



# Le novità di Liferay: una piattaforma, infiniti touchpoint

Lorenzo Carbone - Sales Engineer

# Founded in 2004 at Diamond Bar, California, Liferay is a global company

24 offices in 19 locations

+ 1.500 enterprise customers

+ 250 partners in 40 countries

+ 150 in EMEA



# Liferay is a **Leader** for the **Eleventh Time** in the Gartner Magic Quadrant for **Digital Experience Platforms**

Figure 1: Magic Quadrant for Digital Experience Platforms



Source: Gartner "Magic Quadrant for Digital Experience Platforms" by Irina Guseva, Mick MacComascaigh, Mike Lowndes, 26 January 2021.

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# Liferay, One Platform Endless Solutions



**Dealer & Agent  
Portal**



**Self Service  
Customer Portal**



**B2B  
Business Portal**



**Commerce  
B2B, B2C**



**Collaboration  
Portal**



**Integration Platform  
(BI, IoT)**



**Digital Workplace &  
Intranet**



**Analytics**



# Liferay DXP 7.4 Feature Highlights

# Release Themes for delivering Business Value



Optimizing Digital Experiences with Data Driven Insight



Empowering Practitioners to Build Rich Digital Experiences



Creating a Seamless B2B Buying Experience



Enabling Business Users to Compose Digital Experiences Using Low/No-Code Capabilities



Reducing the Cost and Effort to Launch and Maintain Digital Experiences



Using Liferay as the Foundation in your Interconnected Enterprise Landscape



# Optimizing Digital Experiences with Data Driven Insight

## Highlights and Improvements

# Optimizing Digital Experiences with Data Driven Insights

## A/B Testing

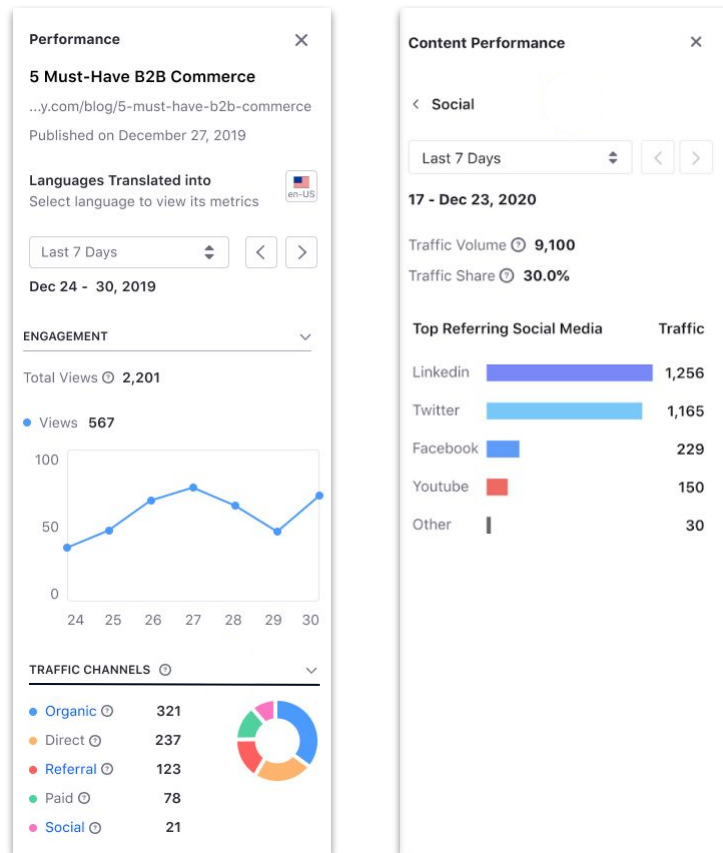
- Select any clickable element as Click Target

## Content Dashboard

- Refactored UX, improved capabilities, and data on Documents as well as Web Content

## Content Performance

- Supports Content and Widget pages in addition to Display Pages
- Traffic Acquisition uses A/C data on organic & paid search, social traffic, and referrals.





