



MANUFACTURING EXCELLENCE

5 Inspiring B2B Solutions

Built with
 Liferay

Introduction

Over the past decade, digital transformation has been accelerating in almost every industry – and manufacturing hasn't been an exception. Rising customer expectations, increased competition and disruptive changes caused by Big Data, Industry 4.0, and for the last two years, COVID-19, have forced the industry to shift their business models and refocus their IT investments toward resilience, business continuity and cost saving. As a result, worldwide spending on digital transformation is forecast to reach 1.8 trillion U.S. dollars in 2022, and by 2025, is forecast to amount to 2.8 trillion U.S. dollars.¹

Digital experience platforms (DXPs) have become the means of choice to tackle the many challenges of digital transformation and integrate new digital technologies into processes and products. Especially B2B manufacturers successfully leverage DXPs to enhance their investments in ecosystems and experiences, unify their product and manufacturing process data and, most importantly, deliver engaging and targeted digital customer experiences.

This e-book will provide insight into how Liferay's Digital Experience Platform has helped manufacturers design flexible solutions that bring all their data together in one location to build a streamlined digital ecosystem and meet the rising expectations of their customers.

¹ Statista: Spending on digital transformation technologies and services worldwide from 2017 to 2025

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By 2023, manufacturers will double digital revenue, compared to 2020.

Spending on digital transformation technologies and services worldwide from 2017 to 2025, statista.com

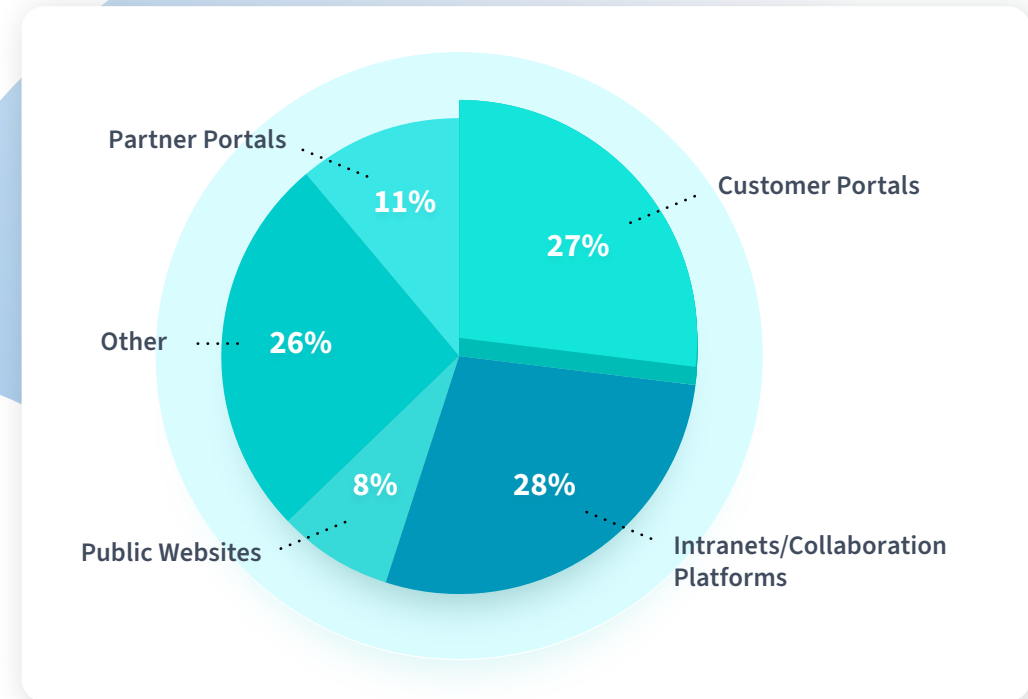


How Do Manufacturers Benefit From Liferay?

The activities and requirements of a manufacturing company are wide-ranging and its digital strategy should reflect these diverse needs. This is why a Digital Experience Platform like Liferay DXP is an invaluable part of a digital B2B strategy. Strengths like connectivity, future-proof scalability and especially the suitability for B2B business models help manufacturers align their digital strategy with the digital experiences they offer.

So how do Liferay customers use the platform? A recent analysis of 120 of our customers within the B2B manufacturing industry revealed two dominating use cases: 28% use Liferay as an intranet or collaboration platform and 27% as a customer portal.

We'll subsequently dig deeper and explore how Liferay helps five leading B2B manufacturers bring together their digital systems, processes, tools and distributed data in a unified and efficient way, collaborate even more closely and effectively with their customers, partners and employees, save costs and tap into new revenue potential.





