

Liferay DXP

Platform Capabilities



**Content Management
System (CMS)**



**Digital Asset
Management (DAM)**



Commerce



Personalization



Search



Sites



Integration



Security



Cloud

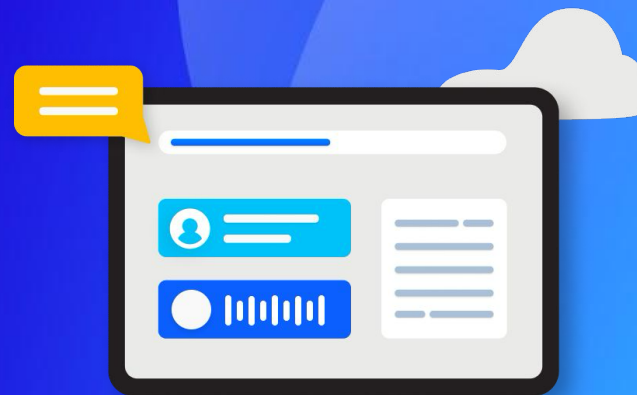


Low-Code

Content Management

Liferay Content Management capabilities empower teams to make the most of their time by:

- Expedite content creation with native tools that allow users to create and update content without using any code
- Fostering the autonomy of teams while keeping content governance
- Reducing the time to get the right content to the right audiences

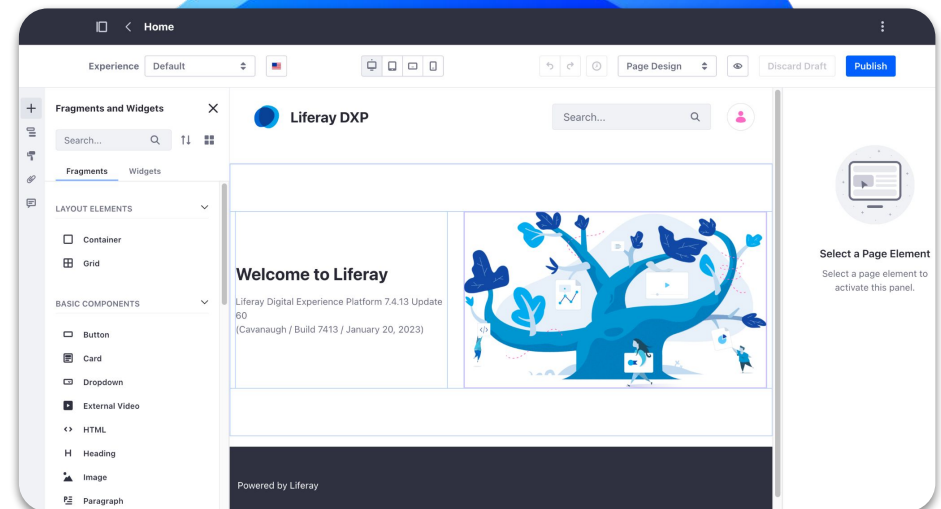


Sites

Pages for structured, unstructured content, and widgets

Empower marketers and other business users to create stunning pages with **minimal IT intervention**.

- **Content page** fragments and widgets allow the **display** of web content, documents, and more
- Create **personalized page experiences** and manage localized translations to engage target audiences
- Further optimize user experience with the **responsive layout editor** which adapts page content, so you can view and configure how your content page is displayed on desktops, tablets, and smartphones.
- With **A/B Testing creator**, create alternative versions of a content page to track visitor data (e.g., bounce rate, clicks, etc.).

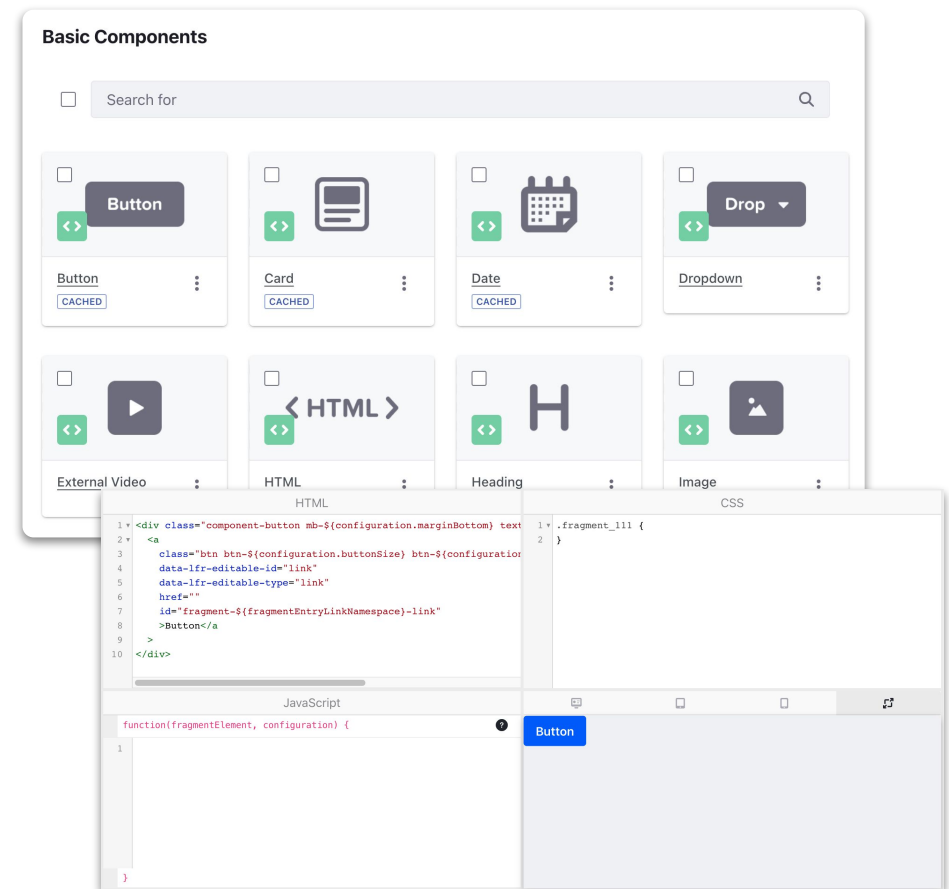


Sites

Predesigned, reusable components for building pages

Provide non-developer users with the tools to **author content in-context** and **edit it inline in pages**

- **Fragments** are the building blocks of Content Pages, Master Pages, Display Pages, Utility Pages etc.
- A **palette of Fragments** for typical use cases are included with the product
- Fragments consist of **pre-built HTML, and if needed CSS and JS**
- Web developers can create any number of custom fragments to extend the platform
- **Custom fragments** can retrieve the Asset Entry to act as an alternative to Web Content Templates
- They can access external or internal data via APIs using JS code



Personalization

Tailor a customized experience for each user at scale

- Deliver more personalized and relevant content through enhanced segmentation, AI-generated recommendations, and A/B testing
- Reduce the time and effort needed to personalize content and pages
- Easily deliver more engaging experiences by surfacing information, content, and tools that are relevant to users



Personalization

Constructing user segments

Segments

Create audience segments based on user behavior (e.g., page visited, device, last login date), user attributes (e.g., country, gender, language), social media profiles or custom fields

- Building Segments involves adding one or more properties in the segment builder, and configuring them as follows:
 - A.** Condition to be met for segment
 - B.** Actual segment information to be checked
 - C.** Attribute of the user for this condition to be applied
 - D.** More than one condition can be configured
 - E.** And more than one user attribute can be applied
- In Analytics Cloud it is also possible to create a Static segment by simply selecting specific users to be members

The screenshot shows the Liferay Analytics Cloud segment builder interface. The main title is "Switzerland and Austria Visitors". Below the title, there's a "Conditions" section with a "Conditions Match 0 Members" status and a "View Members" button. The conditions are organized into two sections: "ORGANIZATION WITH PROPERTY" and "SESSION WITH PROPERTY".

