



Connect

# Liferay: la digital experience intelligente, su misura, sicura. Oggi.

Marco Tessarin, CEO @SMC a DGS Company



Red Hat





# About Liferay & Liferay DXP

Company & Product Overview

# Liferay Corporate Overview

- Founded in 2004
- Founder owned and operated
- Global presence in 20 locations
- 1,000+ Employees Globally
- 1,200+ Enterprise Customers
- 400+ Partner globally
- Over 5 Million downloads worldwide
- 180,000+ Community Members
- One Platform for B2B, B2C and B2E - Liferay DXP



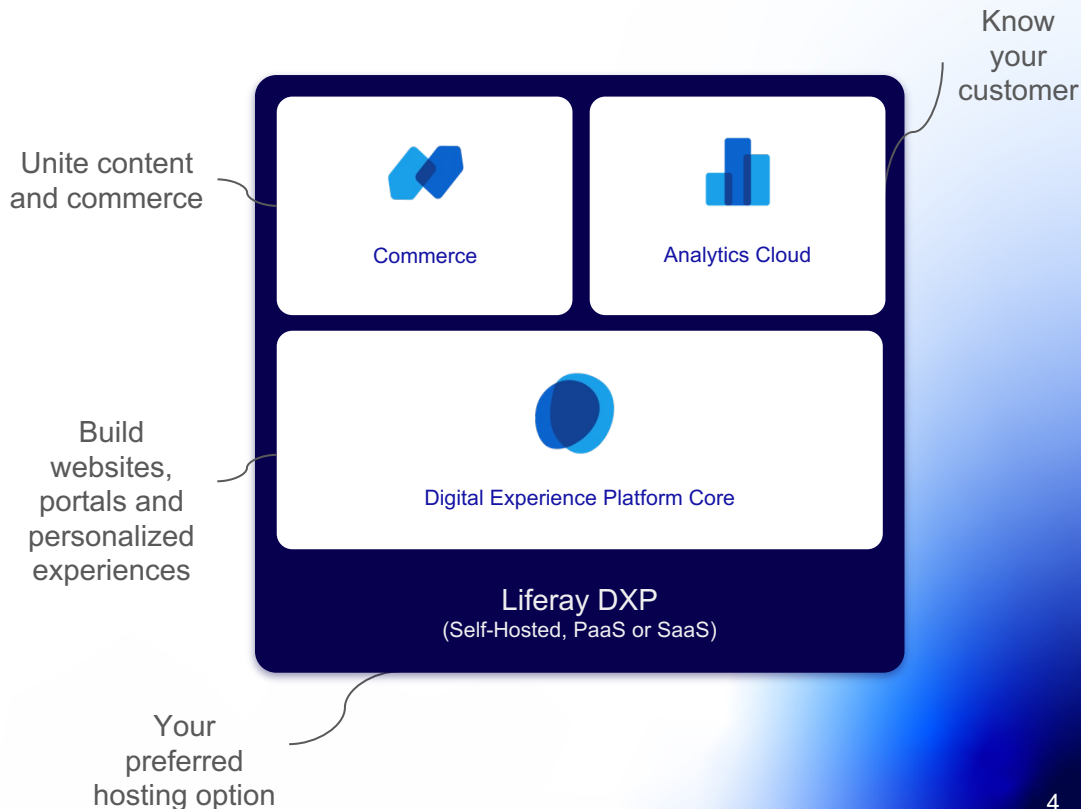
# An All-in-One Platform

Our product includes three main capability sets:

