Liferay
redhat.
Supporta l'intero Customer Journey con i nuovi prodotti Liferay di Digital Experience
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#RedHatOSD

The biggest new products launch in Liferay history

The new Liferay Products

Liferay
Digital Experience Platform

Liferay
Commerce

Liferay
Analytics Cloud

Why new Liferay Products?

Because it is needed to **Create Web Experiences** along the **complete Customer Journey**

Liferay

Digital Experience Platform

Liferay Digital Experience Platform

What do analysts say:

Flexibility and Agility

"Liferay's Customers consider its platform's ability to support flexible architectures and development approaches, such as agile, are outstanding."

- Gartner - Magic Quadrant for Digital Experience Platforms (2018)

Personalization and Integration

"Liferay shines when its technology is used to build highly customized experiences that incorporate external business applications!

- Gartner - Magic Quadrant for Digital Experience Platforms (2018)

Compliance

"Liferay is a good fit for organizations with challenging operational, technical, and regulatory barriers to overcome as they embrace modern, authenticated experiences.

- Forrester - The Forrester Wave™: Digital Experience Platforms (Q3 2017)

Gartner recognizes Liferay as a Leader on its first Magic Quadrant for Digital Experiences Platforms in a report that analyzes 20 software providers.

Liferay

Digital Experience Platform

Enterprise Portal
Documents & Media
Collaboration
Forms & Workflow

Web Experience
Mobile Experience
Integration
Development Platform

DXP 7.1

Major goals of this release…

Intuitive WEM

for enterprise marketing teams

More powerful

Forms for business users

Headless

architecture for modern web apps

Which are the new WEM capabilities?

New set of features to enable the creation of content-driven pages with a more flexible navigation:

Content Pages, Fragments, Page Templates
Multiple Navigation Menus

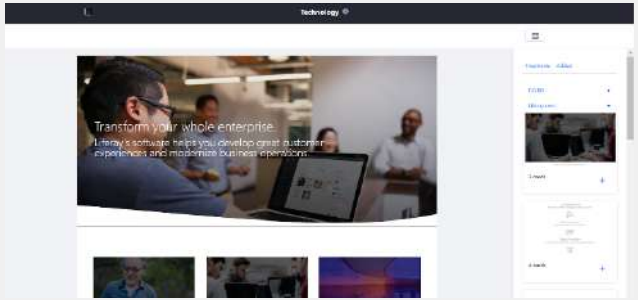
Revised Page Management

Widget Pages and Content Pages

Content Pages and Widget Pages represent complementary ways of building pages to better support common use cases.

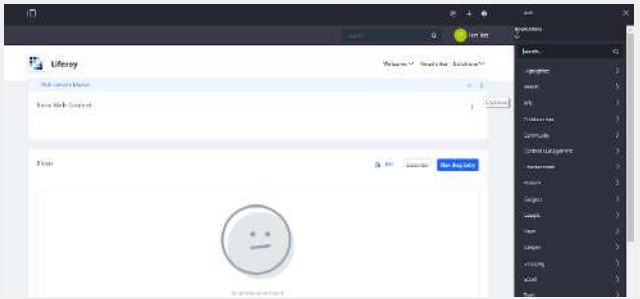
Content Pages are a great fit for marketing use cases, providing tight integration of content and pages and allowing for inline content authoring.

Content Pages:



Use cases: Home page, landing page...

Widget Pages:



Use cases: Highly dynamic pages, dashboards, applications, ...

How do content pages work?

Fragment Library Created

- Web Developers will create a library of commonly required **fragments**
- These might also be shipped as part of Liferay themes

