

Liferay



Commerce

The E-economy Enabler

Trifon Sotiropoulos

Managing Director, Technopolis S.A.

Session Topics

Market positioning

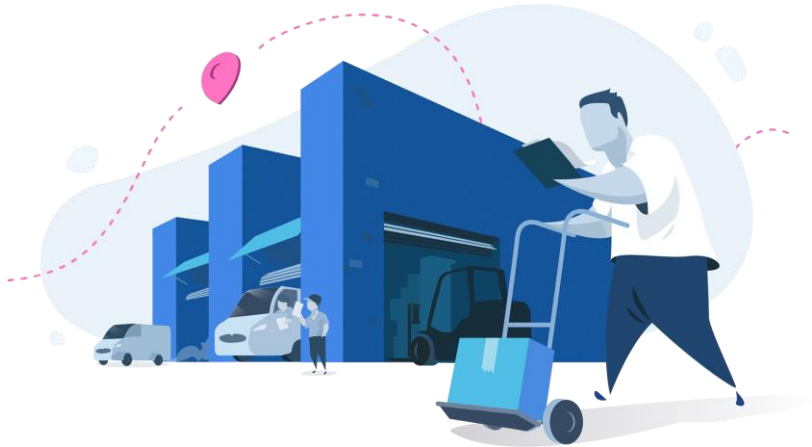
What is Liferay Commerce ?

Feature highlights

Key benefits

Market Positioning

“Digital commerce experiences that make you better to do business with.”



“Companies that consumerize their B2B digital commerce sites will gain market share and see revenue increase up to 25%. (Gartner)”

The Business Need (updated)

The need for not ‘just an e-commerce platform’

“Big brands realize they need so much more than a picture and description to sell products. They’re all about **selling a lifestyle**, and that means bigger, better content is needed to engage consumers.” (Hubspot marketing)

easy ways to build and manage the large amounts of rich and engaging content that many brands want to create.

The Business need (addressed)

Create a **rich UI**, for a complete, **omnichannel Customer experience**

Liferay Commerce - build **electrifying Customer Experiences** accessible by **any Customer**, from **any device**, at **any time**.

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Digital Experience Platform

Liferay

Analytics Cloud

Liferay

Commerce

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DXP Cloud

What is Liferay Commerce ?

- A ready-to-use, enterprise digital commerce platform
- Built from the ground-up on top of Liferay DXP 7.1
- Uniquely positioned as deeply integrated “**Content + Commerce**”

The Commerce **Walkthrough** Scenario

- Unified Portal + CMS + Commerce Admin UI
- New Commerce Widgets to Add to any page
- Content to be used in Commerce Sites (pages, web contents, documents & media, categories)
- Commerce Admin Menu
- Product Catalog (Liferay Assets) & Product Menu
- Commerce Settings

Why Liferay Commerce

- Simplify the Technology stack
- Product Info
 - > Product Search
 - > Configuration & Characteristics
 - > Price (multi-currency)
- Strong CMS
 - > Microsites
 - > Landing pages
 - > Rich content
- Instant / Fully Editable Cart

What is Liferay Commerce (2) ?

- Providing 25+ new widgets (140+ modules, 55+ tables)
- Extensible & customizable
- Accessible through APIs
- Relate content with commerce and vice versa in same pages
- Simple, virtual & grouped product types
- External integrations
- Built-in engines: ECB exchange rates, FedEx, Paypal, Worldpay, Authorize.net
- Customizations: Inventory engine, Low stock actions, Payment methods

Enterprise & Extensible

Enterprise:

- Scalable (supports millions of products)
- Multi-site, multi-tenant
- Multi-country, multi-currency
- Order workflows, organizational hierarchy, Contract Pricing

Extensible:

CPDefinitionInventoryEngine
CommerceOrderValidator
CommerceRegionsStarter
CommerceLowStockActivity
CommercePaymentEngine
CommerceShippingEngine
CommerceTaxEngine
CommerceShippingOriginLocator
ExchangeRateProvider
CPContentContributor
CPType
CPContentRenderer
CPDataSource
CommerceDiscountRuleType
CommerceDiscountRuleTypeJSPContributor
CPRuleType
CPRuleTypeJSPContributor
CPContentListRenderer
CPContentListEntryRenderer
CommerceUserSegmentCriterionType
CommerceUserSegmentCriterionTypeJSPContributor
CommerceCheckoutStep
CommerceDiscountOrderTarget
CommerceDiscountProductTarget
CommerceDiscountTarget
CommerceNotificationType

Why Liferay Commerce ?

- Traditional channels are too expensive
- Cost savings
- Market growth (15% annually - Gartner)
- More tools for the Sales Network
- Single, cohesive platform (Liferay ecosystem)
- Single view of your data
- Data integration tools
- Forecasting

Feature Highlights

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

- ✓ Elasticsearch 6 integration
- ✓ 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

Accelerators

- ✓ B2B Manufacturing
- ✓ B2B Wholesale/Distribution

The Commerce **Checkout** Scenario

- Browse Home Page
- Browse Navigation Menus
- Browse Catalog (Facets, Category Navigation)
- Single-SKU vs. Multiple-SKU Products
- Compare Products
- Add to Cart / Edit Cart / Checkout
- Order History / Order Details

Breccia

Search...



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Catalog

Account ▾

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This is a special savings message, take **\$50 off** any purchase

Explore Categories

The Commerce **Add Product** Scenario

- Catalog → Add New Simple Product
- Publish & Preview
- Add Product Image & Preview
- Add Price & Stock to SKU & Preview

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Explore Categories



The Commerce **Add Product Option** Scenario

- Add New Option to Product
- Enable Facet & SKU Contribution to Option
- Add Option Values
- Add / Auto Generate Multiple SKUs to Product
- Add Price & Stock to each SKU
- Preview Option UI

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Explore Categories



Key Benefits - For Everyone

- Make Customer Experience Your Competitive Advantage
- Unite Customer Touchpoints on One Platform
- Effortlessly Combine Content and Commerce
- Expand Globally
- Fast and Scalable Search for Commerce
- Become Your Customers' Most Trusted Resource
- Commerce Insights

Key Benefits - For Liferay Users

- Exploit existing knowledge of platform (users & Admins)
- Integrate all functionality already in Liferay DXP
- Extend the same way as in Liferay DXP

Key Benefits - Total Cost of Ownership

- No license cost (Liferay philosophy) / Strong support (Liferay strong offering)
- Ease of creation & maintenance of commerce site
- Versatility in Infrastructure (Cloud services)
- Guaranteed updates
- Site initializers (B2C & B2B)
- No hidden costs

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Thank you !

Trifon Sotiropoulos

Managing Director, Technopolis S.A.