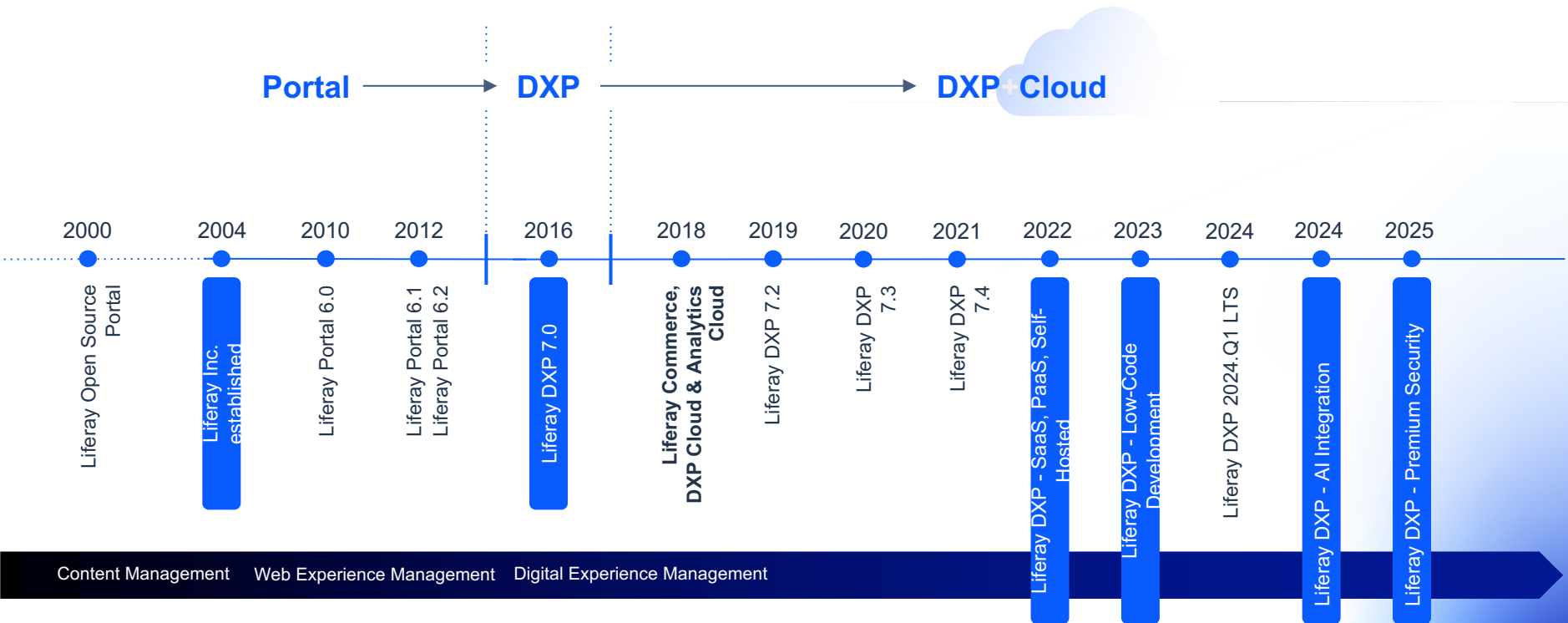
- Digital Experience Platform Core
- Commerce
- Analytics

Build the solutions you envision and create compelling omnichannel experiences for your target audiences while enabling citizen development with low-code and no-code capabilities.

Reduce cost and time-to-market on the most secure, scalable platform.



