





“Customer experience (CX) is defined by interactions between a customer and an organization throughout their business relationship.”

# Motivators

## **INFORMATION SILOS**

“We have a tremendous amount of data used by different people across the organization, and they struggle with how to actually turn that data into insight.”

## **EMPLOYEE ENGAGEMENT**

“Executives are recognizing digital infrastructure helps manage employees and create brand ambassadors.”

## **MILLENNIALS**

“Acknowledged as drivers of digital transformation, this generation believes digital is the new language businesses must learn in order to engage with them.”

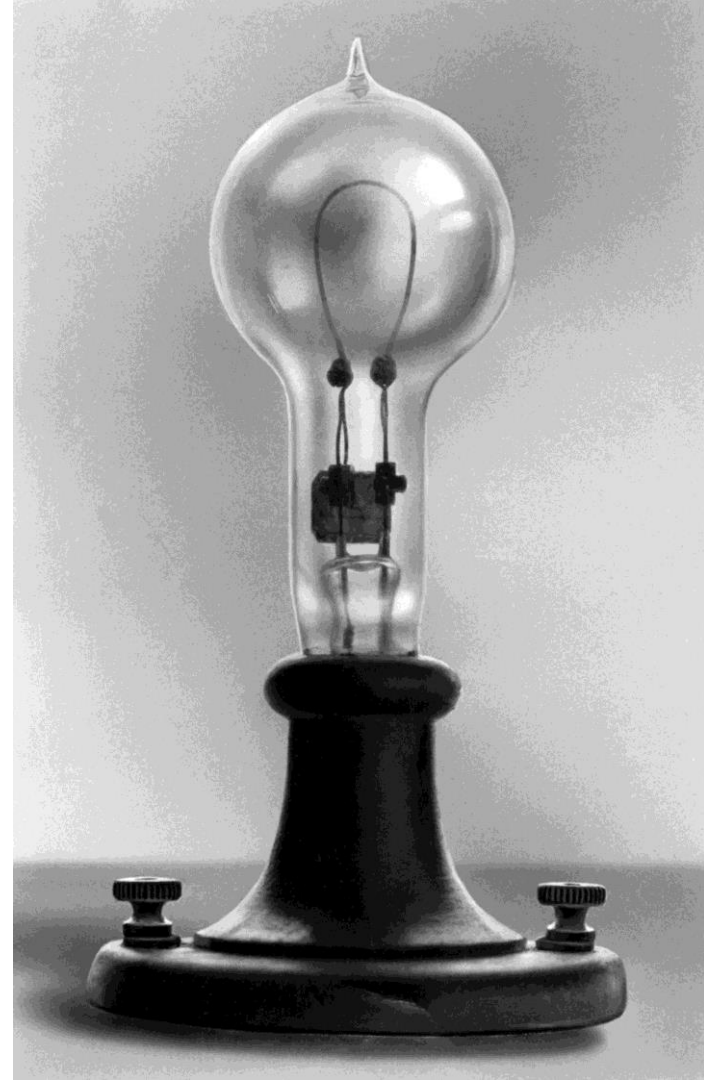
## **DEPARTMENTAL CONVERGENCE**

“Learning and internal training across workflows, processes, and systems unifies departments into one connected team.”