ORGANIZATION WITH PROPERTY:

- Condition 1: Country equals Switzerland (labeled A). The actual segment information to be checked is Switzerland (labeled B).
- Condition 2: Country equals Austria (labeled C).
- Logic: The conditions are connected by an "And" operator (labeled D).
- Overall logic: The two conditions are connected by an "And" operator (labeled E).

SESSION WITH PROPERTY:

- Condition 3: Language equals German (Germ) (labeled C).

Properties:

The right sidebar shows a list of properties available for selection:

- USER
 - Country
 - Date Modified
 - Hierarchy Path
 - Name
 - Organization
 - Parent Organization
 - Region
 - Tag
 - Type
- SESSION
- SEGMENTS

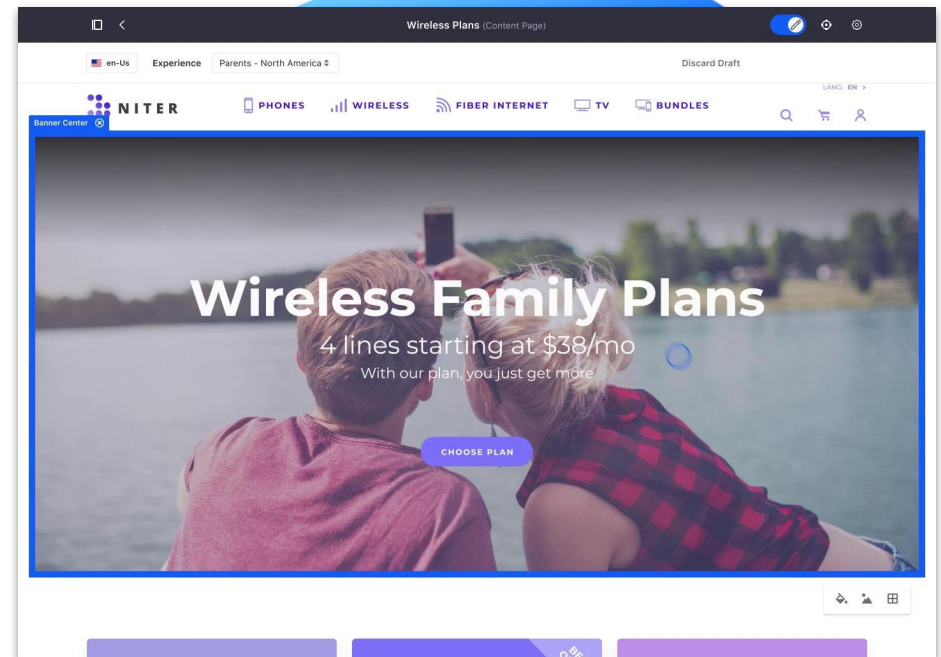
Personalization

Personalizing Pages

Personalization

Easily personalize anything on a page for different audience segments through the page editor.

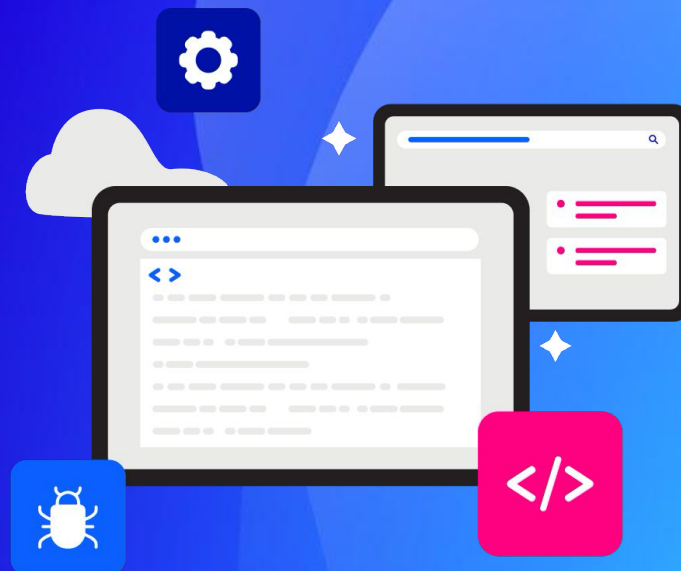
- Personalize pages by creating an “Experience” for each Segment
- Supports full Page Element personalization – e.g.:
 - Text and Images
 - Fragments
 - Navigation
 - Widgets
- Simulation capabilities enable new experiences to be tested



Low Code

Liferay's Low-Code capabilities allow you to run more efficient business operations enhanced by automation and intelligence

- **Enable professional and citizen developers** to rapidly develop digital solutions with No-Code Data Modeling, Workflows & Automation
- **Accelerate time to market**, through a scalable and flexible tool for customers to build their tailored solutions



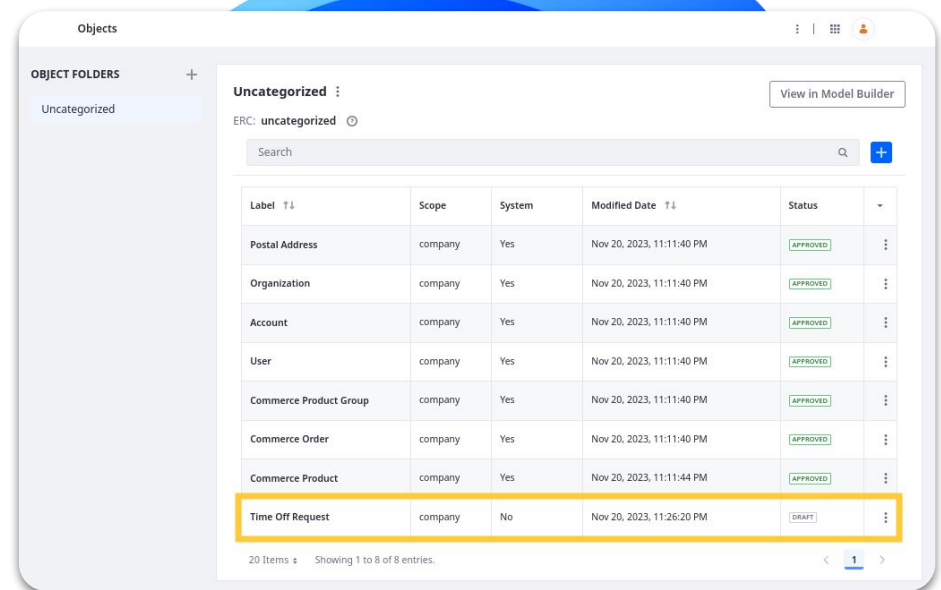
Low-Code

Building business applications without writing code

Liferay Objects

Build and deliver applications without having to write code or deploy modules with **Liferay Objects**

- Applications built with Objects are **integrated with Liferay's core frameworks**
- Flexible solutions that adapt Liferay DXP to business needs can be quickly developed and managed while **maintaining a seamless user experience**.
- Features include:
 - Fields
 - Relationships
 - Actions and Notifications
 - State Manager
 - Object APIs and API Builder
 - System Objects



The screenshot displays the Liferay Objects management interface. On the left, a sidebar shows 'OBJECT FOLDERS' with 'Uncategorized' selected. The main area is titled 'Uncategorized' and includes a search bar and a 'View in Model Builder' button. Below this is a table listing system objects. The table has columns for Label, Scope, System, Modified Date, and Status. The 'Time Off Request' object is highlighted with a yellow border. At the bottom, it indicates '20 Items' and 'Showing 1 to 8 of 8 entries'.