# Liferay's evolution



# Platform Use Cases



## Customer Portals

Attract, serve and empower customers



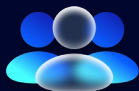
## Supplier Portals

Simplify purchasing, support vendors, and increase profitability



## Partner Portals

Collaborate, support, and grow partner revenue



## Intranets

Keep employees productive, self-sufficient, and connected



## Enterprise Websites

Give customers a smooth digital journey and reap the benefits of their loyalty



## Digital Commerce

Simplify buying and encourage repeat orders

# Platform usage across all sectors



## Financial Services

**+170** customers



## Insurance

**+120** customers



## Public Sector

**+280** customers



## Manufacturing

**+90** customers



## Healthcare

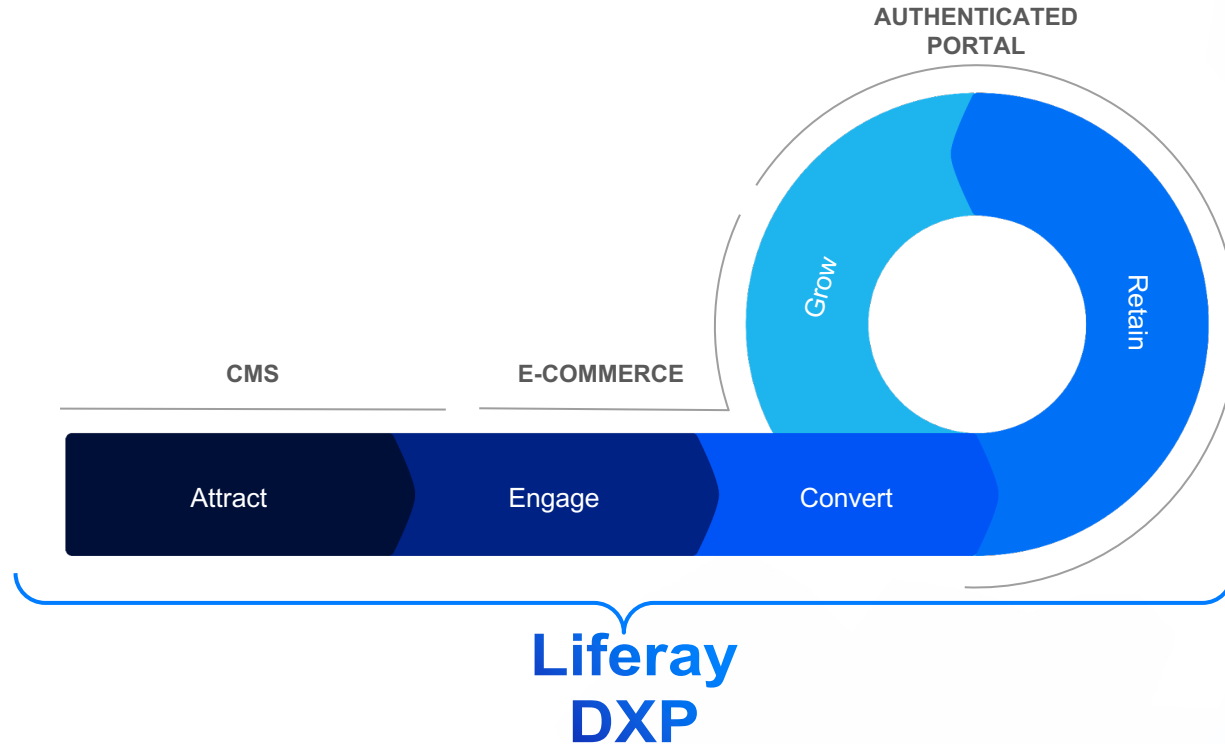
**+50** customers



## Energy & Utilities

**+60** customers

# One platform for digital solutions across the entire user journey







# Customer References

Logos

# Over 1,200 companies worldwide rely on Liferay





# **We care about the Success of our Customers**

Our Offering & Factors of Success for your project with Liferay DXP