Page Templates Created

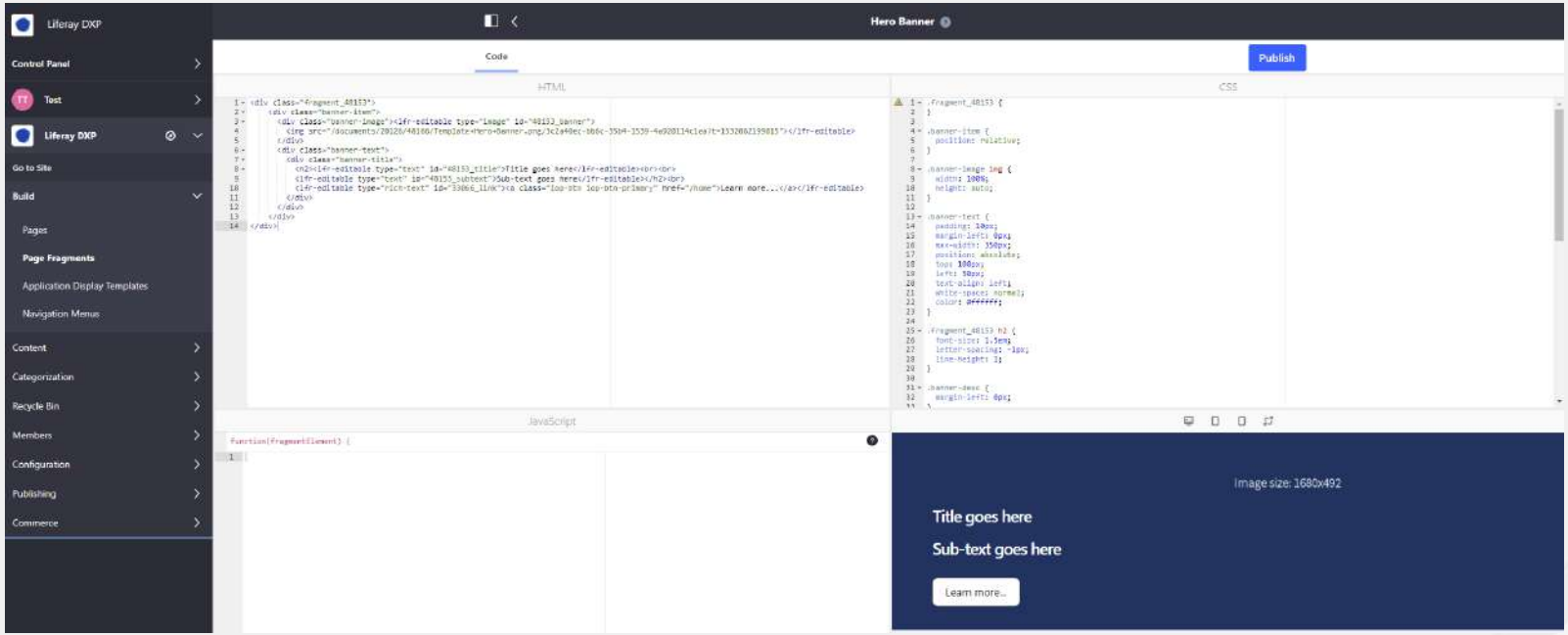
- Designers will incorporate fragments as needed to design the **content page templates** which can be reused as needed

Pages and Content Authored

- Marketing users create pages from the library of templates, edit the content fragments using the inline editor and publish the pages

Content Pages are built from Fragments

The Fragment Editor allows Web Developers to create the design and structure of Content – which can then be edited in-line within content pages