Label	Scope	System	Modified Date	Status
Postal Address	company	Yes	Nov 20, 2023, 11:11:40 PM	APPROVED
Organization	company	Yes	Nov 20, 2023, 11:11:40 PM	APPROVED
Account	company	Yes	Nov 20, 2023, 11:11:40 PM	APPROVED
User	company	Yes	Nov 20, 2023, 11:11:40 PM	APPROVED
Commerce Product Group	company	Yes	Nov 20, 2023, 11:11:40 PM	APPROVED
Commerce Order	company	Yes	Nov 20, 2023, 11:11:40 PM	APPROVED
Commerce Product	company	Yes	Nov 20, 2023, 11:11:44 PM	APPROVED
Time Off Request	company	No	Nov 20, 2023, 11:26:20 PM	DRAFT

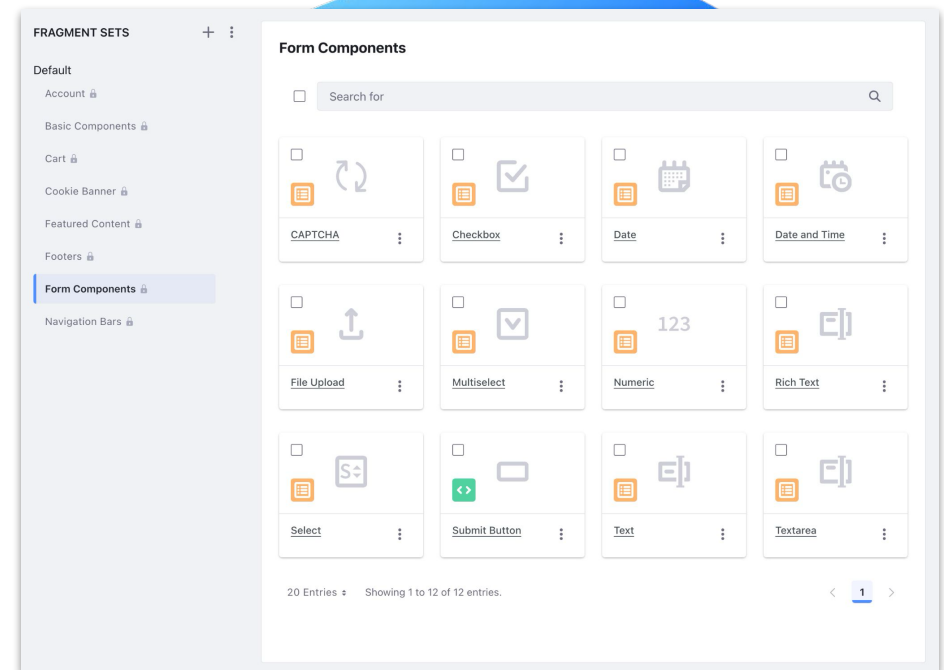
Low-Code

Predesigned, reusable components for objects

Form Fragments

Easily render objects in the Form Container fragment to allow users to submit and update form entries

- Liferay includes **form fragments** for building object forms in content pages
- To build a form, add a **form container** to a content page or page template and map it to a published object
- The container automatically populates fragments mapped to each object field
- Fragments can be organized, removed, or added as required
- Once published, end **users can create object entries** using the form
- **Multi-Step Experiences, with Flexible Step Management:** Organize your form into multiple steps, and easily move inputs between steps



Search

Enable users to quickly find the information they need on their own

- Reduce the time it takes for users to find what they need with Liferay's native search capabilities
- Enable users to search for keywords and phrases within various types of content, including articles, documents, images, videos, and more
- Use Synonyms & Spellcheck to ensure users receive relevant results even when they use slightly different terms or mistype a word



2024

Release

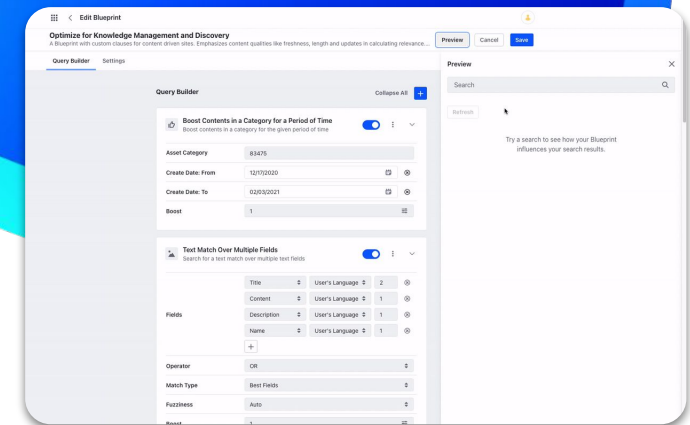
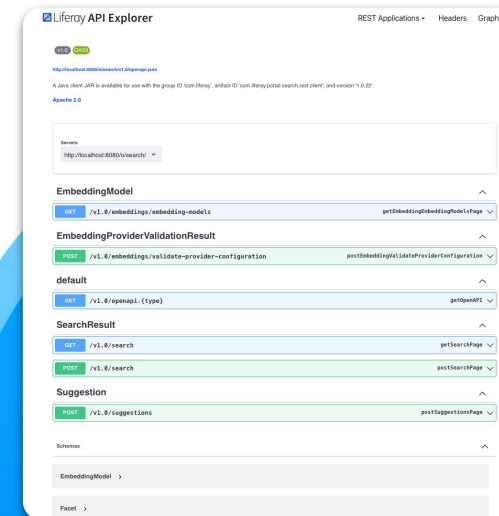
Content Management System

New Features in Search

Advanced enterprise level search

Improving the user experience

- **Search Headless APIs:** Search the company index for matching content through a single endpoint and build custom search experiences.
- **Semantic search (AI),** to evaluate the intent behind a searched phrase and providing results based on the context of the question
- **Search Blueprints,** to tailor search page experience to users needs, without deploying any custom code. Define implicit search criteria that can be added to any query to deliver the best results, every time
- Enhanced Search Capabilities with **Date Range and Range Aggregations**



Integration

Amplify the value of your legacy and existing backend systems

- Provide deeper integration with third party applications and data sources with using Low-Code and No-Code approaches
- Integrate external systems, extend the platform's functionality, and remove data silos
- Integrate with leading identity management tools so authenticated users can quickly navigate between different systems