# **Empowering Practitioners to Build Rich Digital Experiences**

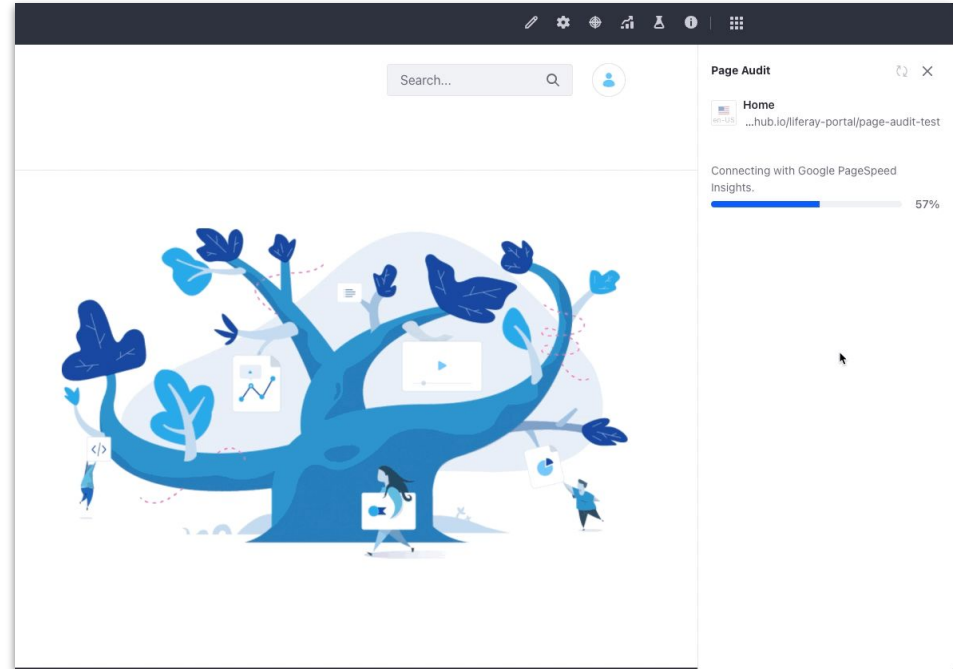
# Empowering Practitioners to Build Rich Digital Experiences (1)

## Audit and SEO

- Use Google PageSpeed to audit accessibility compliance, and SEO metadata
- Map multiple fields to each SEO and OpenGraph tag
- Generate **hreflang** tags only for languages each page is translated to

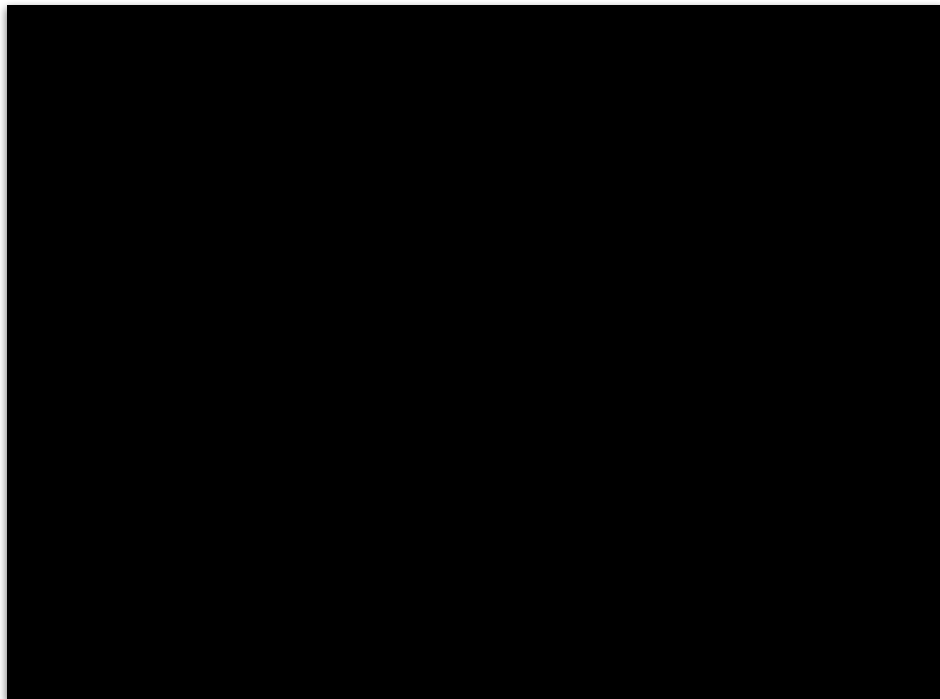
## Documents and Media

- Add YouTube, Vimeo, Facebook, and Twitch video links as Documents
- Manage Titles and Filenames independently



