Liferay®

Build Your Future with Liferay DXP
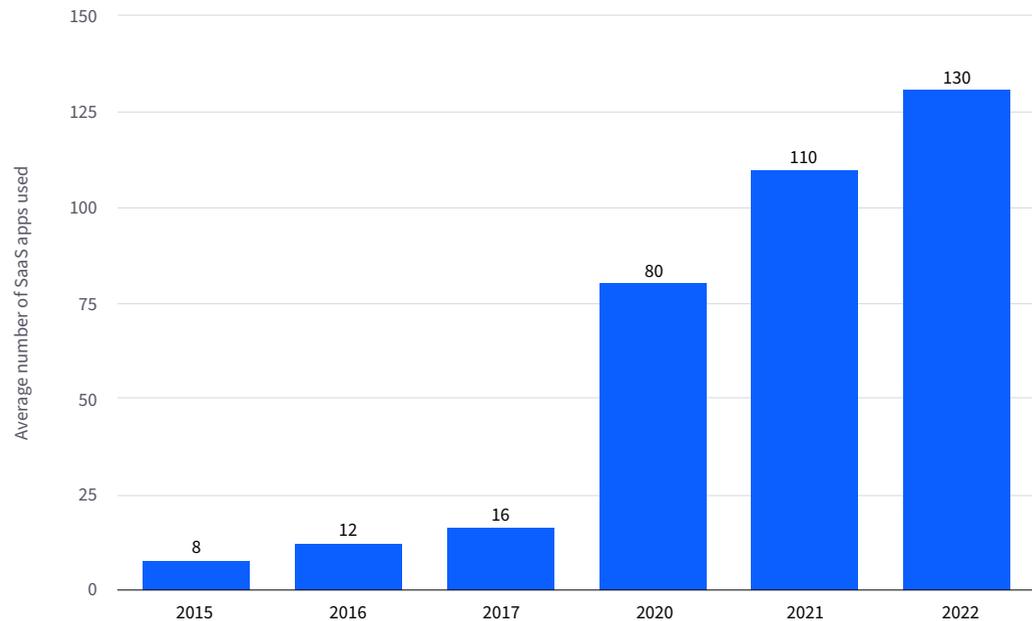
Solve the problem of an ever-expanding application library.

Average number of software as a service (SaaS) applications used by organizations worldwide from 2015 to 2022

Source: statista.com

The Number of Enterprise Apps Is Growing at a Breakneck Pace

Your tech stack used to be so simple. A few core applications were all you needed to keep your business running smoothly. These applications enabled your team to handle any integration or experience issues that came up.

But now? It feels like you're putting out fire after fire managing an ever-growing complex tower of technology that's ready to topple. Something is always breaking, something is always difficult to resolve, and all the legacy tech into which you've sunk so much money refuses to cooperate with your shinier, newer investments.

The recent rise of Software as a Service solutions hasn't exactly made things easier. In fact, SaaS solutions have created new challenges. Less than a decade ago, companies had an average of eight SaaS applications. That number has since ballooned 16 times to an average of 130 applications as of last year.[1]

1 https://www.statista.com/statistics/1233538/average-number-saas-apps-yearly

Integrating New Tech Presents Both Opportunities and Challenges

Looking forward, the number of enterprise apps will only continue to increase over time. New technology will create new opportunities alongside the difficult and often expensive challenge of integrating with legacy technology. From CRMs, ERPs, search, and AI and machine learning, the demands of the future have the potential to enhance—or clash—with past technology investments.

