

Moving Your Digital Transformation Forward

Leveraging Liferay for More
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Liferay Corporate Overview

- Founded in 2004
- Head office Los Angeles
- Global presence in 22 locations
- Over 5 Million downloads worldwide
- 350+ Partners globally
- 1200+ Enterprise Customers
- 1000+ Employees Globally
- 180 000+ Community Members



Company Differentiator

Private Company

Founder owned and operated

Benefits

- This allows us to make decisions thinking only of our clients (neither shareholders nor analysts).
- We launch our products and services whenever they are ready, not to meet “external” deadlines.



Historically...

Liferay was born as a platform to build tailored solutions that their clients needs

And that vision remains....

The best platform For custom solutions

Custom Solutions across Audiences

B2C

Portals & Websites

- Digital Commerce
- Customer Engagement
- Customer Support
- Self-Service

B2B

Portals & Websites

- Supply Chain
- Distribution
- B2B Selling & Servicing

B2E

Intranets & Portals

- HR Processes
- Corp Communications
- Collab & Knowledge
- Digital Work Processes

Historically...

Liferay was born as a platform to build tailored solutions that their clients needs

But it is becoming increasingly difficult to achieve.

The needs of our clients **have evolved**, and Liferay must evolve with them to remain relevant

“

*The **good thing** about Liferay is that
you can do whatever you want*

Brian Chan, Founder & Chief
Software Architect @ Liferay

“

*The **bad thing** about Liferay is that you can do whatever you want*

Brian Chan, Founder and Chief
Software Architect @ Liferay

Our Target:

Empowering customers to **build and maintain**
solutions more **quickly and effectively**,
leveraging the **continuous delivery of value**
from Liferay

These are the ways we want to help our Customers



Reduce the *Time-to-Value*

Improving adoption

Reducing the need for customization

Reduce IT dependency for low-value tasks



Increase Business Value

Enhancing solution fit

Improved integration within a diverse
technological stack

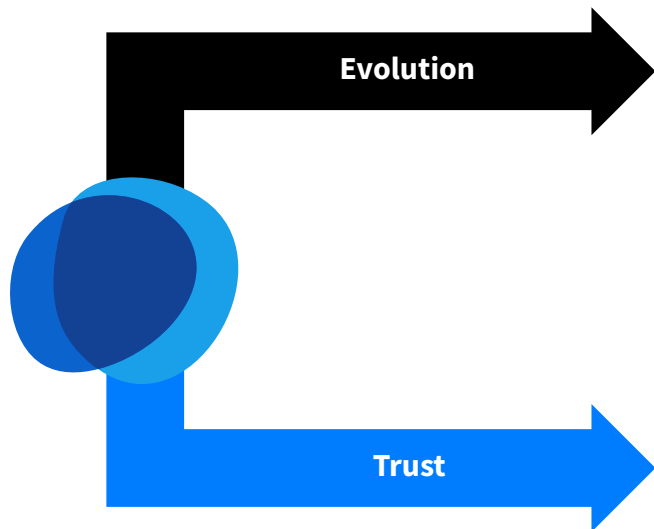


Reduce Maintenance Costs

Reducing the effort and cost of staying
up-to-date

Accessing new features more quickly and
frequently

DXP Product Strategy



**Mindset
Cloud-first**

The extension paradigm changes with Client Extensions

Reinforcing Low-Code & No-Code

**Quarterly
Releases**

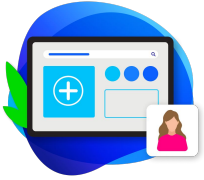
New Release Process



**Digital Transformation is a Journey, More
Than a Final Destination.**

As a customer, Liferay can serve as **your** engine
for your digital transformation journey.