Integration

OOTB Integrations with Third Party Tools

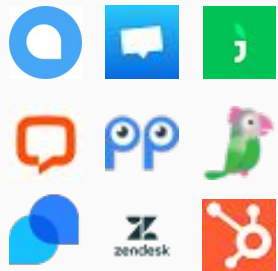
Translations

Automatic translations of Content Pages and Web Content



Live Chat

Integration with a number of live support chat platforms



HubSpot

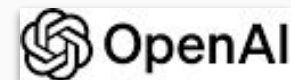
Editing

Enabling Document Creation and Editing with Google Drive or Microsoft Office 365



Generative AI

Web content provides integration with OpenAI's ChatGPT engine using the AI Creator tool



DocuSign

Out-of-the-box integration to DocuSign to support the use of Electronic Signature processes



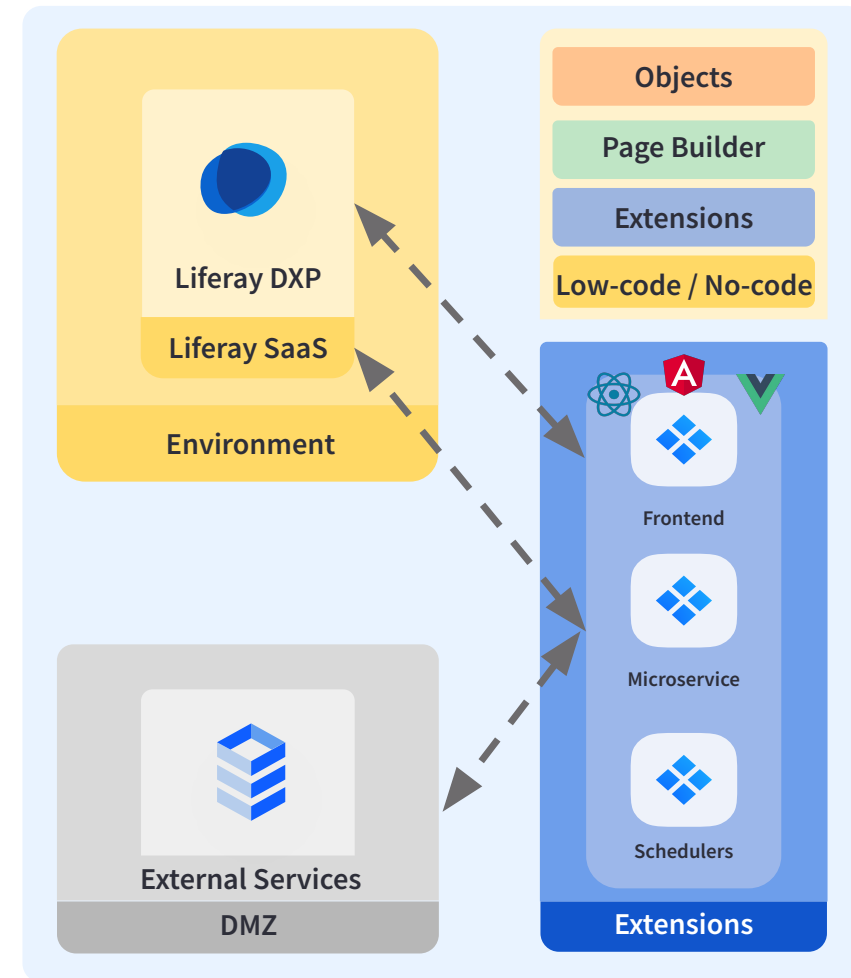
Integration

Loosely-coupled custom extensions

Client Extensions

Client Extensions are a new class of Liferay extension that makes it easier to customize Liferay solutions without directly modifying the Liferay platform

- Use front-end frameworks such as React, Angular or Vue to integrate your platform with other systems
- Call custom services or functions running outside of Liferay (e.g., a REST endpoint), using the programming languages or technologies of your choice
- Create Microservices and provide API endpoints to trigger within Liferay (e.g., Object or Workflow actions)
- Extensions run outside the Liferay JVM ensuring that buggy extensions cannot impact the Liferay instance
- Upgrades are easier because extension code is self-contained



Business Process Management

Manage your workflows with Liferay DXP





Our clients' need for an
enhanced process management
system.

Liferay + Camunda

What is Camunda?

Camunda is an open-source platform for business process automation, based on standards such as BPMN, DMN, and CMMN.

It allows you to model, execute, and monitor complex processes in a scalable way that can be integrated with any system.



Liferay + Camunda

What is Camunda?

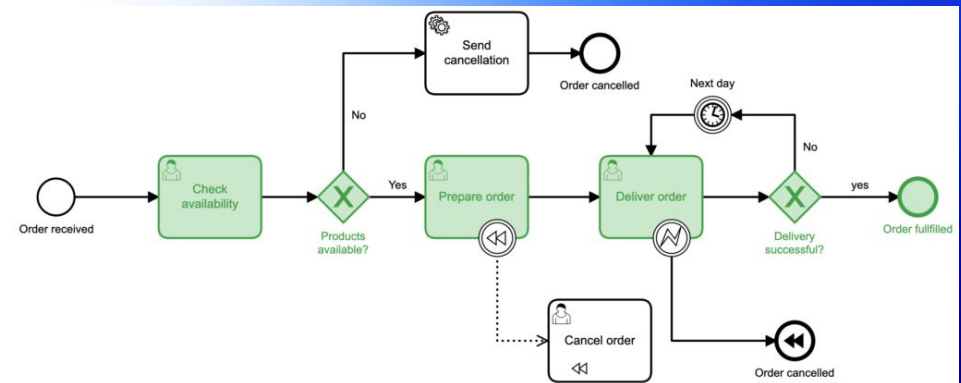
- BPM orchestrator for complex workflows
- Featuring a graphical process modeler
- Full integration via API
- Connects users and third-party systems



Liferay + Camunda

What is BPM for?

- **Defines** and manages company workflows
- Allows workflow **monitoring**
- **Optimizing** workflows