# One Ecosystem for joint success

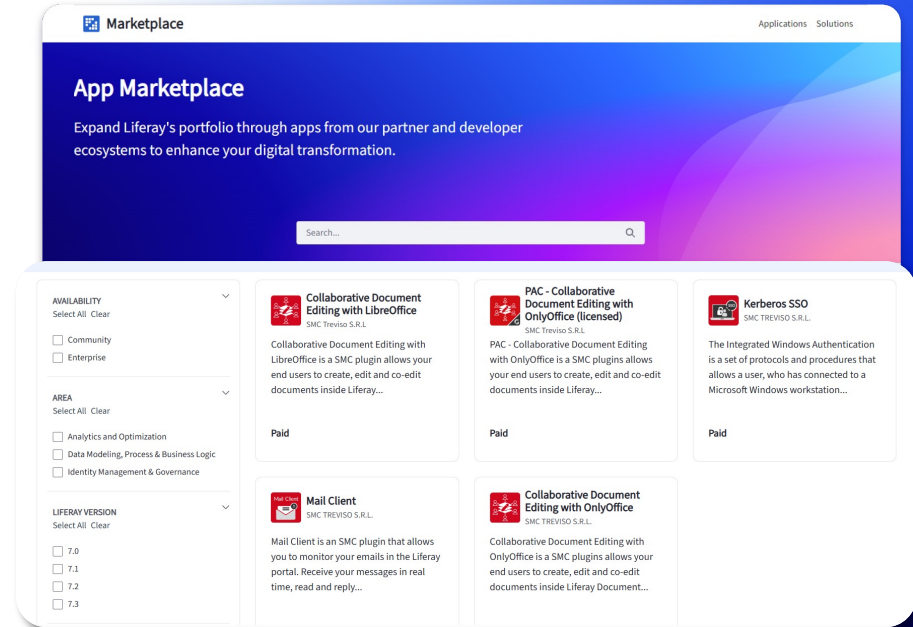
Our partners are certified Liferay experts and trusted advisors with the competence, local presence and industry knowledge to create compelling, tailored solution for our mutual customers.



# Liferay Marketplace

Jumpstart your solution by adding pre-made Connectors, Site Initializers, Custom Objects, App Pages, Journey Definitions, & more from Liferay's Marketplace to assemble your solution even faster. Created by Liferay developers and our ecosystem of partners.

Find applications for companies and solutions



# **The Building Blocks to create Digital Experiences, Your Way**

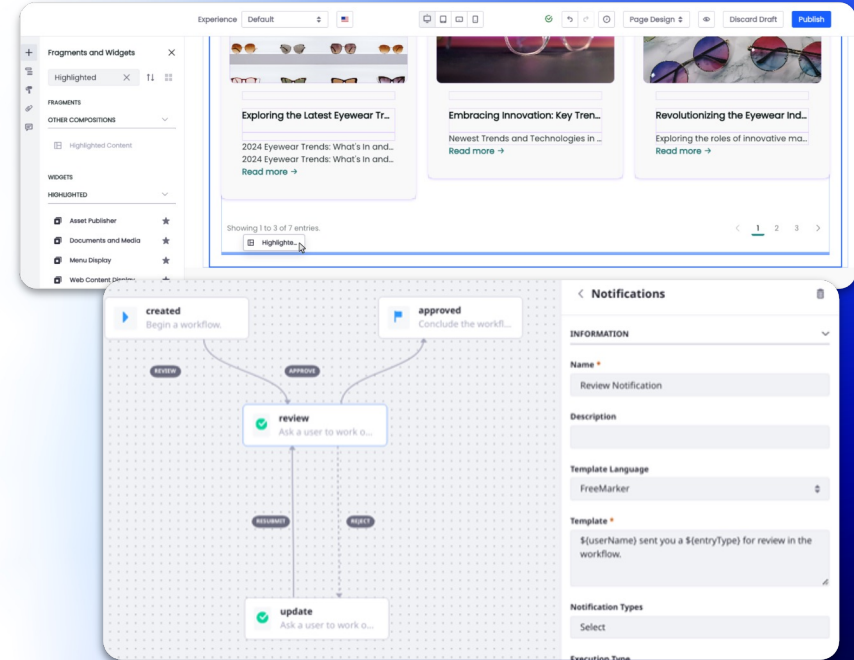
Liferay DXP's Key Capability Sets

# Low-Code

Enable professional and citizen developers to rapidly create digital solutions with configurable drag-and-drop elements, no- and low-code data modeling, workflows and metrics. And run more efficient business operations enhanced by automation and intelligence.