> Accenture notes that, "64% of consumers wish companies would respond faster to meet their changing needs, while 88% of executives think their customers are changing faster than their business can keep up."[2]

This clash of new software with legacy investments often looks like:

- Disjointed experiences for customers and employees alike
- Expensive changes as you manage APIs and replace platforms
- Constant maintenance for both back-end integration and front-end UX

If you've felt this friction, you're not alone. 57% of companies say leveraging key digital technologies is critical for operations, yet only 19% consider their tech as advanced.[3]

57% of companies say leveraging key digital technologies is critical for operations

81% do not consider their criticial technology as advanced

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2 https://www.accenture.com/us-en/insights/song/customer-experience-index

3 https://financesonline.com/technology-statistics/ - (Advance2000, 2018)

HP: The Profitability of Future-Proofing

Constant maintenance and never-ending legacy replacement don't have to be your future. With the right foundation, forward-thinking organizations can set themselves up to leverage future innovation without the heavy cost and time of integration.

For example, consider HPE. When HPE first approached Liferay, the years of accumulated tech were threatening to drive their multi-billion dollar partner ecosystem into the ground. Before they re-set their digital foundation, they were trying to manage 250,000 partners across 175 countries with seven different partner portals, 10-year-old technology, and a seismic heap of outdated content. (78% was >1 year old).

As Anne Anderson, VP of Global eCommerce and Business Transformation, put it, the partner experience "was like trying to find a needle in a haystack of needles."

All that changed once they invested in a robust, flexible foundation for their current—and future—partner portal experience. The results were far-reaching and profitable, and the team won the HP Presidential Award as a result.

Results Delivered

Channel Pipeline Size 3X

Revenue per Partner 2X

Lower Cost to Serve

49% increase in users

Session time down, Content consumption up

Higher win rate for frequent portal Users, 82% vs 33%

"We have gone through a lot of big changes in the last two years. Liferay handled all of those changes and demands like you'd never know that they happened."

Anne Anderson, VP of Global eCommerce and Business Transformation, Hewlett Packard Enterprise

QAD: A Decade of Liferay-Led Innovation

Then there's QAD. After struggling for years with a growing set of piecemeal solutions, they realized it was time to find a better foundation. By making Liferay the hub for their 100-country global digital ecosystem powering $11 trillion in annual customer revenue, they were able to bring together a massive area of disparate solutions spanning marketing to engineering and intranets to public websites.

Now over a decade into their partnership with Liferay, QAD has been able to navigate a number of back-end upgrades and feature additions with ease, and they are excited about what the future might bring.

> **"** **You need a level of confidence in the technology platform you've chosen. We're making changes to [our tech stack] all the time… Fundamentally, I'm comfortable and confident with Liferay as a system."**
>
> Bob Ward, IT Engineer at Manufacturing Software Provider QAD

How Liferay Future-Proofs Your Enterprise Tech

So who is Liferay? Liferay is the world's most flexible Digital Experience Platform (DXP.) Trusted by QAD, HPE, and 1,200 more customers worldwide, we're in the business of bringing order out of chaos in the present while building a foundation for future growth.

When you invest in the Liferay Platform, you get:

The Integrations You Need: Preserve your investments in existing technologies using a wide set of integrations with third-party back-end software (CRM, MAP, ERP, PIM, etc.) while using Liferay to automate business processes, create personal experiences, and generate insights from analytics.

Omnichannel Freedom: Deliver relevant content through virtual assistants, kiosks, and other IoT devices via headless APIs that give front-end developers freedom from the strictures of back-end architecture.

Simplified Legacy Tech: Keep your legacy applications, and extract even more value by combining them with new technologies that hide complexity from end users for a more seamless experience.

Fast Time-to-Market: Build new applications quickly with low-code tools and built-in form and workflow features. Even non-developers can create and launch new applications, capture user data, and streamline complex processes without writing a single line of code.

Check out more about Liferay's capabilities here.

Peace of Mind: Adhere to strict security guidelines and control user access with precise governance rules that meet your business's most complex needs. Whether it's MFA, LDAP user validation, SSO, integration with any SAML 2.0 compliant identity providers, data anonymization configuration, and ISO, CSA, or SOC2 compliance, Liferay has you covered.

Endless Options: Ditch inflexible proprietary systems that offer only a limited set of designs and functions for site-building. Liferay allows admins to make major modifications with minimal time and cost.