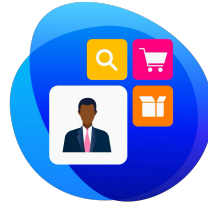




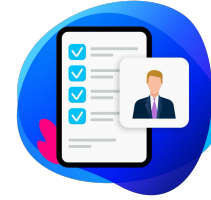
Liferay + Camunda

Applicability

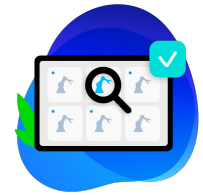
Applicability



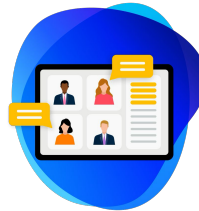
Customer Portals



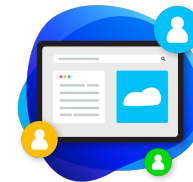
Supplier Portals



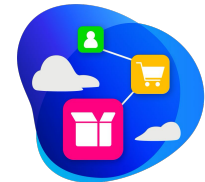
Partner Portals



Intranets

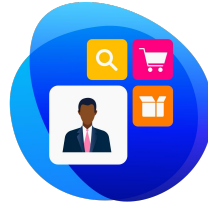


**Enterprise
Websites**



**Digital
Commerce**

Applicability



Customer Portals



Supplier Portals



Partner Portals



Intranets



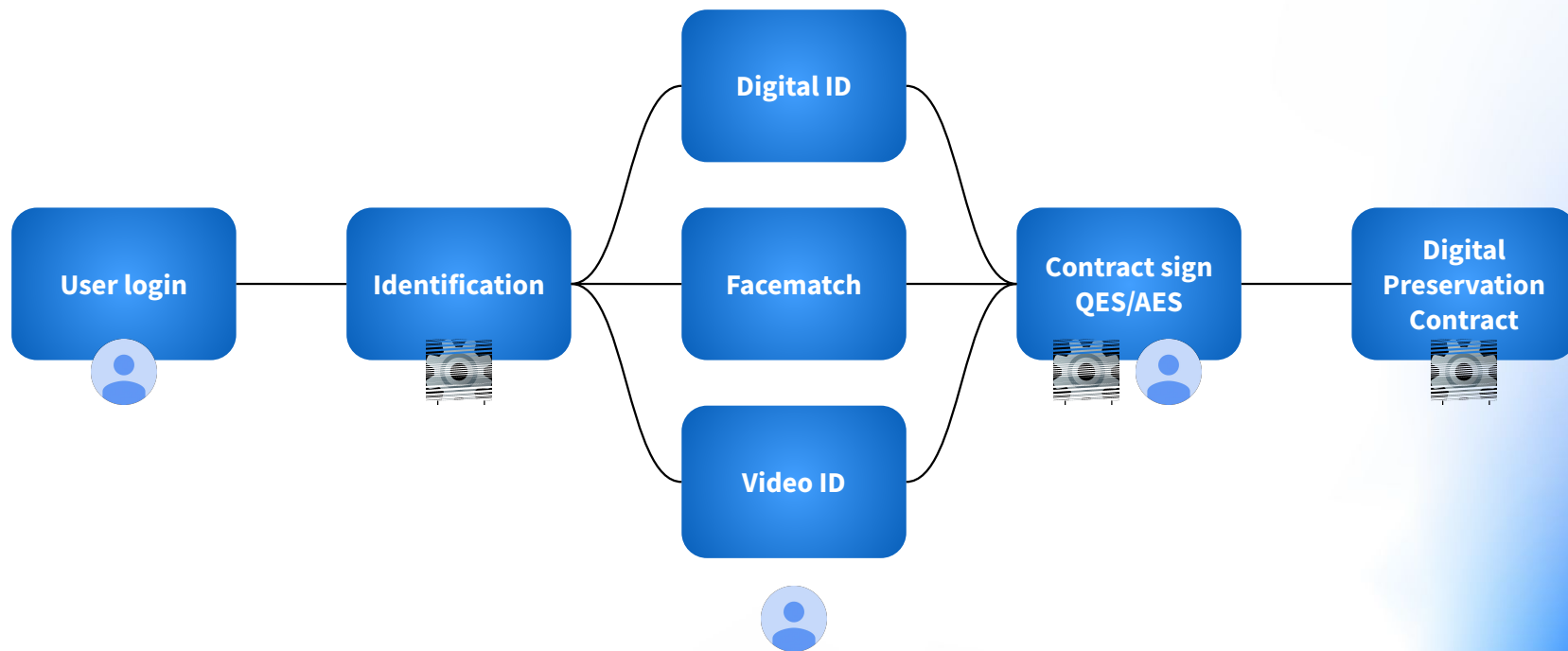
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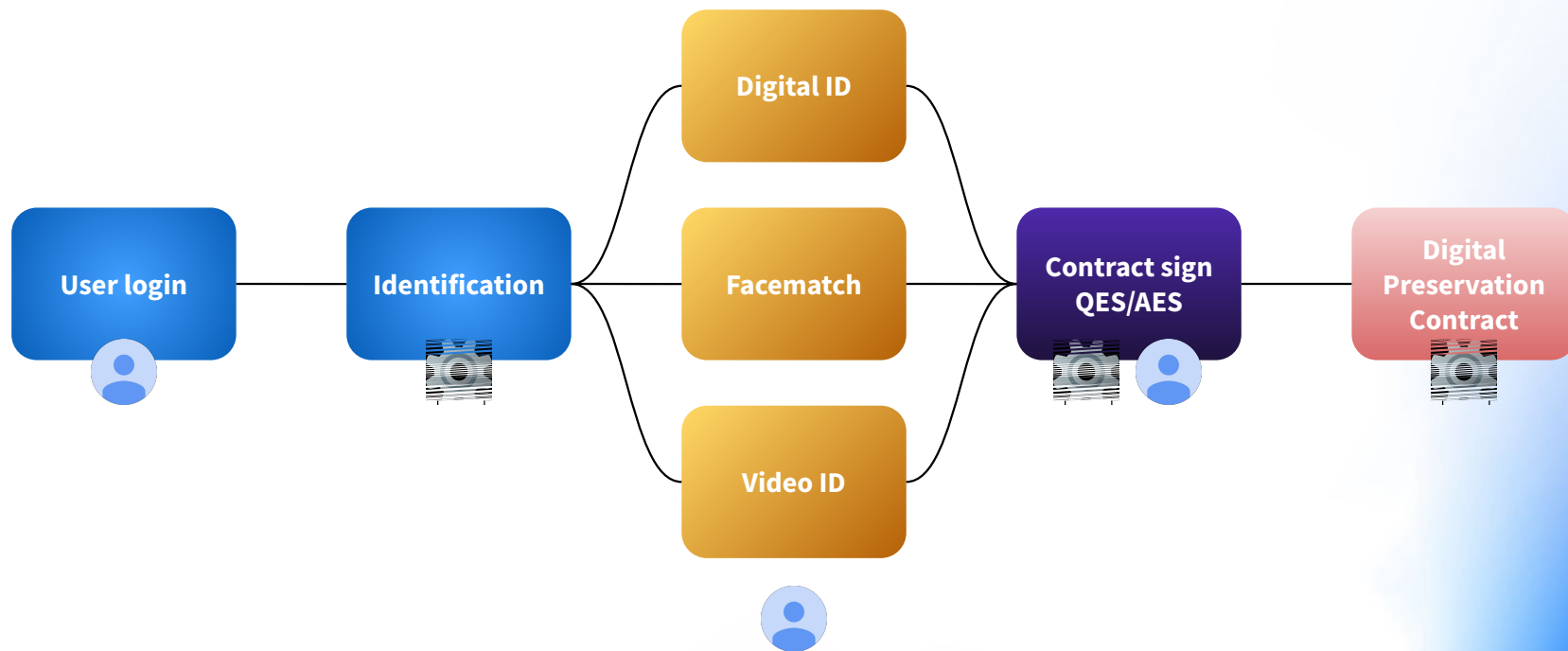
Applicability

Customer Portal - KYC (Banks/Insurances)

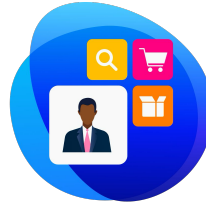


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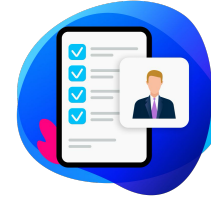
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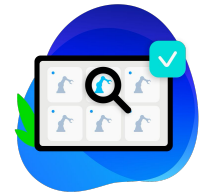
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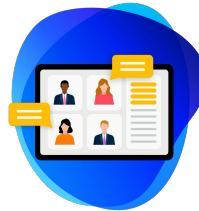
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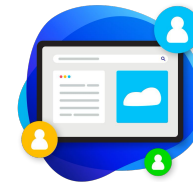
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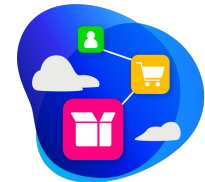
Partner Portals