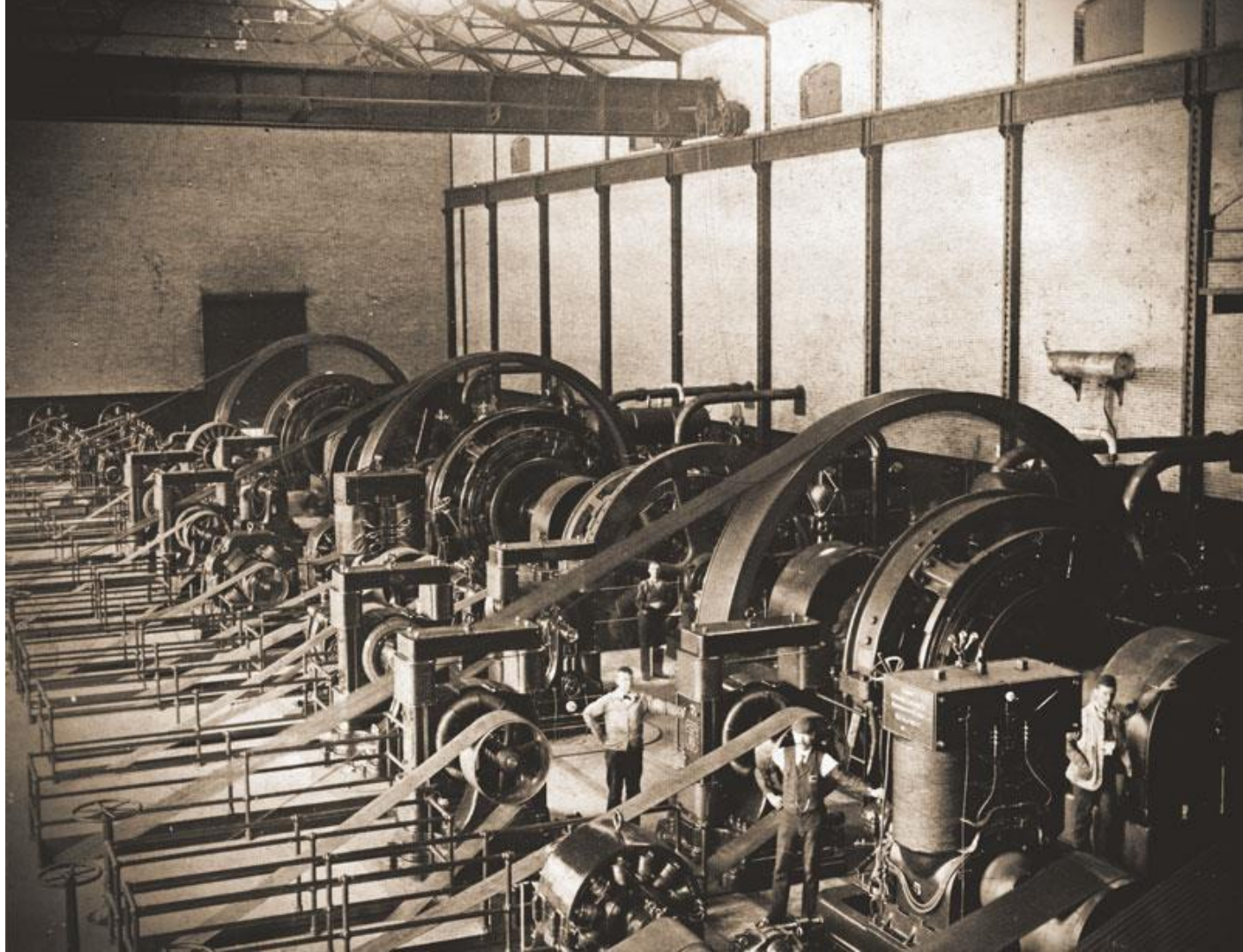


How does technology enable differentiated experiences for your customers?