**With Liferay DXP's low-code capabilities, you can:**

- **Define your data.** Use objects to define your data and data relationships. Define things like service tickets, registration forms, requests, or whatever else your business process needs. Use headless APIs to map data from back-end systems.
- **Define process steps.** Create single and multi-step workflows through a drag-and-drop graphical user interface (GUI). Assign workflow steps to individuals, roles, or system automations.
- **Measure performance.** Define service level agreements for your workflows and measure performance against them with built-in metrics.
- **Design intuitive interfaces.** Create single or multi-page interfaces that allow users to view, edit, and update data related to the process. Easily control the way data is displayed and sorted within your interface.
- **Support alternative interfaces.** Allow front-end developers to create alternative interfaces for different endpoints using a complete set of headless APIs.



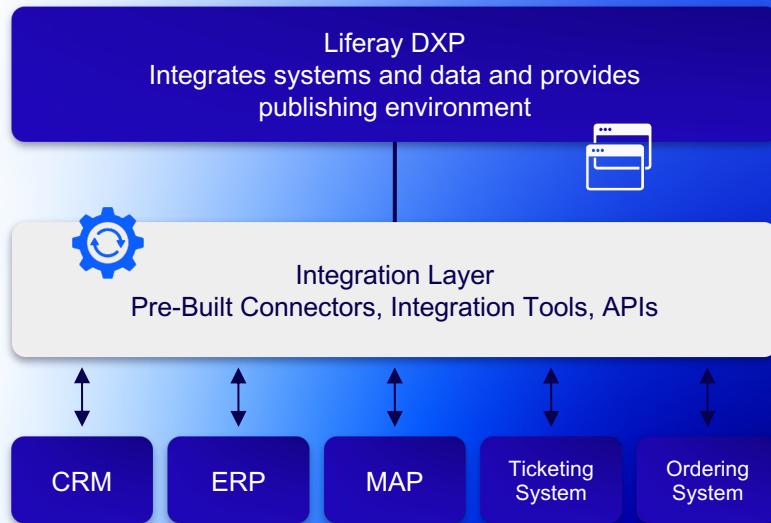


# Integration

Leverage a flexible platform to integrate external systems, extend the platform's functionality, and remove data silos.

**With Liferay DXP's Integration capabilities, you can:**

- **Amplify the value of your existing systems.** Liferay DXP is designed to work alongside most systems and technologies, offering a range of tools and API builders.
- **Connect to applications you already use.** Liferay DXP also comes with a library of pre-built connectors to create integrations between common back-end systems faster, such as your CRM, ERP, or PIM. These include, among others, Salesforce, Google Drive, Office 365, and Mulesoft.
- **Remove data silos.** Unlock the full potential of your data to deliver more personalized experiences, automate processes, perform computations, and more.
- **Authenticate users seamlessly.** Liferay DXP integrates with various identity management platforms so that authenticated users can quickly navigate between different systems.



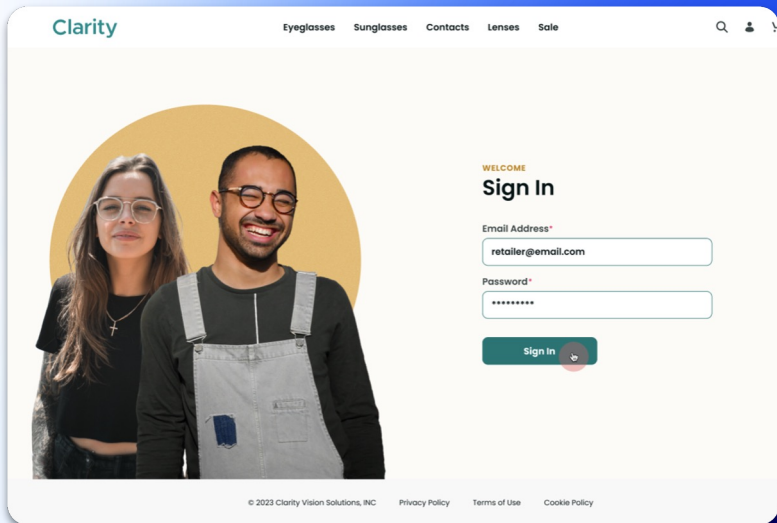


# Security

Liferay is committed to producing secure, high-quality technology that protects your users, data, and solutions with enterprise-grade security features. We have continuously tested our software against industry standards to ensure it meets a broad range of requirements.