Intranets



**Enterprise
Websites**

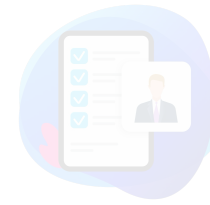


**Digital
Commerce**

Applicability



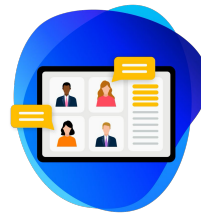
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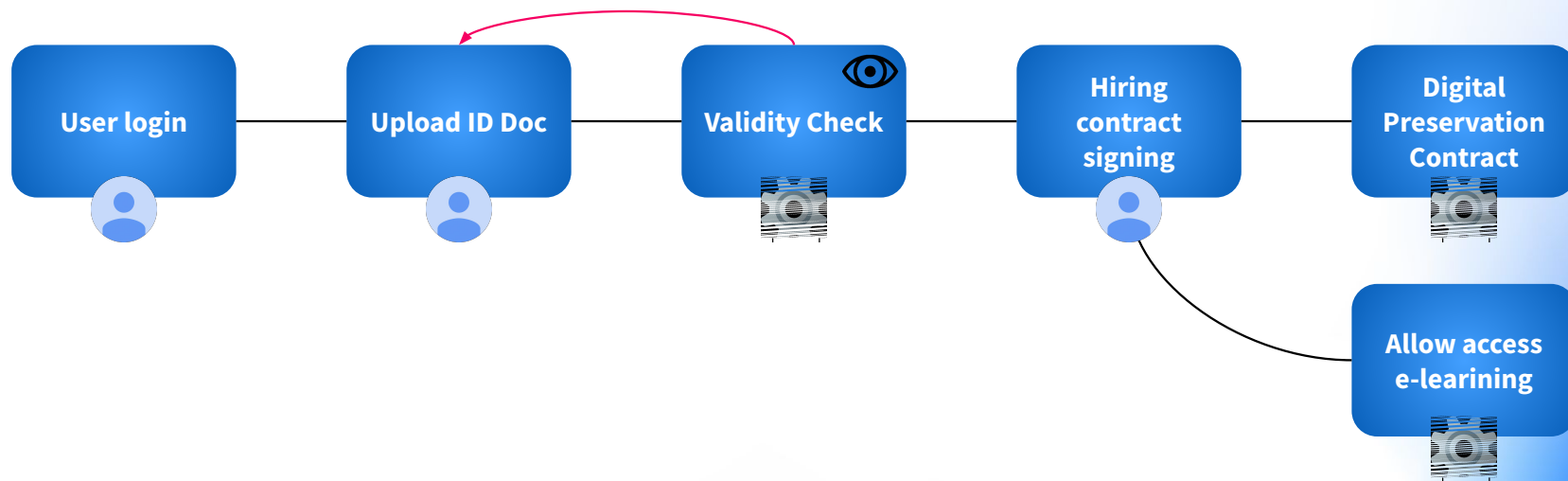
Enterprise
Websites



Digital
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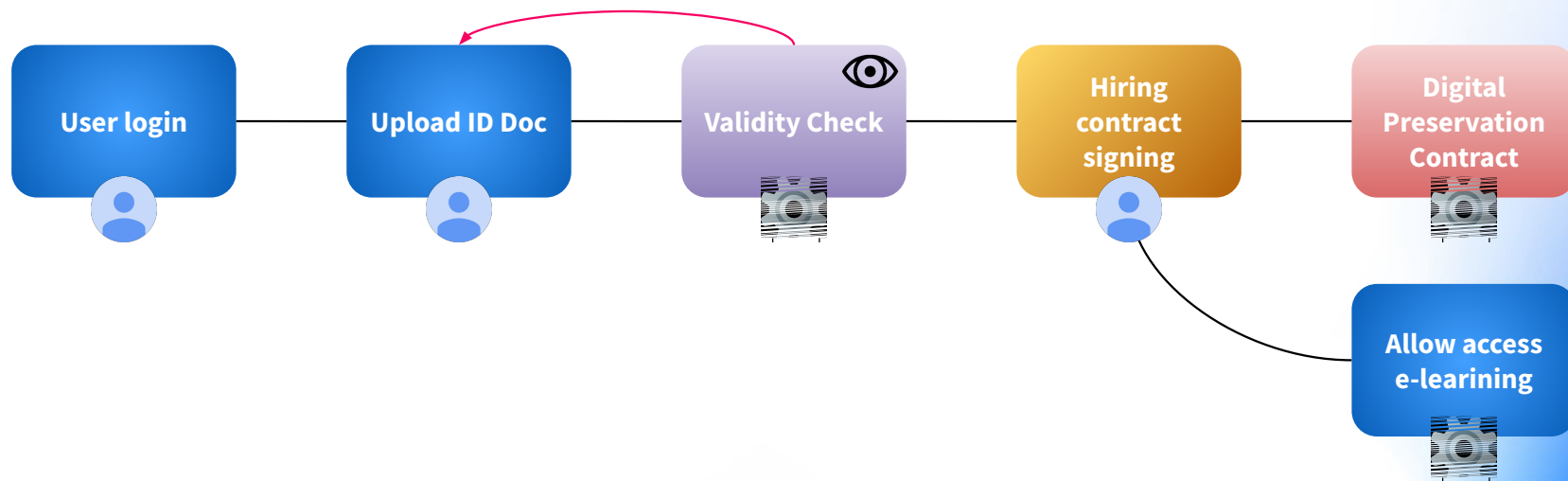
Applicability

Intranet - Onboarding HR

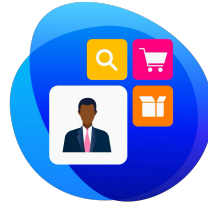


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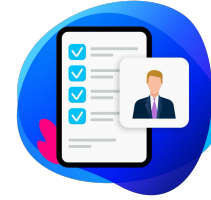
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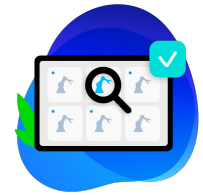
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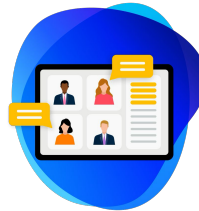
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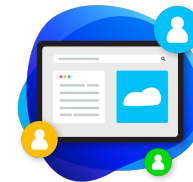
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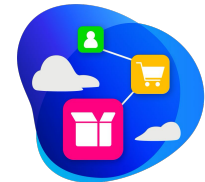
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Intranets