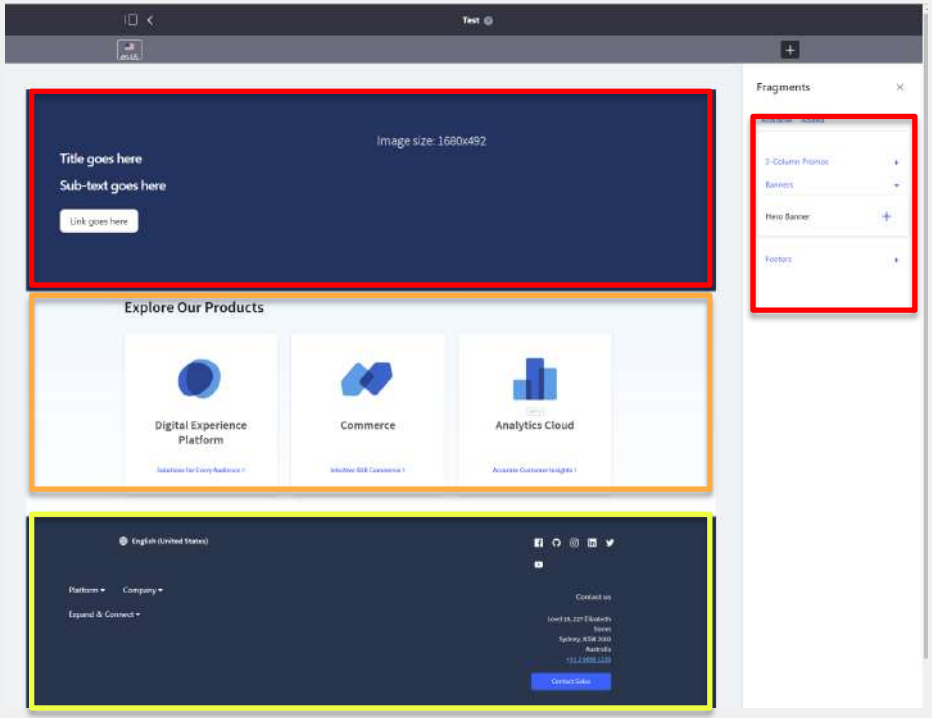
Content Pages are built from Fragments

The Content Page editor allows Designers to add one or more Fragments to the Content Page – or Content Page Template – from the available library of fragments

Fragment 1

Fragment 2

Fragment 3



Available Fragments

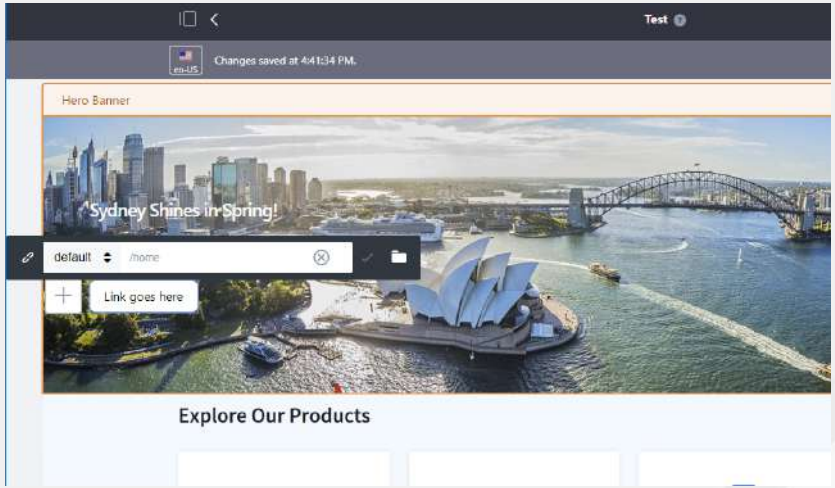
Inline Editing of Content Pages

A key feature of the Fragment Editor is the ability to add custom tags to the HTML to enable elements of the Fragment (Text, Images, Rich Text) to be edited in-line on a page by non-technical users