1 Customer Portals

Today's industrial buyers are more self-sufficient and empowered than ever with immediate access to information wherever they are. In order to meet this increasing demand manufacturers need to equip their customers to handle order or product issues themselves through a digital channel.

Customer portals built with Liferay offer a variety of advantages for B2B buyers:

- instant access to detailed product and account information
- the ability to easily search for and compare items
- personalized and secure experiences
- provide direct feedback

According to Gartner, by 2022, a whopping 85% of customer service interactions will start with self-service.¹ Using Liferay, manufacturers can drive the adoption of self-service and empower their customers to resolve their issues without the help of a live representative, making customer service teams more efficient, reducing costs and providing a higher quality of service.

¹ [Intelligent Self-Service](#)



ABOUT THE CUSTOMER

For more than eighty-five years, Mueller, Inc. has been dedicated to providing their customers with quality in-house products and services as the leading manufacturer and retailer of steel buildings, metal roofing, and components throughout Texas and the Southwest region of the United States.



OBJECTIVES

Mueller, Inc. wanted to transform their website to create a self-service solution that guides and empowers customers during the buyer's journey.

HOW LIFERAY HELPED

By adding Liferay's out-of-the-box self-service capabilities, Mueller gave customers the opportunity to explore product offerings, find project ideas, and learn more about the process. In helping customers to become better informed more quickly, Mueller removed roadblocks to making a significant purchase.

KEY FEATURES USED

Shareable checklists for customers to save their favorite products and submit lists to the sales team, complex workflow routing with Liferay Forms, Facebook integration, 3D design tool for customers.

RESULTS

- 73% increase in quotes per month, with some months as high as 163%
- Increase of website traffic by 250%, from from around 400,000 per month to 1.4 million
- Shorter, less burdensome sales process and increased efficiency of sales team thanks to self-service
- Easy tracking of customer engagement by using metrics like user accounts, created and submitted checklists, digital catalog requests, and more.



2 Collaboration Platforms

The challenges manufacturers are facing in today's competitive and fast paced environment are as complex as they are manifold. A highly distributed workforce across various time zones as well as an information overload caused, for example, by large and dispersed document repositories, comprehensive HR policies, standards and guidelines and an ever growing communication input on multiple channels.

To counter these challenges, manufacturers need solutions which enable their workforce to collaborate and connect seamlessly with other employees and external partners, consistent enterprise wide communication and optimized business operations.

Collaboration platforms based on Liferay:

- Act as the trusted corporate communication channel and drive business consistency
- Optimize business operations digitally
- Offer a robust content repository services and search experience