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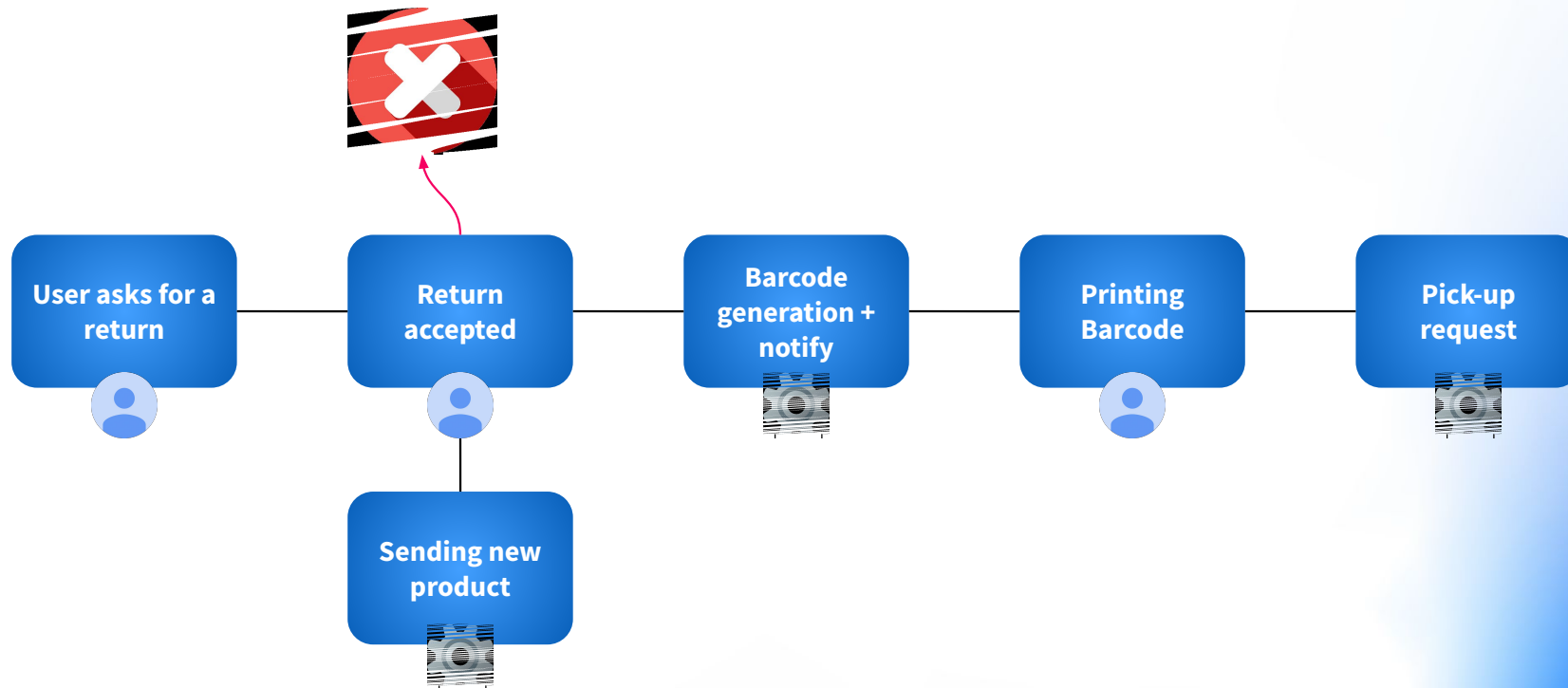
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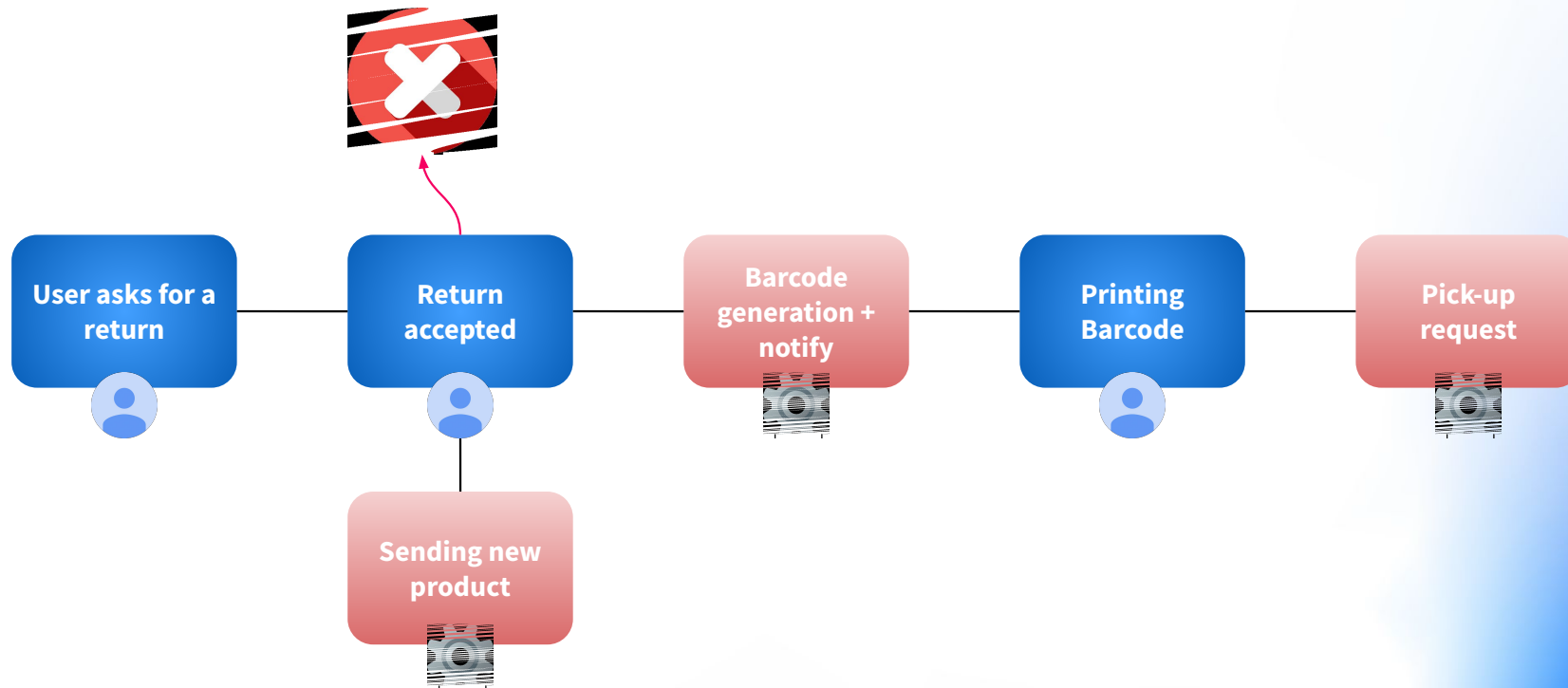
Applicability

Commerce - Returns



Applicabilità

Commerce - Returns



Conclusions

Liferay + Camunda



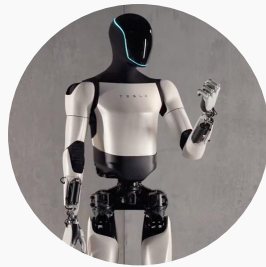
More manageable use cases

New problems will be solved with the help of Liferay DXP



More control

Monitoring and automation lead to clearer awareness



More automation

Significantly improved workflow and automation



More users involved

It will be easier to involve more users in Liferay DXP with the introduction of new processes



DXP leading

The growing number of users and the ability to better integrate with third-party systems are pushing DXP into a more central role

Artificial Intelligence

Improve your daily work with AI

 **AI**
✦ **ARTIFICIAL**
INTELLIGENCE

AI

- AI-powered Content generation
- AI-powered Image generation
- AI-powered Product Information generation
- AI-powered Translations
- Auto-Tagging Assets
- Automatic Product Recommendations
- Semantic Search
- Sales Forecasting
- Integration to other AI Platforms