**With Liferay DXP's Security capabilities, you can:**

- **Control access to your site.** Our robust user identity management and permissioning features allow you to control what your users can access, share, or edit once they log in.
- **Protect user data.** To support data regulations, such as GDPR, Liferay DXP provides features to anonymize users' personal data as well as data exports.
- **Secure web services.** Liferay relies on several levels of security. First, an IP permission layer determines if an IP address has been whitelisted for use. Second, an authentication verification layer validates user credentials. Third, a service access policy layer allows portal administrators to whitelist web service endpoints.
- **Launch more securely in the cloud.** Liferay is certified in ISO/IEC 27001, ISO/IEC 27017, ISO/IEC 27018, and more.
- **Rely on advanced Google Cloud security.** Our PaaS and SaaS offerings are backed by Google Cloud. Customers get to take advantage of Google Cloud's world-class secure infrastructure and technology.





**1** Seamless AI-enabled Automation Integration for Digital Experiences. Bridging the gap between user-facing digital interactions and complex backend business processes.

**2** Complements Liferay's LCAP capabilities. Extends Liferay's Workflow capabilities with enterprise-wide workflow orchestration using Camunda's leading BPM platform, providing a stronger combined value proposition.

**3** Open Architecture & Standards. "Loved by Developers, trusted by Enterprises". Like Liferay, Camunda is based on Open-Source. The integration is available now on Camunda's marketplace.

# Cloud

Liferay provides flexible deployment options so you can scale and manage your solutions efficiently and securely in the cloud.

**These options include:**

## Liferay SaaS:

Let Liferay handle everything on a software-as-a-service solution. Rely on experts to manage, host, and scale your Liferay application and infrastructure so that you can focus on growing your business.

## Liferay PaaS:

Simplify the deployment and management of your project by letting Liferay handle the cloud infrastructure while you take care of application maintenance.



## Liferay Self-Hosted:

Deploy Liferay DXP in either on-premise or self-hosted cloud models, giving you complete control over your application and infrastructure so that you can meet your specific IT requirements.

# AI Integration

Bring your own AI. Liferay is not an AI vendor, but makes it simple for businesses to leverage the power of AI without the need for expensive customizations. Easy integration with the most popular AI services helps to accelerate tasks, business processes and content creation.

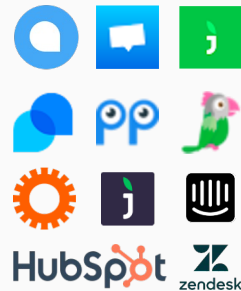
**With Liferay DXP's capabilities to integrate and leverage AI, you can:**

- **Bring your own AI.** Configure integration with many of the most popular AI services for translations, chatbots, auto tagging of assets and images, or the evaluation of search intentions through the use of language.
- **Accelerate publishing workflows.** Speed up content creation, set word count and tone, translate content with AI assistance, automatically tag assets of various kinds upon upload, and let AI create images for you.
- **AI-assisted tools.** Deliver more intuitive search results by using Semantic Search to customize search results, provide content or product recommendations, or connect to pre-built chat providers to guide users to the information they need.
- **Better decision making.** Drive more efficient operations with AI-powered business insights such as e.g. sales forecasting, at-risk account management, or page-building decisions with in-context performance feedback.

