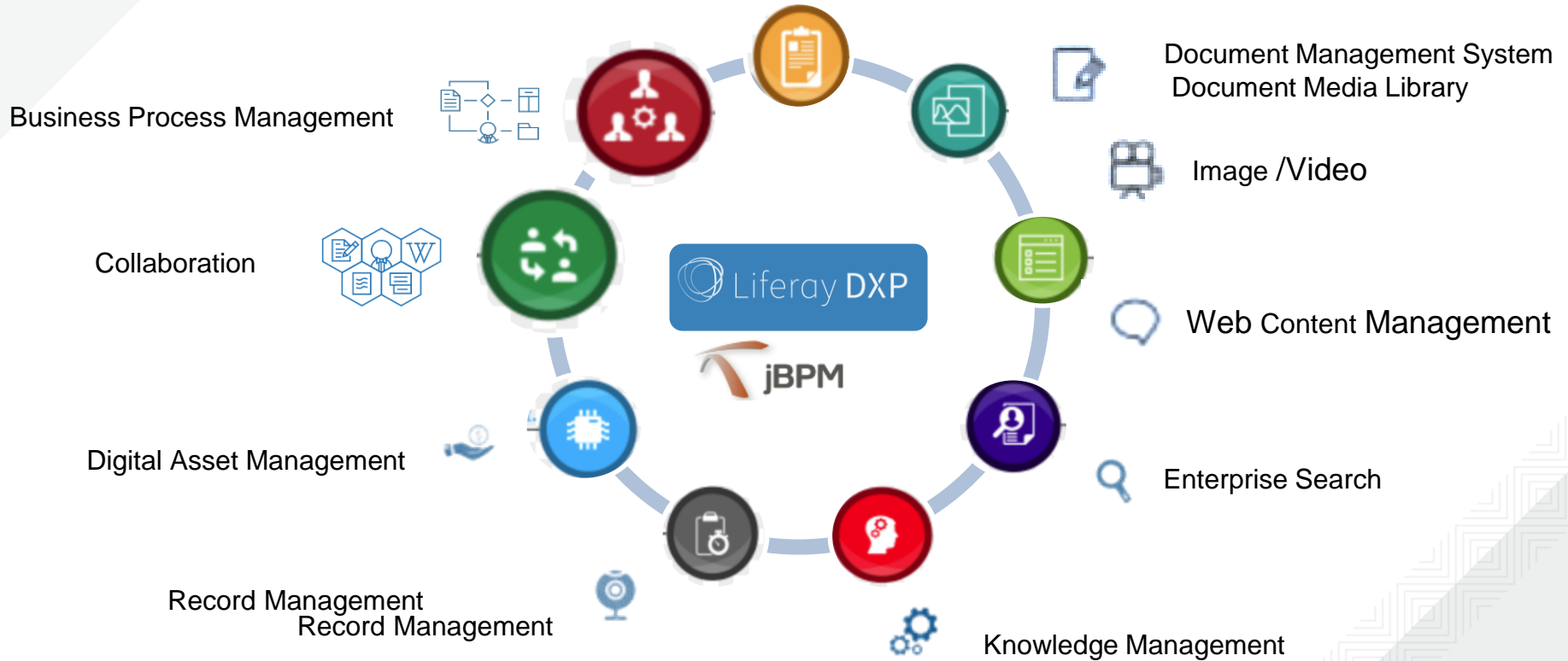
## Bridge Operational Silos, Digitalize Business Processes

Aegon, thanks to Liferay DXP, has been able to integrate all its business processes, both related with the insurance commercialization and the post-sales services. The company has unified the contact point with all their stakeholders.

### Objectives of the project

- Increase the sales using all the channels and increasing the contact points.
- Increase the customer satisfaction.
- Increase the efficiency by using the right channels for each transaction.
- Improve the time to market of new services and functionalities for any of their stakeholders.

