Supporta l'intero Customer Journey con i nuovi prodotti Liferay di Digital Experience

Matteo Mangiacavalli, Account Manager Liferay
The biggest new products launch in Liferay history
The new Liferay Products

- Digital Experience Platform
- Commerce
- Analytics Cloud
Why new Liferay Products?

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

Personalization and Integration
“Liferay shines when its technology is used to build highly customized experiences that incorporate external business applications!”

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.
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:

```html
<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
# Richiesta supporto IT

Compila la richiesta per il supporto IT

<table>
<thead>
<tr>
<th>Richiedente</th>
<th>Tipo Richiesta</th>
<th>Software</th>
<th>Hardware</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**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
Product Vision

A digital commerce platform that makes B2B sellers better to do business with.
<table>
<thead>
<tr>
<th></th>
<th><strong>B2C</strong></th>
<th><strong>B2B</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>End User</strong></td>
<td>End Customer</td>
<td>Retailers</td>
</tr>
<tr>
<td><strong>Payment Option</strong></td>
<td>Online Payment</td>
<td>Line of Credits</td>
</tr>
<tr>
<td><strong>Pricing Strategy</strong></td>
<td>Single Price List</td>
<td>Many Price Lists</td>
</tr>
<tr>
<td><strong>Order Management</strong></td>
<td>Legacy Order Management</td>
<td>Syncro Order processing across every channel</td>
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<tr>
<td><strong>Approval Process</strong></td>
<td>1-Click Checkout</td>
<td>Approval Workflow</td>
</tr>
<tr>
<td><strong>Order Lifecycle</strong></td>
<td>Start and End Online</td>
<td>Start online/Offline/End offline/Online</td>
</tr>
<tr>
<td><strong>Marketing Strategy</strong></td>
<td>Focus on the benefits of the product</td>
<td>Focus on the logic of the product</td>
</tr>
</tbody>
</table>
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

#RedHatOSD
**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 Cohesive Platform

Liferay Digital Experience Platform

Liferay Analytics Cloud

Liferay Commerce
GRAZIE PER L’ATTENZIONE

Matteo Mangiacavalli, Account Manager Liferay