Integration

OOTB Integrations with Third Party Tools

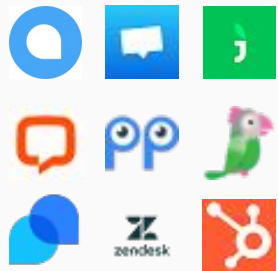
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Integration with a number of live support chat platforms



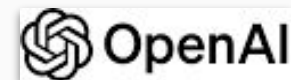
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Docusign

Out-of-the-box integration to DocuSign to support the use of Electronic Signature processes



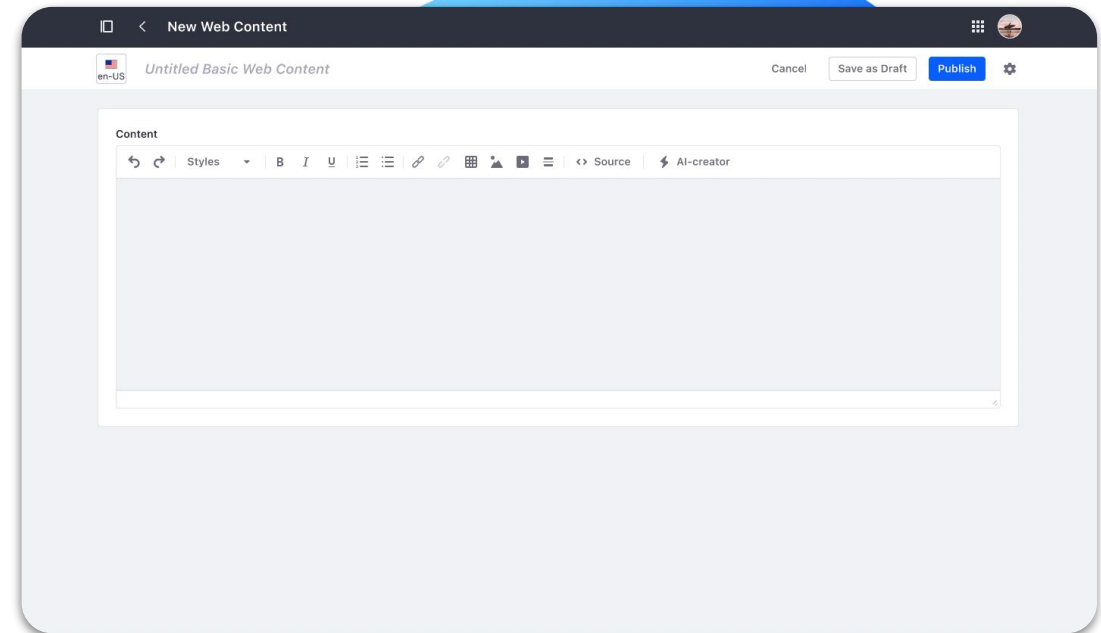
AI

Creating your Content with AI

AI-based Content Generation

Provide **content authors and marketers** with the tools they need **to generate content quickly** and be the first to hit the market with their products and services

- Integration with OpenAI (ChatGPT) API
- In-context access to AI tooling through editor tools
- Streamline content creation to reduce costs and accelerate time to market

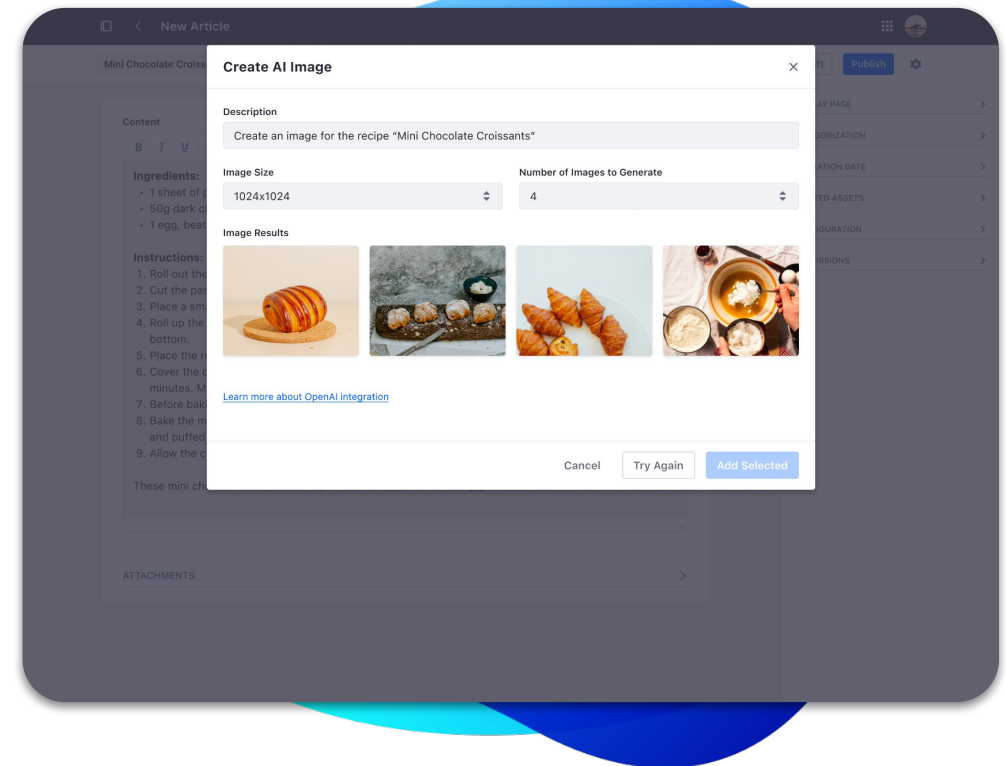


AI

Generative AI

Leverage Applied AI to enrich your content

- Detect duplicates for better management of the repository
- Generate Images that adapt better to your content
- Enhance the metadata of your digital assets for better discoverability



AI

Creating Product Descriptions with AI

AI-generated Product Descriptions

Leverage AI to create draft product descriptions and images with a single click

- **Increased Efficiency:** Generate draft product descriptions in seconds with the help of AI, freeing up valuable time for other tasks
- **Content Inspiration:** Overcome writer's block and get creative inspiration for your product descriptions using AI-generated suggestions
- **Improved Productivity:** Streamline your content creation workflow and generate more content in less time
- Author provides a short description, desired tone, and maximum word count
- OpenAI integration generates the desired product description

The screenshot displays the Liferay product management interface for a product named 'Crystal glasses'. The interface is divided into several sections:

- Details:** Includes fields for 'Catalog' (set to 'Master'), 'Name' (set to 'Crystal glasses'), 'Short Description' (set to 'Crystal glasses for your more important events'), and 'Full Description' (with a rich text editor).
- Categoryization:** Includes a link to 'Learn how to tailor categories to your needs', a section for 'PUBLIC CATEGORIES' (describing their use in pages, widgets, fragments, and searches), a 'Topic' dropdown, and an 'OTHER METADATA' section with a 'Tags' dropdown.
- Schedule:** Includes a 'Published' checkbox, a 'Display Date' field (set to '10/10/2024'), a 'Time' field (set to '14:07'), and an 'Expiration Date' field.

The interface also shows a 'Publish' button in the top right corner and a 'Products' breadcrumb at the top left.

AI

Chatbot assisted Content process

Already available on the Marketplace

Transform the way you generate content with the new Liferay AI Assistant

- Create blogs and other types of content in bulk
- Automatically create and assign categories and tags
- Generate pages from a wireframe!