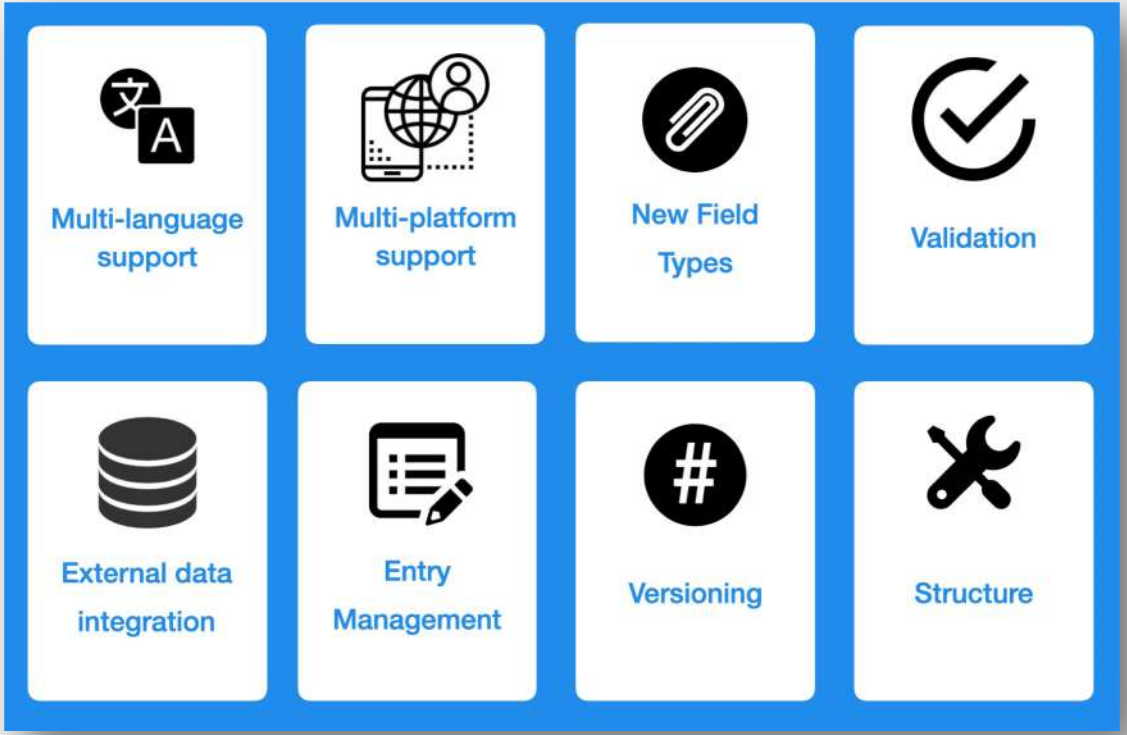
Fragments are composed of standard HTML (plus CSS and JS as needed) but with additional custom tags to support inline editing:

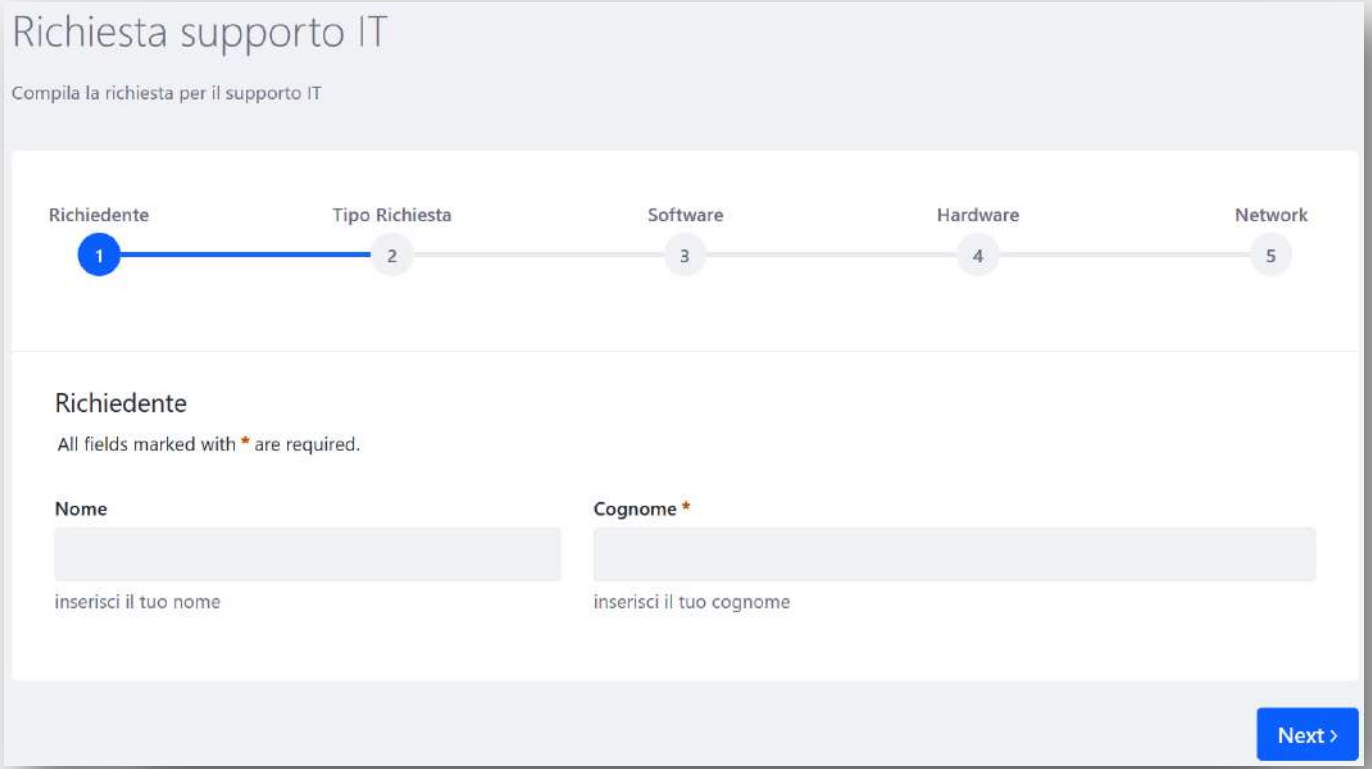
```
<lfr-editable type="image"
id="39101_bground"><img src="/images/banner-
bg.png"></lfr-editable>
<lfr-editable type="text"…
<lfr-editable type="richtext"…
```

