

Transforming the Manufacturing Industry with Liferay Digital Experience Platform

Digital Disruption in the Manufacturing Industry

Digital transformation for manufacturers not only includes keeping up with the accelerating rate of innovation generated from the Fourth Industrial Revolution (4IR), but also requires companies to shift their business models and operations in order to meet the changing expectations of their customers and distributors.

Common Industry Pain Points



Pressure from disruptive new players to innovate and remain competitive



Legacy systems that are inoperable with new technologies and processes



Difficulty creating excellent experiences for end consumers



Overwhelming volumes of data that need to be managed and analyzed to derive actionable insights

How does Liferay Support the Modernization of the Manufacturing Industry?

[Liferay Digital Experience Platform \(DXP\)](#) can help lay a successful foundation for manufacturers that will keep up with customers' rising expectations and the industry's changing landscape. Stay competitive with this flexible, scalable and enterprise-grade experience platform. Benefits of using Liferay DXP include:

1. A Seamless End-to End Customer Journey

Develop a seamless and personalized customer journey, from buying to post-sales services, even when working through a third party. Our platform addresses the complex needs of B2B sellers by combining our digital commerce solution, Liferay Commerce, with a leading digital experience platform. This empowers manufacturers to serve their customers and distributors with one centralized location for information, shop and self-services.

2. Digitally Enabling Your Business Ecosystem

The success of your business rests upon not only the health of your customer, employee, supplier and dealer relationships but also unifying them with critical knowledge and systems on a single platform with tailored access for individual needs. Omnichannel support and numerous out-of-the-box features on Liferay DXP for social, collaboration and business process automation can help to increase operational efficiency and deliver the right solutions to the end customer.

3. Insight-Driven Strategies with Aggregated Data

Data lies at the heart of 4IR but having pools of information brings little value without the right analytics techniques. Liferay integrates third-party and legacy systems to aggregate siloed data while continuously collecting in-depth analytics across different touchpoints. This information can be used to drive strategies such as implementing greater personalization and equipping your workforce with the knowledge and tools necessary to work more efficiently and provide better customer service.

Companies that use Liferay DXP in combination with Liferay Commerce can leverage Machine Learning features that improve sales operations and customer experience initiatives with suggested product groups and product recommendations.

4. Flexibility for Future Business Models

Liferay can evolve with changing organizational structures and processes needed to support new business and pricing models, such as subscription based models. Our platform can easily integrate third-party software to ensure your needs resulting from Industry 4.0 and manufacturing's progressing Servitization remain unrestricted.

Liferay DXP Features

Liferay DXP ships with a core set of services out of the box to provide manufacturing organizations with immediate ROI:

-  Content Targeting
-  Search
-  Forums
-  Integrations
-  Mobile Responsive Design
-  Data Protection
-  Personalization
-  High Availability and Scalability
-  Workflow Engine
-  User Management and Permissioning
-  Web Content Management
-  Segmentation Rules
-  Categories and Tags

Liferay Commerce Features

Further enhance your strategy with [Liferay Commerce](#):

-  Catalog and Product Browsing
-  Customer-Specific Pricing
-  Order Forecasting
-  Payment, Shipping and ESB Integration
-  Single Page Checkout

Liferay is recognized as a Leader in the Gartner® Magic Quadrant for Digital Experience Platforms. We believe this is due to our platform's flexibility, our strong open source community and excellent customer support. Download the full report at liferay.com/gartner.

How Global Manufacturers are Using Liferay

Digital transformation shows no signs of stopping; become a digital champion in the industry with Liferay. To see how manufacturers around the world like Volkswagen and Airbus are leveraging Liferay to deliver better user experiences, [read our e-book here](#).



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.

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