Most Common Use Cases Supported by Liferay



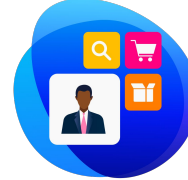
Intranets/Extranets



Self-Service Portals
Ecommerce



Websites



Connected
Experiences



Integration
Platform

Serving All Audiences

B2C

Portals & Websites

Digital Commerce
Customer Engagement
Customer Support
Self-Service

B2B

Portals & Websites

Supply Chain
Distribution
B2B Selling & Servicing

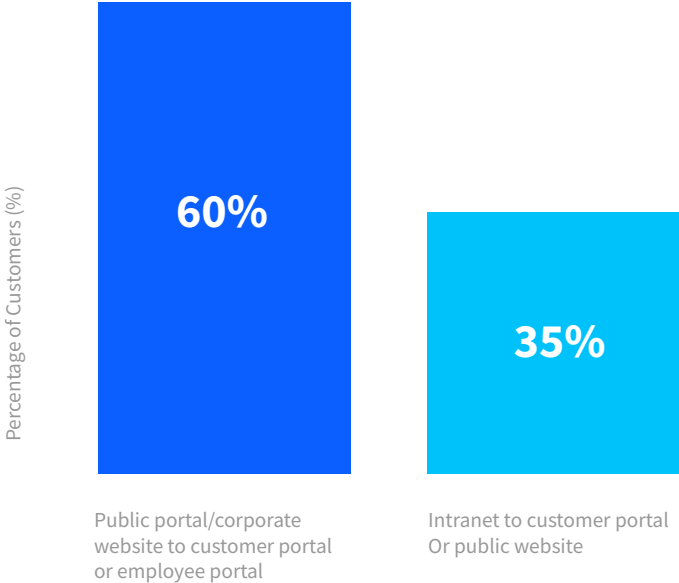
B2E

Intranets & Portals

HR Processes
Corp Communications
Collab & Knowledge
Digital Work Processes

After the first project, customers are using Liferay **to solve more than one** business need.

Path for Customers Using Liferay For Multiple Solutions



Multiple Projects at One Company

35

Projects



Global top 10 bank

16

Projects



Global top 10 insurance co.

12

Projects



Global top 10 automotive

What **benefits** are customers seeing when tackling **multiple business solutions**?

They **save time** and operations expenses.

Moving Your Digital Transformation Forward

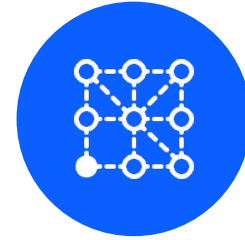
Maximize Your Liferay Investment & Resources



**Simplify Vendor
Management**



**Reduce IT
Investment**



**Achieve Greater
Synergies**

Save Time and Costs by Building Multiple Solutions on Liferay

Simplify Vendor Management

You're already using Liferay, **save time and effort** in **your procurement process** and **leveraging a vendor** your IT team has already vouched for.



Save Time and Costs by Building Multiple Solutions on Liferay

Reduce IT Investment



Reduce training teams' **costs**.



Reduce the maintenance and development of complex solutions



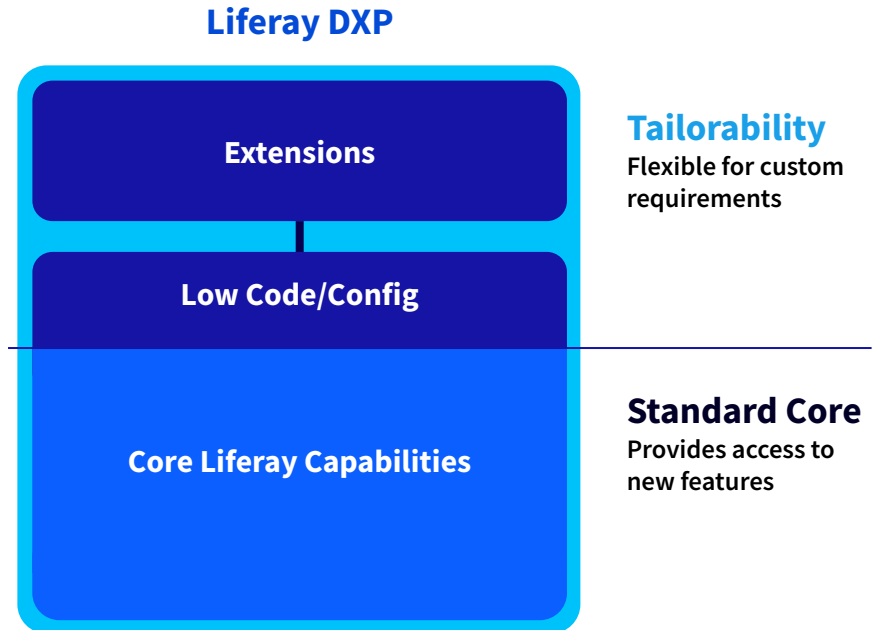
Consolidate your Tech Stack, so IT Teams and Users can **spend less time** managing separate systems.