## Empowering Practitioners to Build Rich Digital Experiences (2)

- **Dropdown** fragment for building rich site menus including mega-menus
- **Menu Display** fragment
- Add Display Pages to Navigation Menus
- Define Display Page Templates for Asset Library assets
- Create Display Page Templates for Categories
- Replicate Experiences, and create Drafts



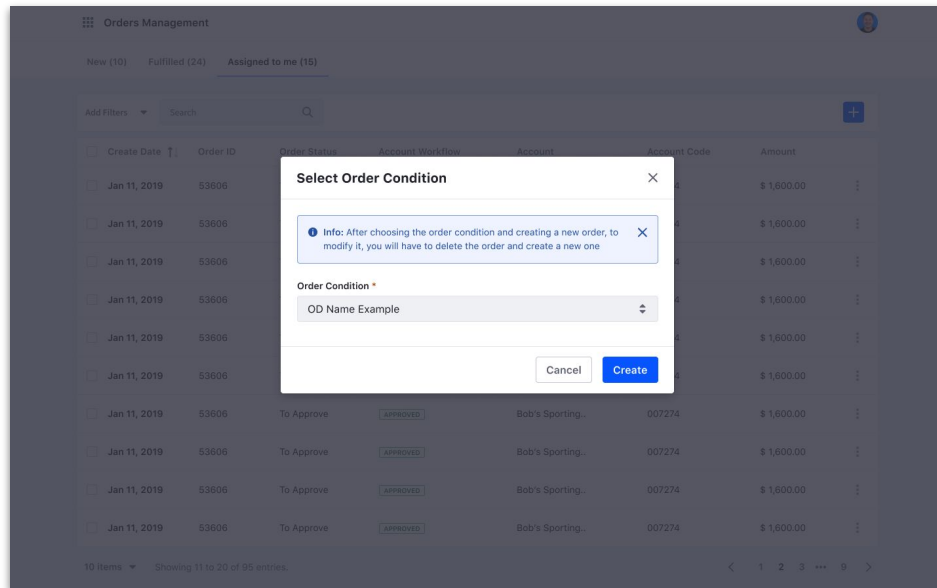


# Creating a Seamless B2B Buying Experience

# Creating a Seamless B2B Buying Experience

## Commerce 4.0

- Optimize Product Images for specific devices
- Allow sellers to change pricing and discounts based on different order conditions
- Refreshed and improved Organization Management Widget



