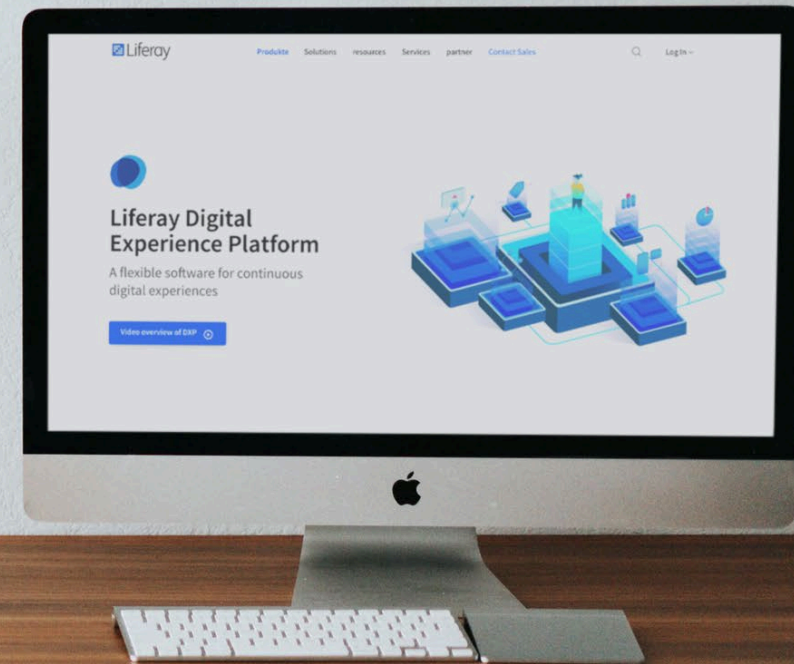# 7 Popular Liferay Use Cases

Liferay

Introduction

Liferay DXP is one of the most popular digital experience platforms on the market due to its flexibility and the multiple ways businesses can adapt the platform for their specific needs. This e-book will attempt to give companies exploring Liferay technologies a taste of how customers across industries have successfully implemented the platform to create solutions that bring value to their businesses and their end users.

How Do Customers Use Liferay?

A recent study of 150 North American Liferay customers across industries sought to determine how organizations use Liferay software. According to the study, a majority of businesses use Liferay for one to three use cases.

48% 1 use case	**39%** 2-3 use cases	**13%** 4-7 use cases

By learning more about these use cases and what they have in common, the study has helped Liferay and its customers better understand how all types of businesses can gain the most value from digital services.

Inside the Most Popular Liferay Use Cases

The following seven use cases represent the most common applications of Liferay software according to the recent study. These business use cases and their related company-specific case studies can help shed light on the unique ways in which Liferay can be used by companies across many different industries.

1 Digital Workplace

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

Intranets are beneficial for:

- Improving speed and effectiveness of employee tasks
- Equipping employees with necessary information for better job performance
- Mobilizing employees with smartphones and tablets access

All of these aspects can help create a customer-centric workplace by helping a company's workforce better understand and help consumers.

COACH INC.

kate spade | **COACH** | STUART WEITZMAN

Coach Inc. created CoachWeb to better empower their global workforce. This new intranet gave employees a single consolidated mobile-friendly source for all their content and news. Creating this digital workspace allows employees to be more efficient and satisfied.

Results:

- Consolidated Enterprise Portal
- Efficient Searching
- Single Content Source
- Mobile-Friendly Digital Workplace
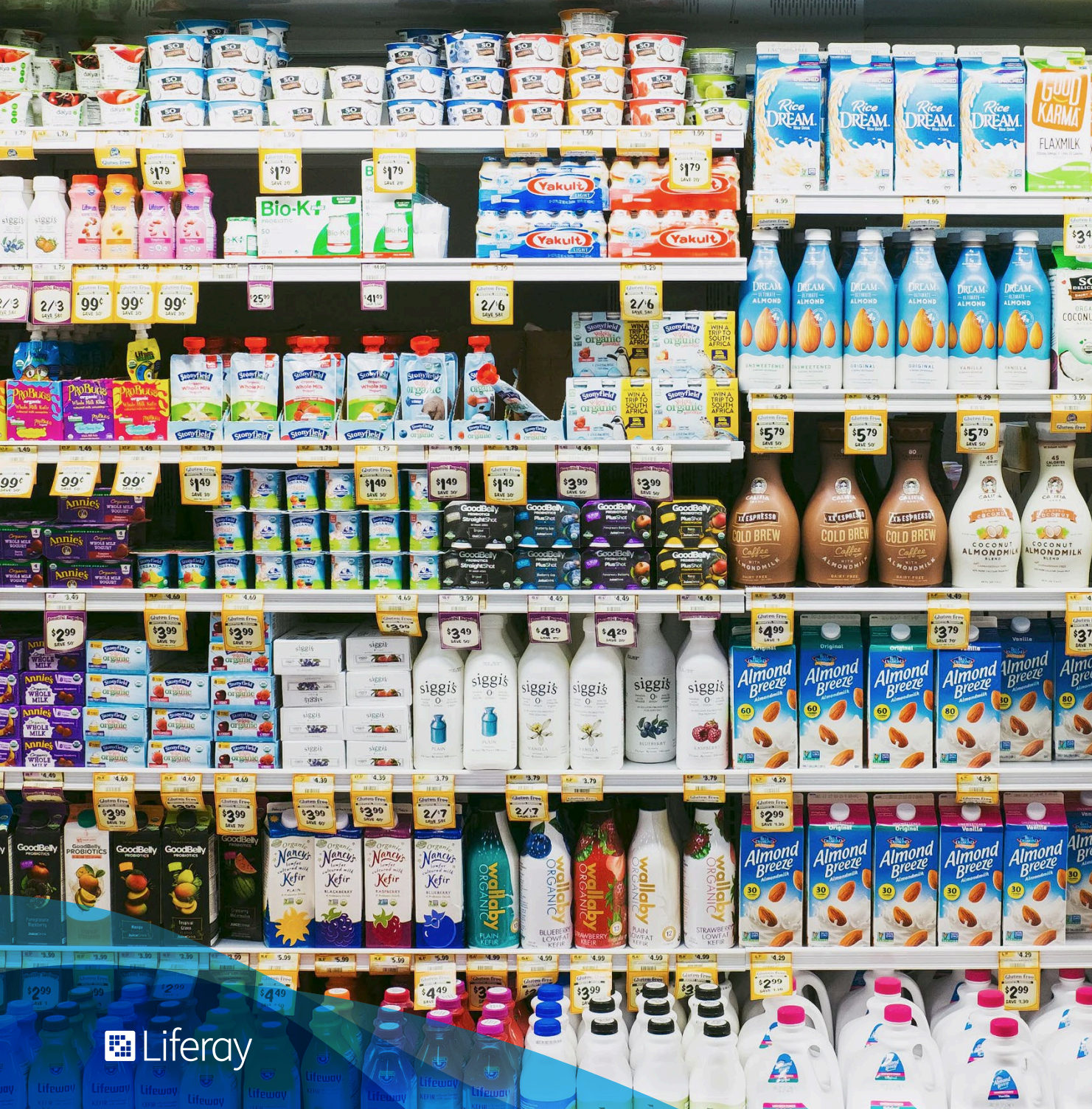
2 Extranets

Company extranets are designed to be portals for suppliers, partners, vendors and more. The common goal for extranets is to provide continuity in customer experience, even when working through a third party.

Extranets built with Liferay can be integrated with:

- Marketing campaigns
- Customer relationship management
- Enterprise resource planning for inventory

Liferay software is ideal for addressing much of the complexity in B2B scenarios with important features such as role-based controls, a workflow engine and content targeting for specific audience segments.

VOLKSWAGEN

GROUP FRANCE

Volkswagen Group in France, responsible for Volkswagen, Volkswagen Utility Vehicles, Audi, Seat and Skoda, created a partner portal with five sites dedicated to each brand for their network of over 30,000 users.

Results:

- Customized Dashboards Based on User
- Improved Coordination with Other Dealerships and Workshops
- Efficient Searching

3 Self-Service Customer Portals

The demand from customers for fast and efficient online service is higher than ever and self-service portals can help companies meet the needs of clients quickly through digital tools.