Easy Upgrades: Customize the platform remotely to simplify future software upgrades by extending platform functionality in any language outside of Liferay's core architecture.

Hands-Off Cloud Hosting: Launch your digital experiences faster and more securely in the cloud. While on-prem is always available, with Liferay we're ready to take your business to the Cloud with our SaaS offering, allowing for streamlined maintenance, application updates, and easy scaling to meet the demands of today and tomorrow.

How Liferay Stacks Up Against the Competition

"All of this sounds great," you might be thinking. But with a thousand potential platforms to build your business on, why choose Liferay?

Create Truly Omnichannel Experiences

Liferay DXP

- Orchestrates unified and personalized experiences across the entire customer journey
- Headless and hybrid CMS capabilities, along with out-of-the-box Wiki, Blog, and other traditional CMS tools

Wordpress/Drupal (CMS)

- Manages and publishes content efficiently but struggles to handle the bigger picture of business and customer needs
- Limited integration framework

Don't Compromise on Customization

Liferay DXP

- Can be customized any way you want it to be for as many solutions as you need
- Java-based and open-source

Proprietary Solution (Salesforce, Sharepoint, etc.)

- Allows for light modifications to both design and functionality, but for the most part, you can't make major changes to the platform
- Good for a single solution but can't accommodate multiple solutions well

Unify Your Systems

Liferay DXP

- Works as the glue that brings every other system you have together, with built-in asset management tools that allow you to consolidate technologies

Point Solutions

- Good for one task, like ticket management, document management, or a logistics systems—a small building block of your tech stack

Host Your Way

Liferay DXP

- Strong portal heritage that can create deep integrations with other back-end systems
- Allows organizations to use data from other systems for business process automation
- Able to host SaaS, PaaS, or fully self-hosted

Other DXPs

- Limited hosting capabilities
- Often limited to one hosting option

Companies That Have "Future-Proofed" with Liferay

Here are just a few more stories of clients who have used Liferay to tame their growing collection of sites and apps to increase profit and prepare for the future.

> "Nobody's been able to throw anything at us that we couldn't handle. Our portal supports growing, changing business needs, but does it in a way that we don't need to re-engineer it every time. It's pretty awesome."

Anne Anderson, VP of Global eCommerce and Business Transformation, Hewlett Packard Enterprise

In only eight weeks, Australia's premier transportation and logistics company built a new intranet and a website in the cloud.

Read more →

Gulf Insurance Group-Kuwait increased their customer base by 30% by making all of their products digitally available in a challenging pivot at the onset of the COVID-19 pandemic.

Read more →

Putzmeister

World leader in construction and underground mining Putzmeister eliminated data silos and unified business processes using Liferay's integration and automation capabilities.

Read more →

MUELLER, INC.
METAL BUILDINGS, ROOFING & COMPONENTS

Manufacturing company Mueller gained a competitive advantage by taking a very complex process (purchasing a metal building) and moving it entirely online.

Read more →

Advanced Energy

Leader in plasma manufacturing Advanced Energy saved $1.5 million with a new supplier portal, pulling off a key system integration in the process. Read more →

GAIN CREDIT

Using Liferay's headless APIs and workflow features, FinTech company GAIN Credit improved team productivity by 80%.

Read more →

Read more stories at liferay.com/resources/case-studies

Conclusion

In the age of technology-led growth, are you constructing your app library feature by feature or are you investing in a complete ecosystem that unifies your digital experiences—now and into the future?

At Liferay, we have helped thousands of businesses manage the complexity of the present while building a firm foundation for what's ahead.

Are you ready to future-proof your business?

Liferay®

Liferay helps organizations build for the future by enabling them to create, manage, and scale powerful solutions on the world's most flexible Digital Experience Platform (DXP). Trusted globally by over a thousand companies spanning multiple industries, Liferay's open-source DXP facilitates the development of marketing and commerce websites, customer portals, intranets, and more. Learn how we can use technology to change the world together at liferay.com.