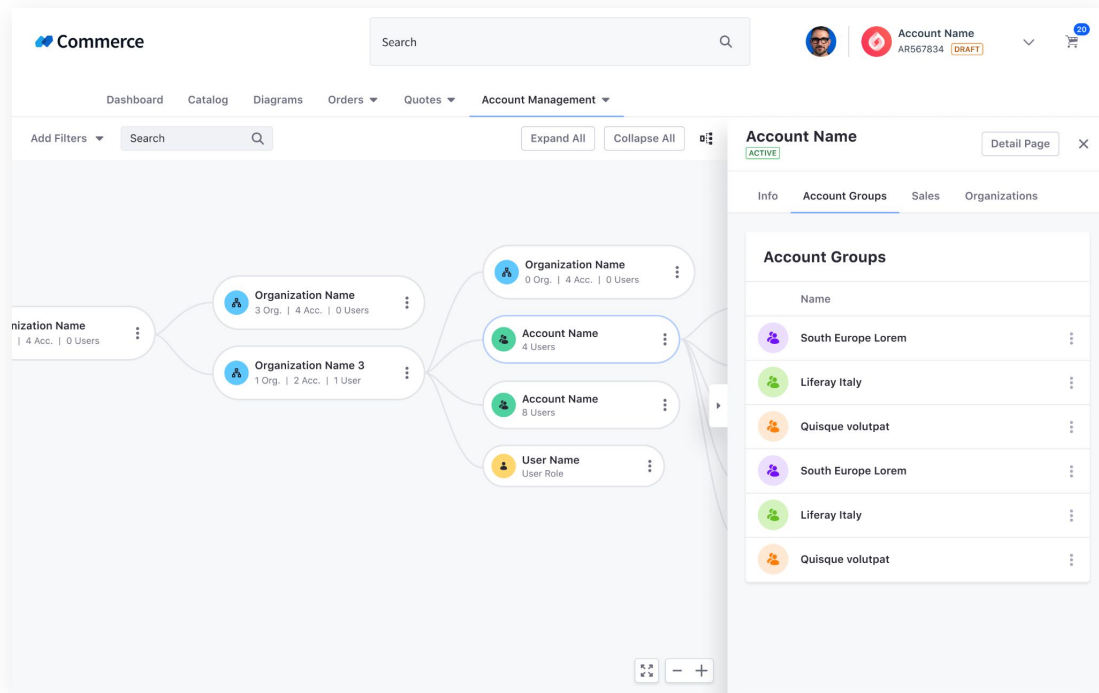
# Visual Account Management

## Account Management Widget

Give Sales Managers a way to visualize and manage their sales network

Planned Capabilities include:

- A visual organization chart showing your internal organizational hierarchy as well as the related accounts and users within the tree
- A way to quickly view important account and user information
- Create new accounts, add users to accounts, and move accounts within the organization tree from the same screen





# Enabling Business Users to Compose Digital Experiences Using Low/No-Code Capabilities

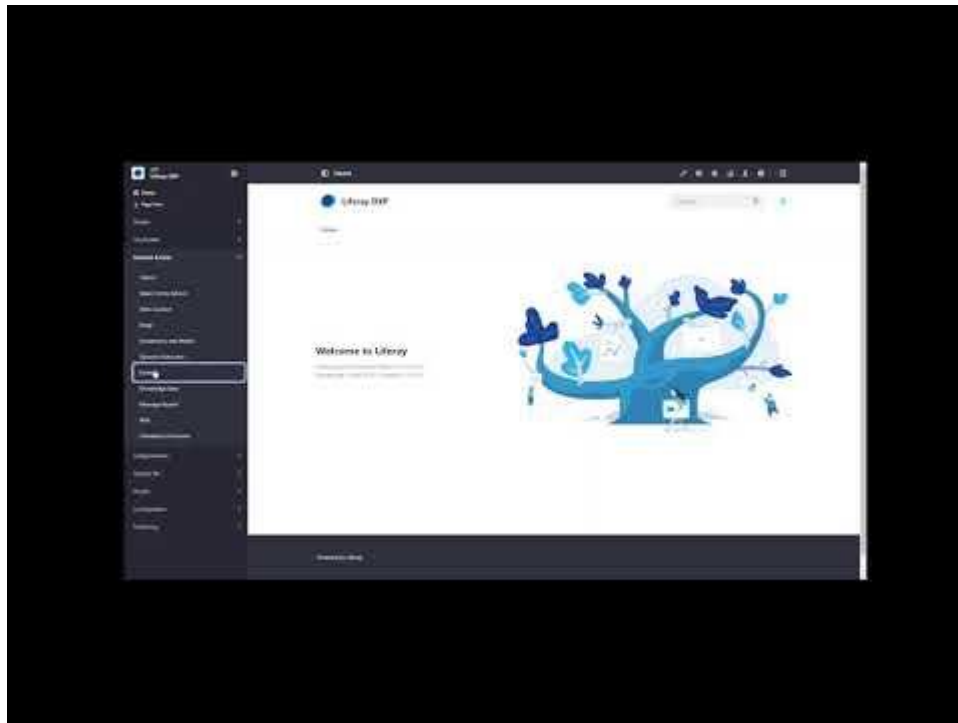
Enabling Business Users to Compose Digital Experiences Using Low/No-Code Capabilities

# Create business objects and applications

## Liferay Custom Objects

Allow **non-developers** to easily create **business objects** using a **no-code** approach

- Create custom data models
- Define views & layouts to present the object
- Define relationships between one object and another object
- Deploy in various ways to enable admins, users to create new object records
- Uses Service Builder internally so is fully integrated with core DXP frameworks - e.g. Headless APIs, Workflow, Publications, Permissions, Blueprints, etc.