Save Time and Costs by Building Multiple Solutions on Liferay

Reduce IT Investment

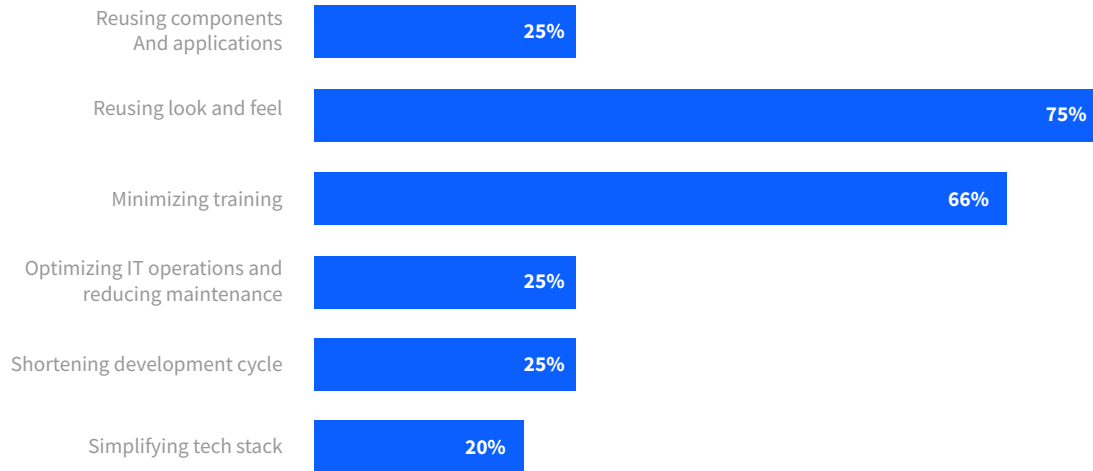
A Modern Architecture for Extensibility:

Tailored Solutions through Low Code &
Extensions **reusable for multiple projects**



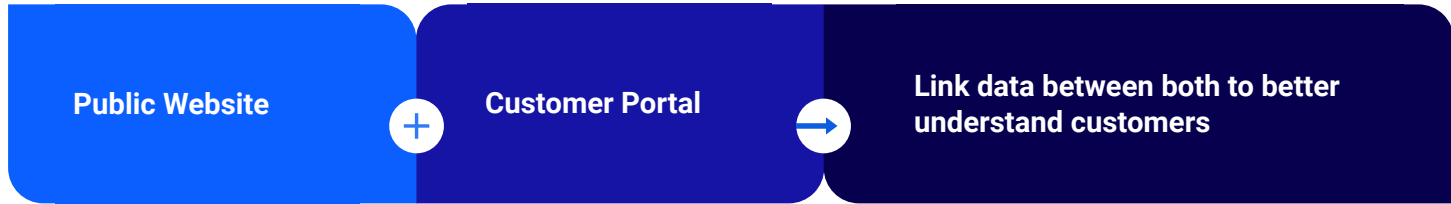
Reduce IT Investment

Save costs by:



Achieve Greater Platform Synergy

Gain Specific Benefits with a Combination of Solutions



Global Energy Leader



Customer Example: Global Energy Leader

A Global Energy leader benefits from having both the Corporate Portal and the Customer Portal implemented with Liferay:

- Seamless user experience for prospects and customers
- Content reutilization across both portals leading to significant decrease in content authoring.
- An unique source of data and way of consumption when the same info is needed from different portals (i.e: Stock market evolution, current pricing, etc.)
- Continuous improvement by measuring how platforms are used is unified, so enhancing both websites is facilitated.



Global Manufacturer



Customer Example: Global Manufacturer

Self-Service portals in a Global Manufacturer company benefit from transformation and unification:

- Access to third-party solutions (CRM, ticketing tool...) across a single sign-on process that always starts in Liferay.
- The administration effort is reduced by being able of applying the same concepts for important matters like security: roles, permissions, personalization, prioritization, etc.
- A real unified customer experience is applied to all types of self-service portals, for employees, for customers, for providers, etc.



 **Ευχαριστώ πολύ για την προσοχή σας!**

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