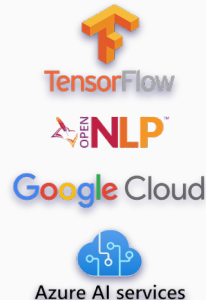
## Translations



## Live Chat



## Auto Tagging



## Semantic Search



# What Liferay can do for you



All the flexibility you  
need to create the  
exact solutions you  
want.

Simplify Your Tech Stack

Leverage Existing Tech Investments

Future-Proof Your Digital Strategy

Serve Multiple Audiences on One Platform

Reduce the Burden on IT with Low-Code

Enterprise-grade Security

Deploy Any Way You Need



# How Liferay helped Enterprise Customers

Reference Case Studies

# CIFA

## **La sfida:**

Rinnovare il processo con cui fino ad oggi CIFA gestiva tutte le attività di post-vendita, dall'acquisto e fornitura di un pezzo di ricambio, alla revisione, riparazione e manutenzione, fino alla gestione delle garanzie e dei reclami. Inoltre, vi era la necessità di integrare i diversi sistemi informatici già presenti per correlare i dati

## **La soluzione:**

Portale post-vendita ad hoc, CIFA Connect, interamente basato su tecnologia Liferay e realizzato in collaborazione di SMC, Platinum Partner di Liferay, e di ICM.S partner CIFA.

## **La citazione:**

“La vicinanza al cliente per poterlo supportare in ogni ambito è per noi di CIFA sempre più centrale all'interno della nostra mission. Per questo è nato, dopo una lunga fase di analisi e progettazione, CIFA Connect: il nuovo portale che connette tutti i concessionari CIFA con il mondo della post-vendita. Di quali ricambi si ha bisogno? È stato fatto un intervento sulla macchina del cliente? Con CIFA Connect si ha tutto sotto controllo”



# Sigla Credit

## **La sfida:**

Sviluppo di un portale partner personalizzato per la gestione delle pratiche di cessione del quinto, con funzionalità di workflow approvativo, verifica ATC, simulazione prestiti e gestione documentale.

## **La soluzione:**

Digitalizzazione e ottimizzazione dell'operatività aziendale, migliorando efficienza, velocità e usabilità, con feedback positivo dagli operatori.

## **Le tecnologie:**

Liferay 7.3 Digital Experience Platform  
API per integrazione con portali esterni





# Liferay is recognized by the following analysts

**Gartner**

**FORRESTER®**

**IDC**

F R O S T & S U L L I V A N

**Quadrant**  
Knowledge Solutions

**Everest Group®**

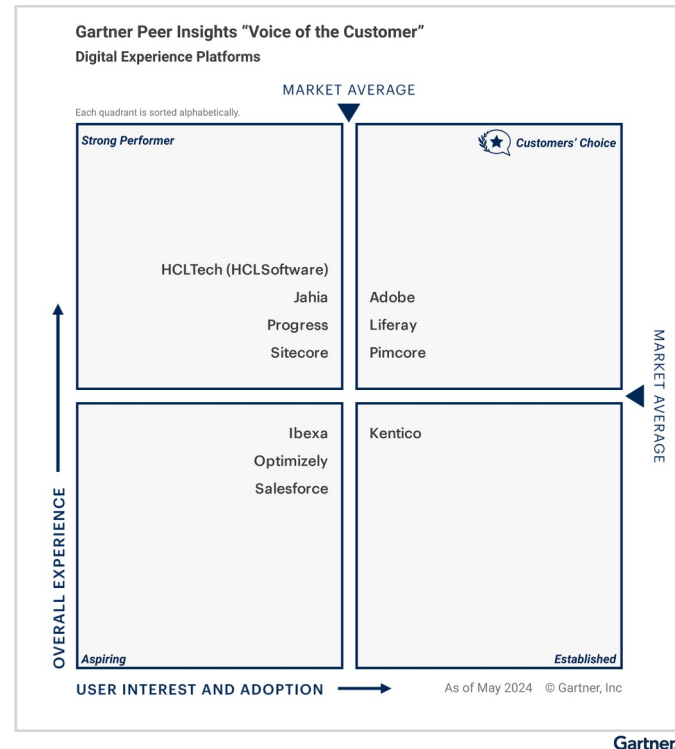
**CMSWIRE**



## Liferay was recognized as a Customers' Choice in the 2024 Gartner® Voice of the Customer for Digital Experience Platforms