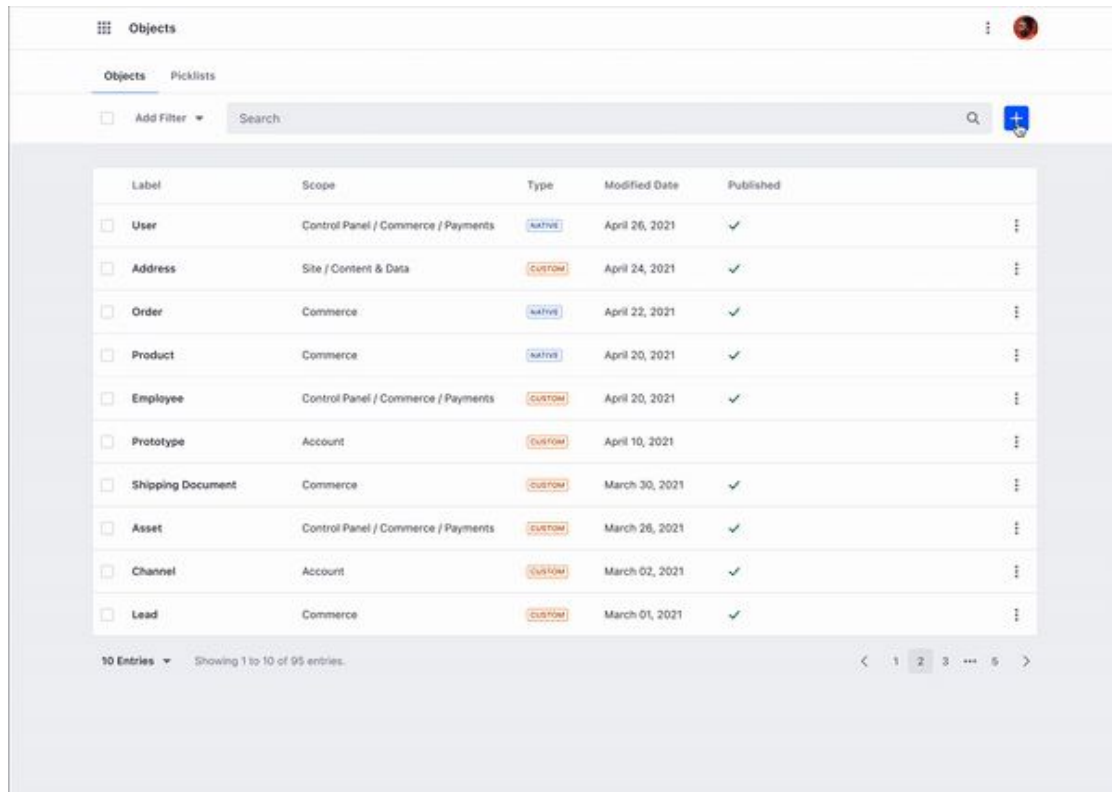
Enabling Business Users to Compose Digital Experiences Using Low/No-Code Capabilities

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The screenshot displays the Liferay Objects management interface. At the top, there's a header with 'Objects' and a search bar. Below the header, a table lists various objects. Each row includes a checkbox, a label, a scope, a type (either 'NATIVE' or 'CUSTOM'), a modified date, a published status (indicated by a checkmark), and a three-dot menu icon.

	Label	Scope	Type	Modified Date	Published	
<input type="checkbox"/>	User	Control Panel / Commerce / Payments	NATIVE	April 26, 2021	✓	⋮
<input type="checkbox"/>	Address	Site / Content & Data	CUSTOM	April 24, 2021	✓	⋮
<input type="checkbox"/>	Order	Commerce	NATIVE	April 22, 2021	✓	⋮
<input type="checkbox"/>	Product	Commerce	NATIVE	April 20, 2021	✓	⋮
<input type="checkbox"/>	Employee	Control Panel / Commerce / Payments	CUSTOM	April 20, 2021	✓	⋮
<input type="checkbox"/>	Prototype	Account	CUSTOM	April 10, 2021		⋮
<input type="checkbox"/>	Shipping Document	Commerce	CUSTOM	March 30, 2021	✓	⋮
<input type="checkbox"/>	Asset	Control Panel / Commerce / Payments	CUSTOM	March 26, 2021	✓	⋮
<input type="checkbox"/>	Channel	Account	CUSTOM	March 02, 2021	✓	⋮
<input type="checkbox"/>	Lead	Commerce	CUSTOM	March 01, 2021	✓	⋮

At the bottom of the table, there's a pagination bar showing '10 Entries' and 'Showing 1 to 10 of 95 entries.' with navigation arrows.