# Enterprise Content Management (ECM) Business Process Management (BPM)



# Liferay DXP Value Proposition

		<b>Evolve Digital Strategy</b>
Accelerate Development	Standardize for Agility	Be ready for change

## Some Supporting Features

- Identity Management and User Profiles
- Standard-based development Platform
- Modular, flexible architecture
- Reusable services
- Analytics (Auditing Framework)
- Marketplace Apps



# Future-Proof Strategy Platform

Current Strategy

Future Strategy



Reusable Services



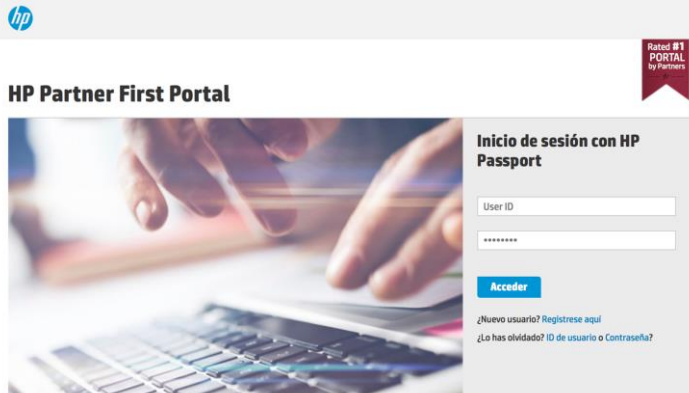
 Liferay DXP

## Reduce innovation cycles

Don't waste time and money. Build services once and reuse them again and again.

Liferay DXP modular architecture will allow you to gain speed to market, save money, and reduce your maintenance effort allowing you to focus on ***evolving your digital strategy***

# Standardize for Agility



## HP Partner Platform

## An unique and connected experience

Using Liferay as the base platform, and for the first time in its history, HP was able to offer its partners a unique URL to access all the services and tools available in the partner ecosystem.

The results:

- More content in less time: Session times down by 33%, but 30% more content consumed during each session.
- More effective selling: Frequent portal users winning opportunities valued 17 times higher than infrequent users.
- Partner satisfaction improvements: Triple digit increases in partner satisfaction scores across the board.
- Support efficiency gains: 85% reduction in visits requiring support.

# Accelerate Development - Websites

The screenshot shows the AXA website homepage. At the top, there are navigation tabs for 'Privati' and 'Business', and a 'Chi siamo' link. Below this is the AXA logo and the slogan 'ridefiniamo gli standard'. A search bar contains 'Trova Agente' and 'Area Clienti'. The main navigation includes 'Auto e Moto', 'Casa e Persona', 'Previdenza', 'Risparmio', and 'Clienti AXA'. The central banner features a man playing a guitar and the text 'Realizziamo Buoni Propositi' with a sub-message 'Ogni settimana puoi vincere 3.000€ per realizzare i tuoi sogni!' and a 'Scopri' button.

This section displays four insurance service tiles: 'Assicurazione Casa' (New Protection Home), 'Assicurazione Animali' (Confido), 'Assicurazione Salute' (Tutela medica), and 'Give Data Back' (Take Data Back). Each tile includes a small image and a brief description of the service.

The screenshot shows the Sisal.it website, which is a platform for sports betting. It features a navigation bar with categories like 'SCORSE', 'POKER', 'GIOCHI DI CARTE', 'CASINO', 'SLLOT', 'QUICK GAMES', and 'LOTTERIE'. The main content area displays a football match between Inter and Milan, with a 'BONUS fino a 120€' and a 'REGISTRATI' button. Below the match, it says 'Vivi le emozioni delle scommesse sportive online con Sisal.it' and 'Scopri Sisal intorno a te'.

The screenshot shows the CoopVoce website. The main banner features a woman on a phone and the text 'Chiama Tutti START'. Below the banner, there are several service tiles: 'CON COOPVOCE CONFERME SMARTPHONE E TABLET È SEMPRE VELOCE', 'APP COOPVOCE', 'RICARICA CON LA SPESA', and 'VIVIBICI'. The website also includes a search bar and navigation links.

The screenshot shows the Amplifon website. The top navigation bar includes 'amplifon', 'SOLUZIONI PERCHÉ AMPLIFON', 'PRENOTA APPUNTAMENTO', 'CENTRO CENTRA', 'CONTATTACI', and 'TEST UDITO'. The main banner features a woman and the text 'Possedo un apparecchio acustico'. Below the banner, there is a navigation bar with the Amplifon logo and a search bar.