Developers can also embed Widgets in fragments using the lfr-widget-<..> tag – e.g. <lfr-widget-**nav**>



Form

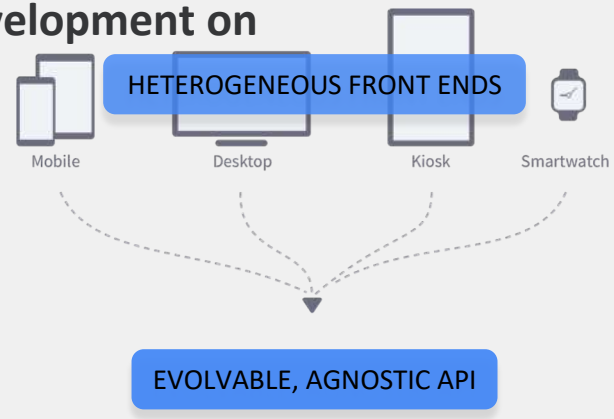

Multi-language support
Multi-platform support
New Field Types
Validation
External data integration
Entry Management
Versioning
Structure


Richiesta supporto IT
Compila la richiesta per il supporto IT
Richiedente
Tipo Richiesta
Software
Hardware
Network
1
2
3
4
5
Richiedente
All fields marked with * are required.
Nome
Cognome *
inserisci il tuo nome
inserisci il tuo cognome
Next ›

Headless ready Platform

Evolvable APIs for Liferay

New breed of evolvable APIs to support headless development on Liferay



Features include:

- Service Access Quotas – limit API usage for large scale systems with untrusted (e.g. public) clients
- Designed to be easy to implement, self-documenting and evolvable
- Initial focus is to enable Liferay as a Headless CMS
- Future capabilities will incrementally add Apio APIs for all Liferay functionality

The Apio Project will provide:

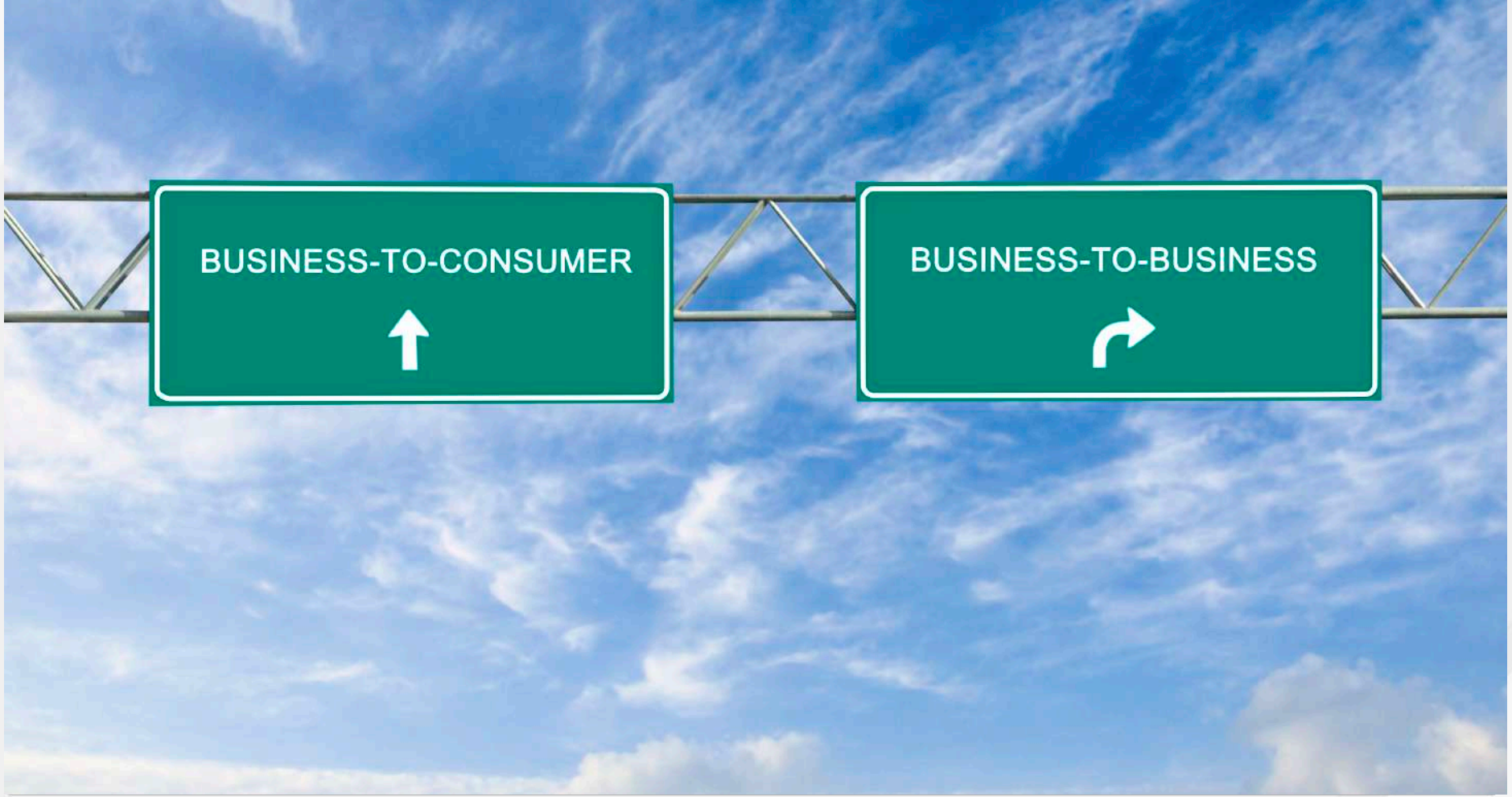
- Apio Guidelines to build APIs designed to evolve
- Apio Architect to let you build Hypermedia APIs
- Apio Consumers to do all the repetitive work for consuming a Hypermedia API – Android, iOS & Javascript will be implemented

Liferay

Commerce

Product Vision

A digital commerce platform that makes B2B sellers better to do business with.


BUSINESS-TO-CONSUMER
BUSINESS-TO-BUSINESS

	B2C	B2B
End User	End Customer	Retailers
Payment Option	Online Payment	Line of Credits
Pricing Strategy	Single Price List	Many Price Lists
Order Management	Legacy Order Management	Syncro Order processing across every channel
Approval Process	1-Click Checkout	Approval Workflow
Order Lifecycle	Start and End Online	Start online/Offiline End offline/Online
Marketing Strategy	Focus on the benefits of the product	Focus on the logic of the product

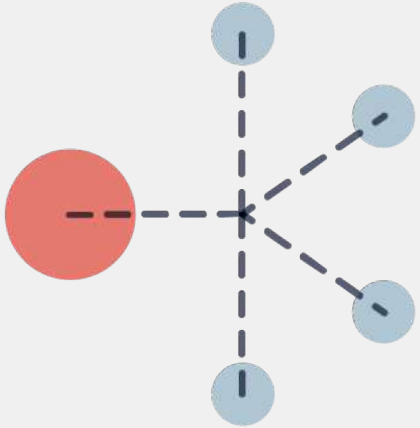
A Single, Cohesive Platform

- Commerce is stronger with integrated WCM and DXP
- Addresses the entire customer lifecycle – browse > buy > manage
- Built from the ground up for platform cohesion