# Reducing the Cost and Effort to Launch and Maintain Digital Experiences

## Highlights and Improvements

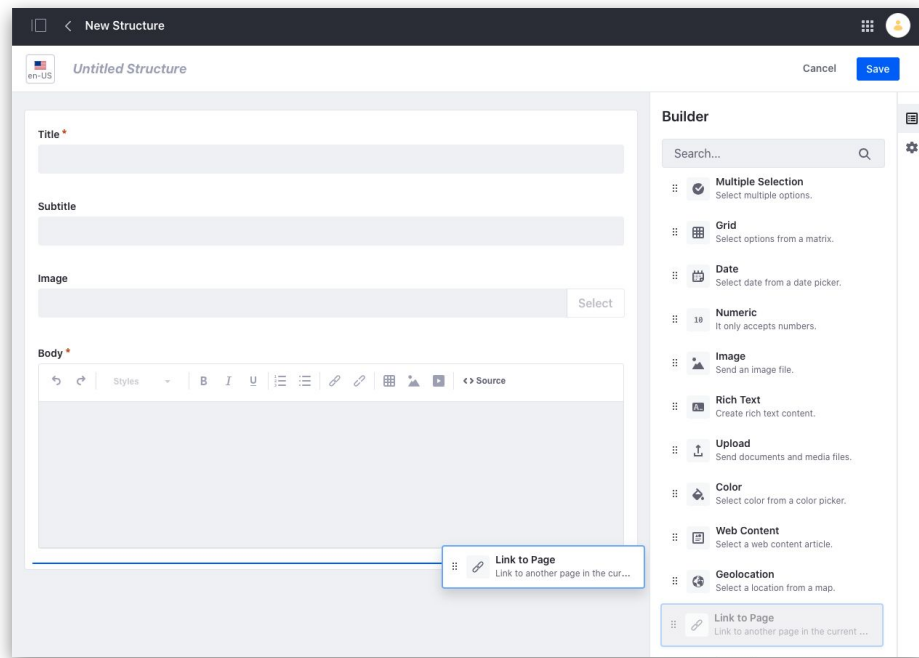
# Reducing the Cost and Effort to Launch and Maintain Digital Experiences (1)

## Assets & Pages

- Consistent experience for building Forms, Web Content Structures, Document Types
- Automatic (ML) translation, Content Page translation, Translation Processes management
- Site Template propagation performance and flexibility enhancements

## Documents & Media

- Expiry dates for Documents
- Create Document folders when uploading using the Item Selector
- Video & Audio previews now uses ffmpeg



## Highlights and Improvements

# Reducing the Cost and Effort to Launch and Maintain Digital Experiences (2)

## Search

- Search Indexing Improvements, ES 7.15.x
- LES bundled/patched with DXP

## Themes

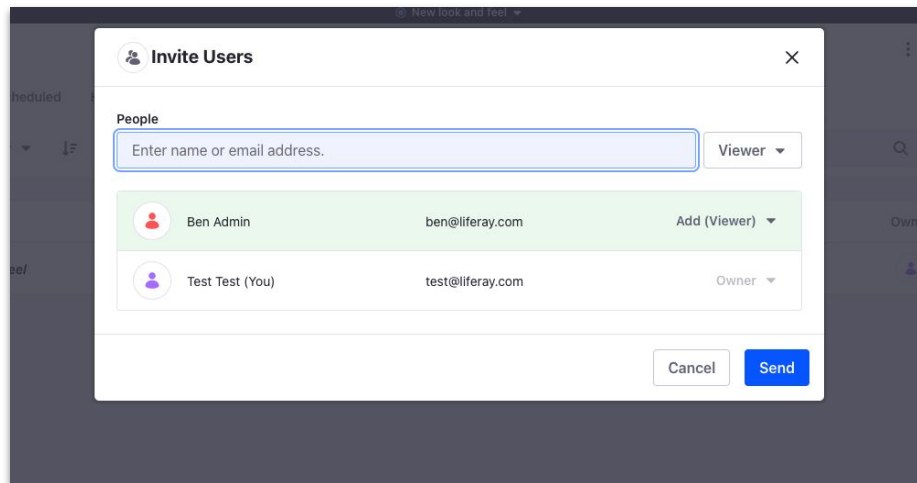
- Performance optimization for CSS
- Admin Styling isolation from Themes