### Highlights:

- As of May 2024, Customers reported a **90% willingness to recommend** our offering.
- As of May 2024, Liferay received a **4.4/5.0 average overall rating** from customers.
- As of May 2024, Liferay was evaluated across 'Deployment Experience' (4.6/5.0), 'Support Experience' (4.5/5.0), 'Product Capabilities' (4.4/5.0), and 'Sales Experience' (4.3/5.0).
- As of May 2024, Customer reviewers were geographically dispersed, with 54% of reviews originating from EMEA, 20% from North America, 20% from Latin America, and 6% from APAC.



Gartner, Voice of the Customer for Digital Experience Platforms, 31st July 2024

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## Liferay was recognized in the 2025 Gartner® Magic Quadrant™ for Digital Experience Platforms

### Highlights:

- Liferay stands out for its seamless **AI integration**, streamlining content and layout management through pre-built connections to diverse generative and applied AI tools.
- Liferay's **low-code platform** significantly reduces the development effort required for integration and configuration.
- Liferay's adoption of a **composable architecture**, featuring both built-in Packaged Business Capabilities and a flexible extension framework, allows users to adapt and extend core functionality.



Gartner, Magic Quadrant for Digital Experience Platforms, 28 January 2025, John

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## Liferay was ranked in the 2025 Gartner® Critical Capabilities for Digital Experience Platforms Report

### Highlights:

- Liferay ranked highest in the **Authenticated Experience Use Case** and amongst the five highest scoring vendors in the **Digital Marketing Use Case**.
- Liferay excelled in **Account Services, Integration and Orchestration**, and **Security and Access Control** capabilities.

### Product or Service Scores for Authenticated Experience



Gartner, Critical Capabilities for Digital Experience Platforms, 28 January 2025, Irina Guseva, et. al.  
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## Liferay was recognized in the 2025 Gartner® Magic Quadrant™ for Digital Commerce

### Highlights:

- Liferay's maturity as a DXP is evident in its established global presence and extensive customer base, providing a solid foundation of **reliability and trust**.
- Liferay's robust features include **flexible inheritance for core entities**, enabling efficient management of complex, multi-storefront operations.
- Liferay's native DXP capabilities, encompassing CMS and pre-built connectors for leading CRM, ERP, and OMS systems, are complemented by a **unique, lightweight LCAP**, facilitating custom integrations and ensuring broad system compatibility.



Gartner, Magic Quadrant for Digital Commerce, 6 November 2024, Mike Lowndes, et. **Gartner**

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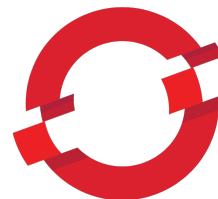
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# Liferay e Red Hat

La stretta collaborazione con Red Hat, partner di Liferay, e l'utilizzo di Red Hat OpenShift, consente di realizzare una piattaforma cloud containerizzata e distribuirla ovunque.

OpenShift supporta Liferay nel fornire una piattaforma che beneficia della containerizzazione delle applicazioni e delle capacità di orchestrazione, supportando i clienti a gestire e modernizzare i workload in ogni tipologia di ambiente, dall'hardware fino al multi-cloud.



**OPENSIFT**

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## Alcuni Benefit

1. Ambienti on-demand per sviluppo, test, accettazione e formazione;
2. Pipeline di integrazione continua per ottimizzare lo sviluppo;
3. Hosting di produzione ad alta disponibilità;
4. Scalabilità automatica per l'hosting di produzione;
5. Supporto di livello enterprise garantito da Liferay e Red Hat

**Thank you.**



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