Commerce Site Initializers

- Jump-start development with Site Initializers:
  - B2B Manufacturing
  - B2B Wholesale/Distribution
  - And more to follow…

Integrate With Existing Systems



- Enterprise-grade APIs
- Enterprise Service Bus (ESB)
- Pre-built Connectors

Liferay Commerce Features

Catalog Management

- ✓ Catalog and content management
- ✓ Workflow and collaboration tools
- ✓ Product classification and relations
- ✓ Physical and digital product types
- ✓ Multilingual, multi-currency support

Web Experience Management

- ✓ Page templates and themes
- ✓ Personalization
- ✓ Multi-device preview mode

Search & Navigation

- ✓ Embedded Elasticsearch
- ✓ Faceted navigation

Core Commerce

- ✓ Discounts, promotions and tax management
- ✓ Cart, checkout, payment integration
- ✓ Organization/account management (B2B)
- ✓ Partner/sales network management (B2B)
- ✓ Workflow driven purchasing (B2B)

Order Management

- ✓ Real-time inventory management
- ✓ Shipment management
- ✓ Enterprise Service Bus (ESB)

Customer Care

- ✓ Best-in-breed portal platform
- ✓ Smart forecasts

Site Initializers

- ✓ B2B Manufacturing
- ✓ B2B Wholesale/Distribution

Liferay

Analytics Cloud

What is Analytics Cloud?

Cloud-based service that uses data to analyse how people interact with assets across Liferay and non-Liferay sites

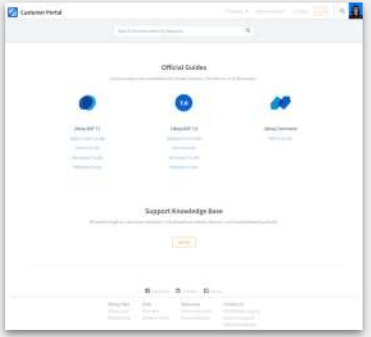
Discover with your customers use your digital channels

Marketing Website

+

Mobile App

+

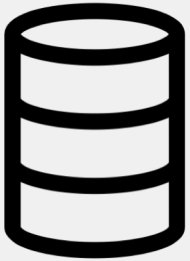


Customer Portal

Key Concepts

People

Interaction



Data Source

People

People (Individual)

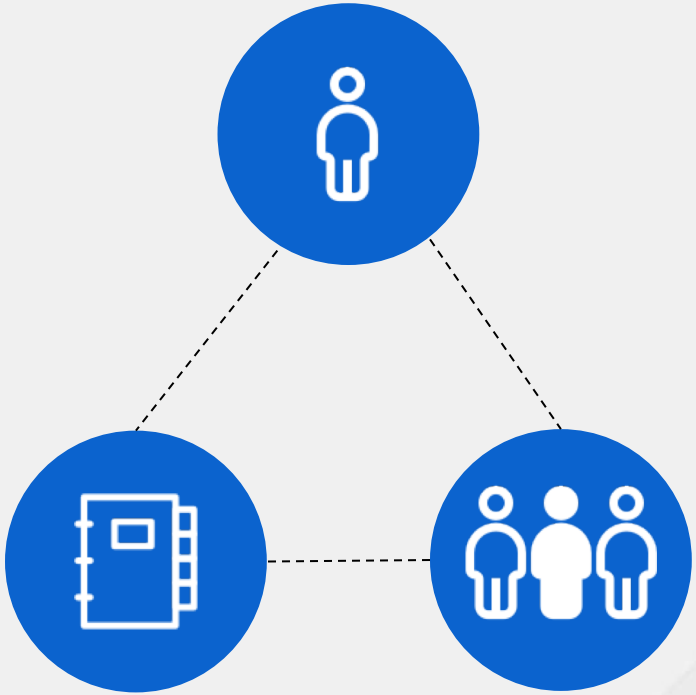
A visitor or customer that interacts with your sites.

Accounts

Several individuals that belong to one organization.

User Segment

Individuals or Accounts with shared characteristics.



Interaction

Pages

A single web address on a site.