## Staging

- Configuration options to improve performance
- Support for Asset Libraries

## And more...

- Target platform dependencies for JS Apps
- Collaborate on Publications





# Using Liferay as the Foundation in your Interconnected Enterprise Landscape

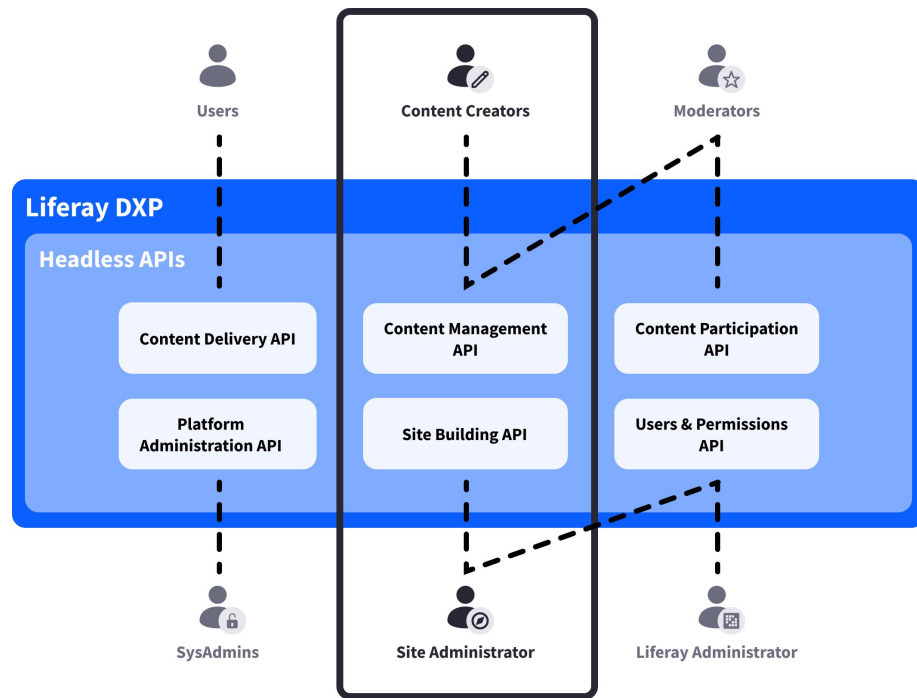
# Use Liferay as the Foundation in Your Interconnected Enterprise Landscape (1)

## Headless APIs

- User Management APIs: Users, User Groups, Organizations, Accounts, Roles
- Site Page and Experience APIs
- APIs to expose available languages (retrieval and creation), content versions & drafts, permissions

## Security and MFA

- Enhancements to OAuth2 Registered Apps - Trusted Apps, Remember Device, Revoke all
- Enhancements to SAML attribute mapping
- Support for OpenID Connect requests via Proxy
- FIDO 2.0 Security Keys for MFA



## Highlights and Improvements

# Use Liferay as the Foundation in Your Interconnected Enterprise Landscape (2)

## Accounts

- Define Accounts, Account Users, & Account Groups
- Add addresses, assign roles, track Tax IDs etc.

## Click-to-Chat

- 10 different Click-to-Chat providers supported

## DocuSign

- Execute Electronic Signature processes

## And more...

- Send Audit information to system logs to match user with activities / errors
- Remote Apps

The screenshot shows the 'Edit Expert OTs' form in a Liferay application. The form is titled 'Edit Expert OTs' and has a navigation bar with tabs: Details, Addresses, Users, Organizations, Account Groups, and Roles. The 'Details' tab is selected. The form contains several input fields and a toggle switch. On the right side of the form, there is a logo for 'Expert OTs Occupational Therapists'.

Information

ACCOUNT DISPLAY DATA

Account Name \*  
Expert OTs

Type  
Business

Tax ID \*  
12345

External Reference Code  
EOT1

Account ID  
41994

Description

ACTIVE

Change Delete

Expert OTs  
Occupational Therapists

Enabling Business Users to Compose Digital Experiences Using Low/No-Code Capabilities

# Register JS Apps directly in Liferay

## Remote Apps

Allow **developers** to easily register **remote JS Apps** which can **interact** with Liferay services & styling

- Create and host JS applications outside of Liferay
- Register as IFrames (7.3 & 7.4) or Custom Elements (i.e. Web Components) (7.4 only)
- Once registered, apps are able to be deployed as Widgets in any Liferay page
- Liferay provides a JS Client SDK which the remote app can use to perform functions within Liferay: post messages, navigate to URLs, get some properties (e.g. User ID, Logged in state, styles URL) run graphql queries, fetch a portal URL (e.g. headless REST API)





# Thank you!



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