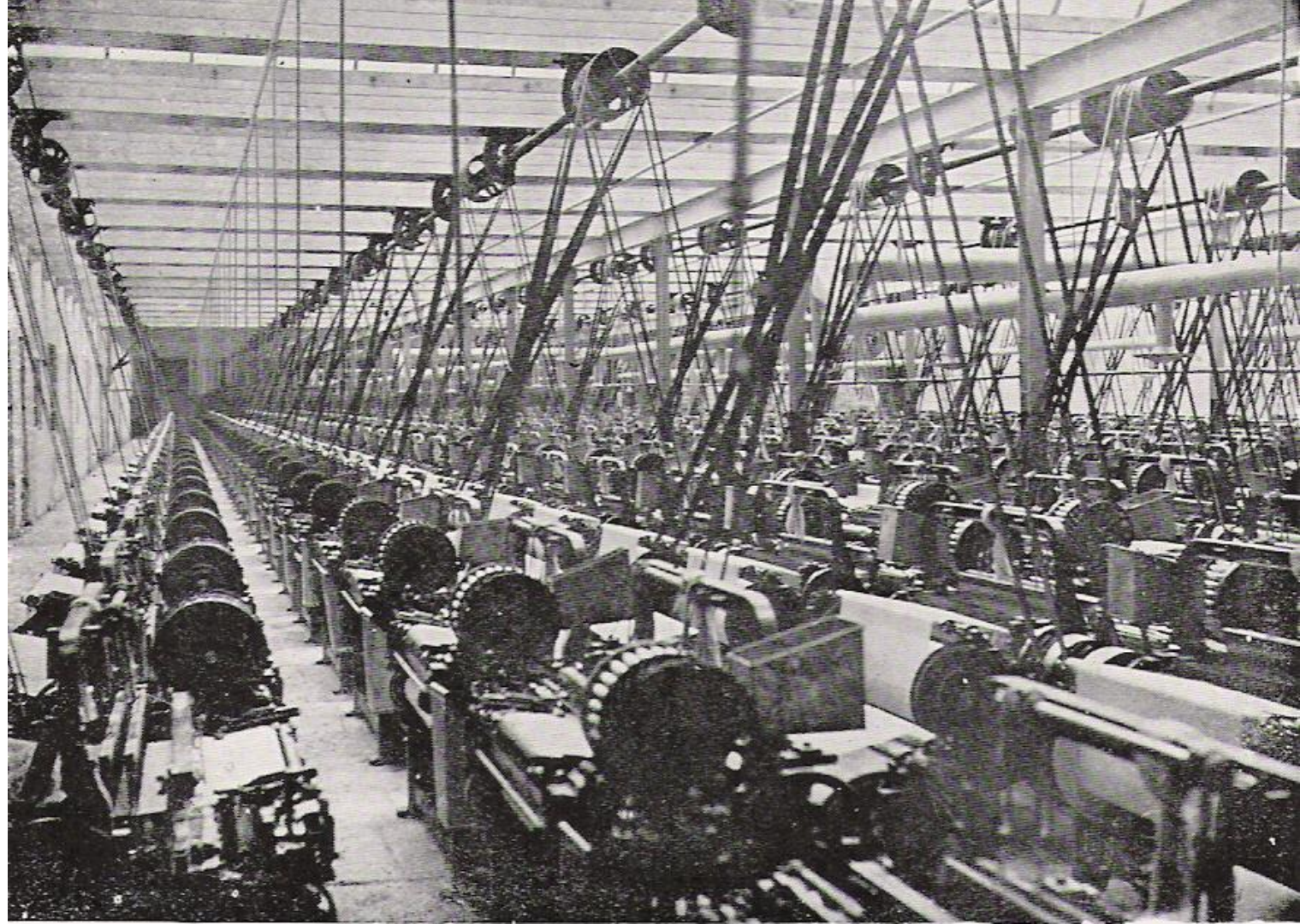
Electric light bulb was  
invented 1879



















amazon go

amazon go

amazon go

NO LINES. NO CHECKOUT.  
(NO, SERIOUSLY.)  
**JUST WALK OUT**  
SHOPPING



FRE  
AVAIL  
TRY ME  
ON IT

NO-LINE  
BREAKFAST  
LUNCH  
SNACKS  
CROCCARY  
ESSENTIALS  
DINNER



BREAKFAST

An iceberg floating in the ocean under a blue sky with scattered white clouds. The tip of the iceberg is visible above the water line, while the much larger, jagged base is submerged below. The water surface is a clear blue line.