Portals can be designed to provide self-service support such as:

- Adding services
- Downloading documents
- Resolving issues without having to call a representative or go in-store

By providing these self-service capabilities, businesses can reduce operational costs and improve support for employees. Overall, these self-service portals can make customers happy with faster resolutions to their issues. With Liferay, companies can build a foundation for exceptional customer experiences.

Liferay

spire

U.S energy company Spire, Inc.'s customer service portal, built using Liferay DXP, replaced two separate online account management sites with a single platform solution with a variety of tools. The successful portal is now used by both customers and agents to provide more effective customer service.

Results:

- Comprehensive Self-Service Tools
- Successful Integration with Billing Systems
- Streamlined, Time Saving Back-End Operations
- Improved Customer Satisfaction

4 Public Websites

Liferay is not only used to create user-specific portals, but is frequently used to create websites for the public, often with anonymous users.

Using Liferay, companies can create websites that include:

- Multilingual Localization
- Personalization and Content Targeting
- Beautiful and Engaging Interfaces
- Mobile Responsive Sites and Adaptive Media

Having a well-designed and intuitive website can help companies catch the attention of potential customers and provide crucial information about themselves, their services and their products so they can compete in a modern, digital-first world of marketing.

Park *Group plc*

As the UK's leading provider of prepaid gift cards, vouchers and digital rewards to corporate and consumer markets, Park Group plc needed a powerful website solution to improve online customer experience and drive business value.

Results:

- Faster Time to Market
- More Consistent Experiences Across Digital Touchpoints
- Robust Integration With Back-end Systems
- Easier to Manage Than Existing Legacy Systems
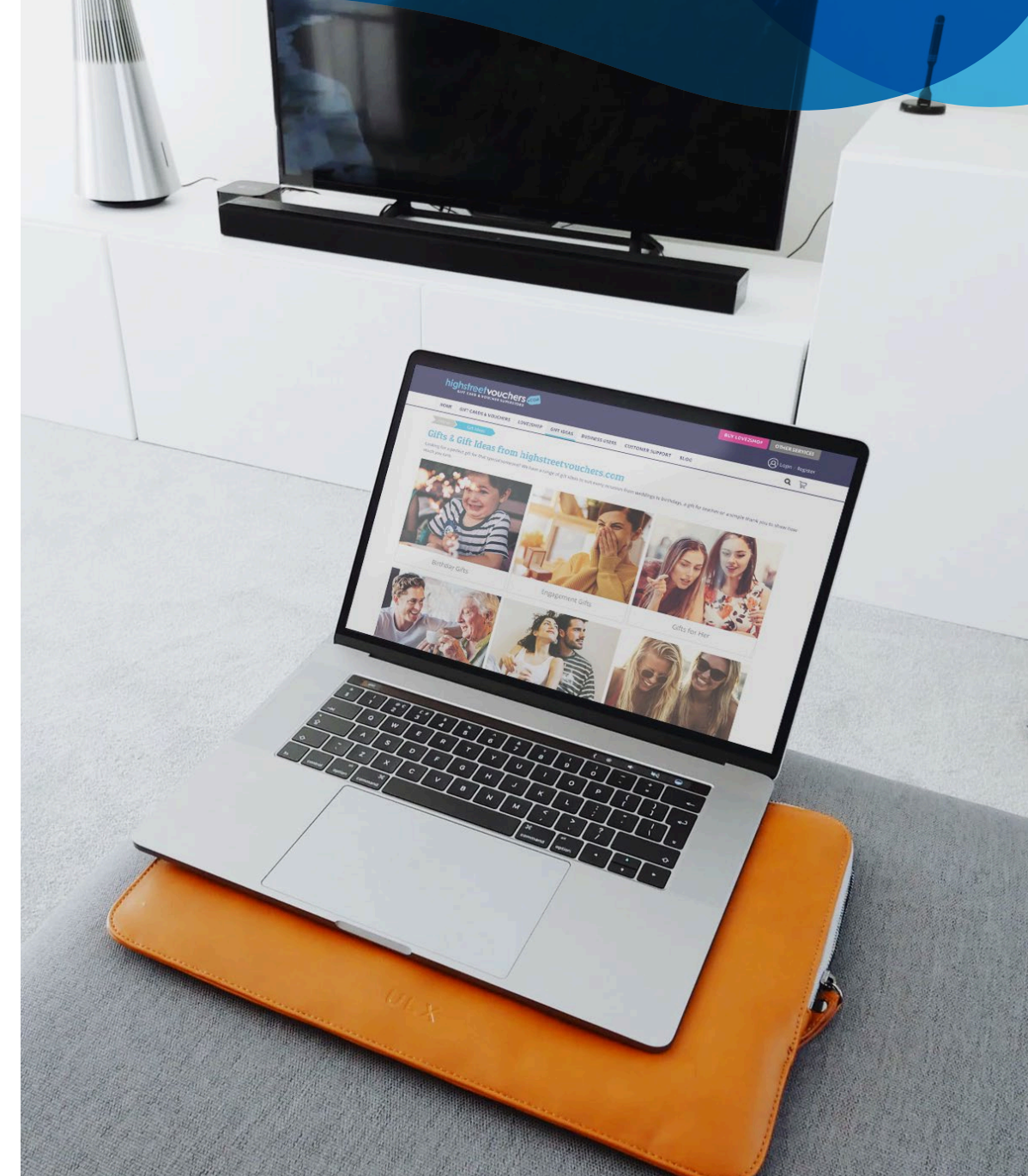
5 Integration Platforms

