



# Liferay: One Platform Designed for Endless Solutions

 Liferay

# Introduction

The key to success for an enterprise in the digital era lies in the ability to deliver tailored solutions that meet the needs of customers, employees, agents, and other users.

That's why global leaders depend on Liferay, one of the most popular digital experience platform vendors on the market, to help build any number of solutions that address business challenges. This e-book will give companies a taste of how customers across industries have successfully tailored different solutions that bring value to their businesses and end users, all on one platform.



# Using One Platform to Build Multiple Solutions

Dealing with any, or all, of the following key business challenges?

- Delivering Self-Service Experiences
- Driving Employee Engagement
- Integrating Siloed Technology Platforms
- Increasing Online B2B Revenue

Whatever your challenge, create the solutions you need all on one platform. With the flexibility, modularity, and powerful out-of-the-box capabilities of Liferay's platform, be equipped to build better experiences for your customers, employees, agents, and users.





# Inside Just a Few of the Most Popular Liferay Solutions

Though the list is by no means exhaustive, the following use cases represent some of the most common applications of Liferay's platform.



# 1 Modern Intranet

The top Liferay use case is the creation of **productivity-boosting intranet** and collaboration tools in order to create a helpful digital workplace for employees.

Modern intranets can:

- Equip employees with the necessary information by cutting down on search time
- Mobilize employees to work from anywhere, at anytime
- Ensure consistency of product and service delivery across entire organization

By improving employee experiences with a modern intranet, businesses not only increase employee productivity, but also improve business operations and reduce the cost it takes to run the business overall.

# COACH INC.

kate spade | COACH | STUART WEITZMAN

Across its 1,000 stores worldwide, [Coach](#) was struggling to provide its employees with the digital experiences needed for success. Employees could not search for documents easily and were unable to access company information through mobile devices, which often led to confusion and lost time. Using Liferay, Coach created Coachweb, which has now become the cornerstone for Coach's digital ecosystem.

Their modern intranet:

- Provided improved search functionality and content management system that vastly **reduced search time from minutes to seconds**
- **Eliminated 500 to 1,000 redundant and out-of-date files** with content management system
- Enabled enhanced communication between executives and stores from any device, at any time
- Personalized employee dashboards based on role, location, etc.





## 2 Self-Service Customer Portals

A [self-service portal](#) is the first step to a great digital customer service experience. Liferay helps customer experience leaders launch self-service sites that empower customers to resolve their issues unassisted.

Leverage Liferay to deliver self-service support to empower customers to:

- Onboard and manage their own account
- Download documents and easily access information
- Resolve issues without having to contact a representative

By providing self-service capabilities, businesses can reduce operational costs and increase the adoption of their modern customer portal.



More than 24,000 civil and military operators rely on Keycopter, the customer portal of [Airbus Helicopters](#), to keep their aircraft operational. Therefore, Airbus realized that in order to prove the value of their services, the portal needed to be transformed into a modern customer engagement tool.

Redesigning Keycopter with Liferay allowed Airbus to:

- Provide **customized dashboards** that display most relevant information on the basis of the user's profile
- Enable these operators to submit questions, view documents, manage claims, and manage online orders **all through a consolidated location**
- Deliver operators health and usage reports on their helicopters through integrated sensors





# 3 Integration Platform

**Integration platforms** allow businesses to connect various existing systems and unify the data and processes related to these applications in a single place.

Doing so allows new systems to be built while still leveraging existing processes and information that are integral to the success of a company. These platforms help extend the value of legacy systems by using their data and insights to a greater degree than previously possible and helping them work alongside newer systems.

Businesses that use Liferay as an integration platform can depend on a digital foundation that will help them overcome data silos and continue to build the systems they need to better operate as a company and meet customer demands.



QAD, a leading provider of enterprise software and services for global manufacturing companies, struggled to meet diverse site requirements from marketing, sales, and engineering. Instead of using a combination of disparate solutions, they wanted a single solution that could bring everything together.

With Liferay's infrastructure, [QAD](#) was able to:

- **Integrate the intranet, public website, community sites, and content management system**
- Continually **satisfy high IT standards** with a flexible platform
- Bring together new applications and plugins for **custom solutions**





# 4 B2B Commerce

Increase online revenue and transition away from expensive manual processes with digital commerce experiences that have been designed for B2B needs from the start. By pivoting to digital commerce, B2B sellers can reclaim profit margins and meet customer expectations for easy, efficient purchasing experiences.

The transition to digital commerce can be difficult as sellers try to understand what kind of experience will be most valuable and convenient and how to incorporate sales teams into a digital strategy. By leveraging a B2B platform that unites tools for Marketing, IT and Sales teams in one solution, B2B sellers can ensure they overcome the hurdles of customer adoption of the online solution and complex B2B selling that requires a sales team.

With Liferay, the only [B2B-first commerce solution](#) built on a leading digital experience platform, businesses will be able to accelerate the creation of valuable B2B experiences that span the entire customer lifecycle.



Terres Inovia, a French agricultural research institute, updated their public website with Liferay in order to adapt to the new needs of farmers and members.

By leveraging Liferay Commerce, Terres Inovia has been able to:

- **Unify content management and e-commerce** capabilities on one platform
- Easily develop a **catalog of online products and services**
- Support third-party payment integration
- Double website visits and increase customer contacts and quotes





# Endless Solutions on One Platform

These businesses across different industries and regions were able to leverage one platform to build a range of solutions uniquely tailored to their needs, but the possibilities are endless with Liferay. Use this platform to enhance digital student experiences, improve partner productivity, drive website traffic, and more. Read what others have used Liferay to accomplish at [liferay.com/stories](https://liferay.com/stories).

## Moving Forward

Liferay is a Leader in the Gartner Magic Quadrant for Digital Experience Platforms. Get your copy of this [evaluation of the top DXP vendors here](#).

See how you can use just one platform to create solutions for all your business challenges. Visit [liferay.com/products](https://liferay.com/products). Speak with a Liferay expert and schedule a demo of our software by visiting [liferay.com/request-a-demo](https://liferay.com/request-a-demo).



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://liferay.com).

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