**Digital experience**

**Interfaces, targeting, segments**

**Real  
transformation  
goes beyond  
experiences**

**Digital operations**

**Business models**

**Business processes**

**Integrated systems**

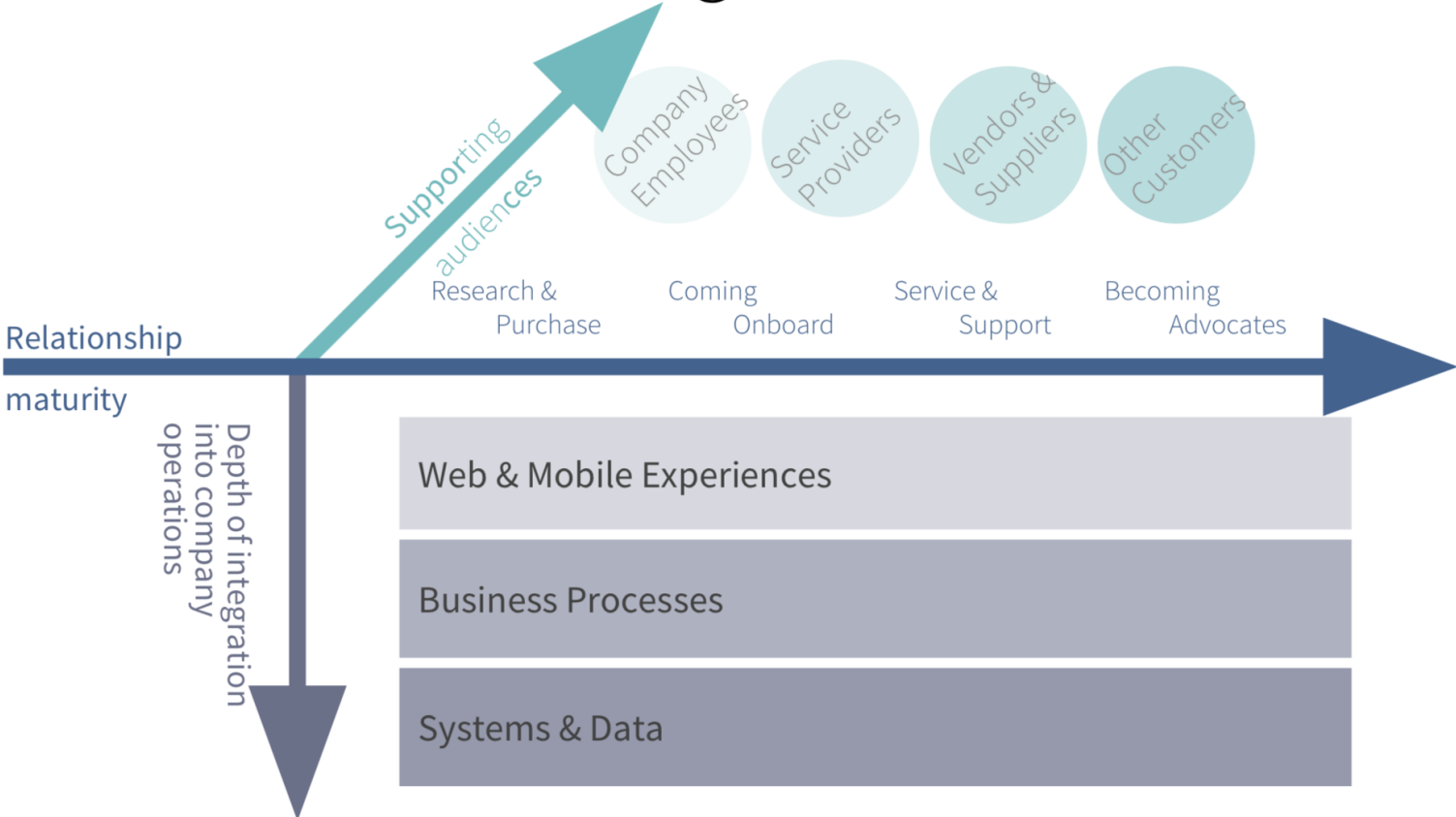
**Reusable services**

**Customer visibility**

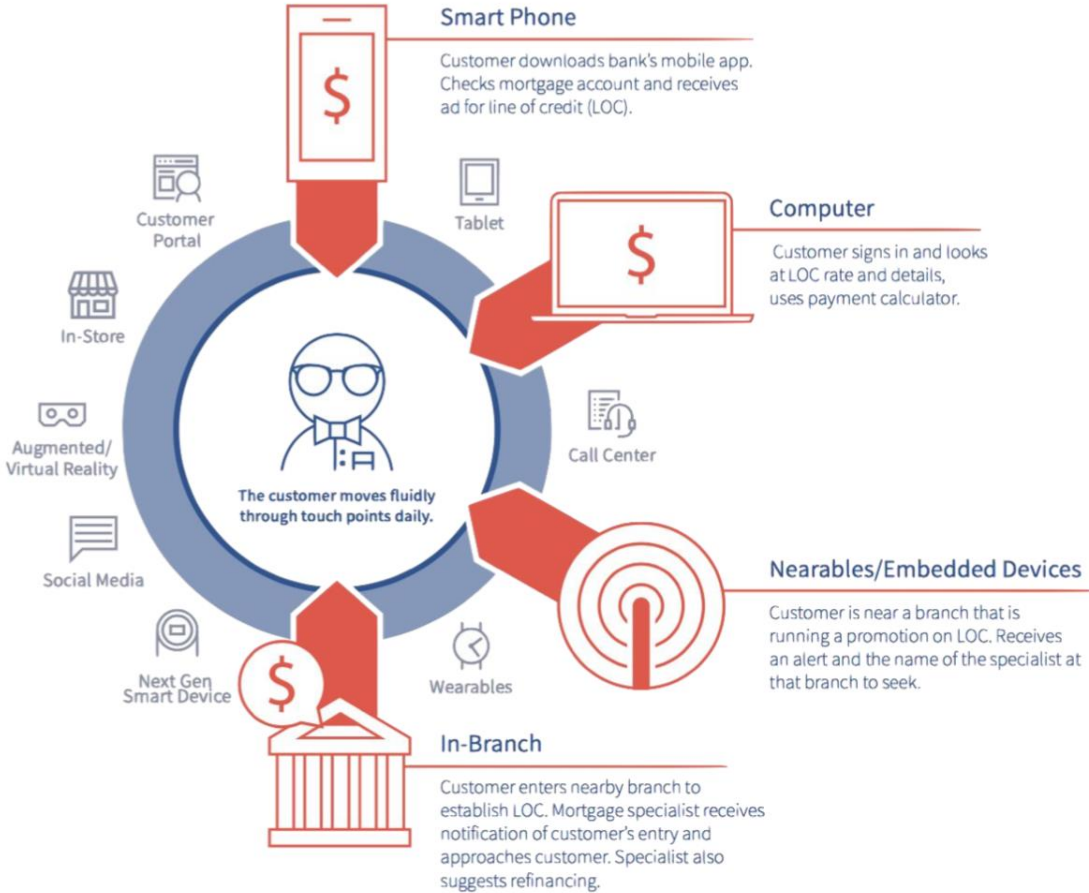




# Three Dimensions of a Digital Customer Relationship



# One Customer Experience. Everywhere



# Market Analysis

“It’s not enough just to bolt digital front ends onto existing products and services. You also need to transform your business and operating models to support new digital products and services.”

*- Forrester: “Predictions 2017: In Digital Transformation, The Hard Work of Operational Excellence Begins,” Nov. 1, 2016*



# What is Liferay DXP?



Analytics  
and  
insights



Touchpoints



Contextual delivery at "the glass"



Marketing



Commerce



Service



Customer data



Content

Other  
services



Extensions  
and custom  
code





# Liferay's Products

Liferay

## Digital Experience Platform

Enterprise Portal      Collaboration  
Web Experience      Forms & Workflow  
Mobile Experience      Integration  