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 the processes and information that are integral to the success of a company. In using them, platforms extend the value of legacy systems by using their data and insights to a greater degree than previously possible and helping them sit alongside newer systems.

Together, companies that use Liferay as an integration platform can overcome existing data silos and continue to build systems they need to better operate as a company and meet customer demands.

UNISYS

Unisys, a global IT company that solves IT challenges of the world's largest companies, uses Liferay as an application integration platform. As a digital experience platform, Liferay DXP allowed Unisys to build multiple types of applications on a single platform, but also allowed them to integrate pre-existing systems with new ones built with Liferay.

Results:

- Customizable and Flexible UI
- Unified Existing Applications With Liferay
- Ability to Add New Applications Quickly

6 Campus Portals

Today, schools everywhere use digital platforms to organize and distribute educational materials fast and more effectively than ever.

Campus portals built with Liferay allow for:

- Comprehensive system for class schedules, documents, grades, events and curriculum
- Informed and organized students and faculty
- Unified and personalized sites for many audiences and many campuses
- Security for sensitive documents
- Integration with older legacy systems

When used effectively, campuses can become better connected and the education system can receive much needed support in all areas of organization.

Maine's Public Universities

UNIVERSITY OF MAINE SYSTEM

The University of Maine System created UMS, which services more than 40,000 students around the state and replaces their old user platform. Liferay provided modern software, stability and enterprise-level support that serves multiple campuses. Each campus has a portal within the larger system, each with unique branding.

Results:

- Primary Campus Site Landing Page Configuration and Management
- Individual Student and Faculty Login and Access
- Responsive Layout Templates
- Decreased Average Load Time by 33%

Liferay

7 Learning Management Systems

On-the-job training and continuing education can play a vital role in the long-term success of companies and their team. And while job education is not a new concept, moving these processes online continues to grow in both popularity and necessity.

Using Liferay, companies can:

- Manage, curate and supply educational material to employees faster
- Track progress and report successful course completion
- Make learning engaging and fun through gamification

Today, companies use Liferay to build a system that gives workers the training they specifically need in a faster and more effective method.

smith&nephew

Medical device company Smith & Nephew designed
S2 Procedure Performance to move past older and
slower approaches to surgical training

Results:

- Learning Management System (LMS) Add-on
- Pre-Built Inventories for Procedures
- Recordings of Previous Procedures
- Ability to Review and Customize Needed Instruments
  for an Operation

Summary

Understanding how Liferay software is most commonly leveraged by companies around the world can help businesses better understand the most effective means of applying modern digital strategies to their unique needs.

Moving Forward

See how Liferay Digital Experience Platform can create a smooth and successful legacy system transition and provide you with the tools you need to embrace digital transformation and its advantages. Visit liferay.com/products.

Speak with a Liferay expert and schedule a demo of our software by visiting liferay.com/request-a-demo.

Liferay

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.