Content (Asset)

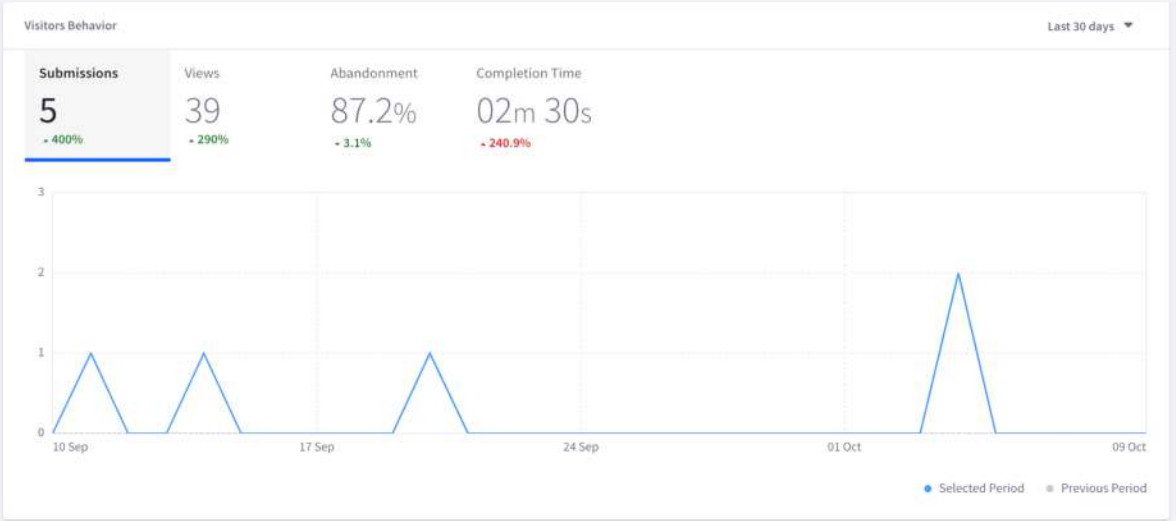
A blog, document or form on one or more pages.

Know the performance and ROI of your digital channels and assets

Content Performance

It allows identifying problems with content and knowing what needs to be corrected to increase conversion rates.

Invest more in the content that works better



Exact view of each type of content

- ✓ Web Content
- ✓ Blogs
- ✓ Forms
- ✓ Documents

Access Points

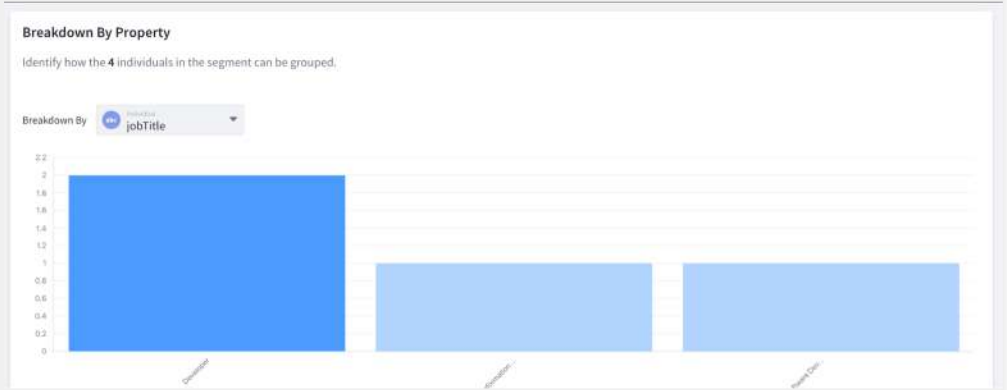
Find out how your audience reaches exposed content, which channels and which pages are most used as entry points.

Invest more in channels that offer more traffic.

Discover new segments

Identify new possible groupings of your segments based on the properties of your profiles.

Create new enriched segments to generate new finality.



New Products for a Single Choesive Platform

Liferay
Digital Experience Platform

Liferay
Analytics Cloud

Liferay
Commerce

The new Liferay Products

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Digital Experience Platform

Liferay
Commerce

Liferay
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Liferay
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GRAZIE PER L'ATTENZIONE
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