Documents      Development Platform

Liferay

## Commerce

Product Catalog  
Commerce Experience  
Customer Service Portal  
Commerce Intelligence

Liferay

## Analytics Cloud

Single Customer View  
User Segments  
Web & Asset Analytics  
Customer Intelligence

# Analyst

“Liferay’s portal heritage makes Liferay DXP much more adept at serving the entire customer lifecycle ... Other products with more CMS heritages result in more focus on just the prospects part of it.”

- *CMS Critic, May 3, 2016*

	Salesforce	Adobe	Liferay
Experience Management	Communities	Experience Manager, <sup>[SEP]</sup> Ad Cloud	Liferay DXP
Commerce	Cloud Craze (Acq)	Magento (Acq)	Liferay Commerce
Document <sup>[SEP]</sup> Management	Salesforce Files	Document Cloud	Liferay DXP
User Segments & Profiles	SFDC	Analytics Segmentation, Experience Cloud Profile	Analytics Cloud
Engagement & Personalization	Pardot	Adobe Campaign, Target, Social	Liferay DXP
Analytics	Einstein, Reports	Analytics Cloud	Analytics Cloud
Developer Experience	Mulesoft	Adobe Cloud Platform	Liferay DXP
Cloud, DevOps, PaaS	Heroku, App Platform	Adobe Cloud Platform	Liferay DXP Cloud

Liferay

# Thank you!