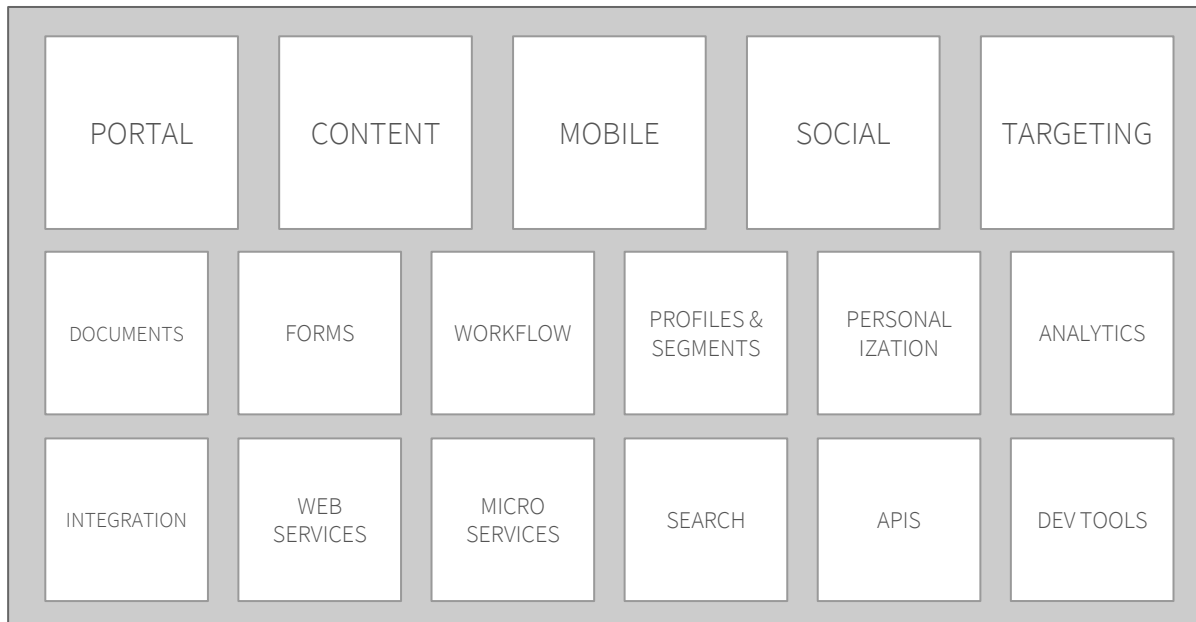
The screenshot shows the ULSS2 website. The top navigation bar includes 'EMERGENZE 118', 'E.M. PREVENZIONE 0422 21 07 01', 'CONTAGIO 0422 32 21 11', 'RELAZIONI CON IL PUBBLICO 0422 32 29 22', 'UFFICIO STAMPA 0422 32 32 43', and 'AZIENDA ULSS 9 TREVIGIANA'. The main content area features a navigation bar with 'Home', 'Azienda', 'Prevenzione', 'Territorio', 'Opere', 'Prestazioni', 'Ricerche', 'Concorsi', and 'Q'. The 'Cittadino' section includes links for 'Ambiente natura e animali', 'Cura e ricevere assistenza', 'Disabilità e invalidità', 'Donazione', 'Famiglia e coppia', 'Gravidanza e Nascita', 'Infanzia e adolescenza', 'Lavorare', 'Salute Mentale', 'Stile di vita e alimentazione', 'Terza età', and 'Decesso'. The 'Impresa ed enti' section includes 'Aprire una nuova attività', 'Gestire un'attività', and 'Scopre'.





# Liferay Digital Experience Platform

A single digital technology platform to help you transform your business and deliver better experiences to customers.



# Liferay Italy Symposium 2017

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## LIFERAY SYMPOSIUM

Guarda i momenti salienti dell'anno scorso

16-17 NOVEMBRE, 2017 | Roma, Italia

# Question?



# Thank you

Luca Borghesio - SMC





# RED HAT OPEN SOURCE DAY

Europe, Middle East & Africa



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