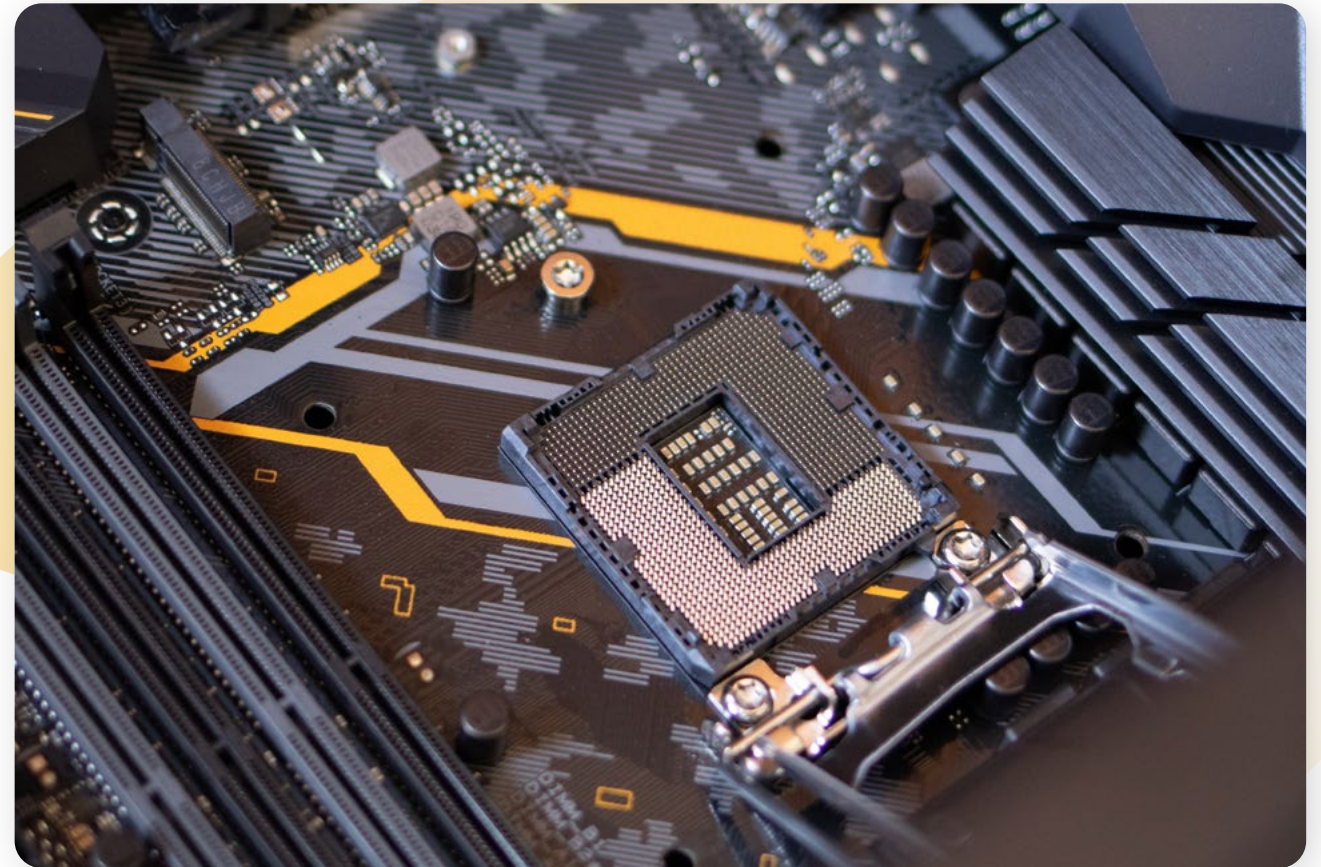
Thanks to numerous out-of-the box features Liferay's collaboration platforms help your business run more efficiently, better address the needs of an evolving workforce, and drive consistency in service delivery for employees across the world.



MATERION

ABOUT THE CUSTOMER

Materion, a global leader in advanced materials, supplies materials that appear in everything from cell phones and medical devices to avionics systems – from alloys, compounds and beryllium products to other advanced materials that make technology and innovations possible.



OBJECTIVES

Heavily reliant on emails and battling with a subpar user experience and a lack of easy communication tools, it was necessary for Materion to innovate their digital tools to better connect and support their 2,600 employees.

HOW LIFERAY HELPED

Materion chose to upgrade with Liferay for a number of reasons—one being the security clearance necessary to be their vendor. Additionally, Liferay DXP allowed Materion to upgrade the existing solution, and customize it to the supplier's unique use case. This improved communication and company culture.

KEY FEATURES USED

Content, Knowledge, and Experience Management, for increased employee engagement.

RESULTS

- Improved engagement: 18% increase in sessions and a 47% increase in page views
- Easy access to key information such as policies, reference guides, and an employee directory
- Culture-setting content: employees connect with each other through increased engagement with content



3 Business Intelligence Portals

Almost two years into the COVID-19-pandemic manufacturers are facing unprecedented logistical challenges, which can't easily be solved using traditional strategies and technologies. Instead, increased transparency and real-time visibility into the inner workings of an enterprise are key as they allow for better decisions, based on business intelligence (BI) and data analysis. With Liferay, manufacturers can:

- Build a one-stop shop to get global manufacturing data and intelligence on any device anywhere
- Enable users to draw actionable insights from that data, a basis for business process automation.
- Make Decision Making more efficient with a unified system

Liferay DXP equips manufacturers to make the most of their BI technologies. By replacing siloed systems with a consolidated portal, employees, customers and partners are provided with a unified view and single-sign-on access to all BI systems.

• APTIV •

ABOUT THE CUSTOMER

Aptiv, a global auto parts and technology leader in autonomous driving and connected cars, has always been at the forefront of smart mobility solutions. In 2015, they were the first company to accomplish an automated car drive from San Francisco to New York and in 2018 had a fleet of 30 autonomous vehicles with Lyft in Las Vegas. The quick pace of innovation in the automotive space requires Aptiv to constantly improve its manufacturing processes.



OBJECTIVES

With production data siloed across 74 servers all over the world, Aptiv needed a connected platform to store all their production data that would be accessible by plant employees and manufacturing leaders at the site, regional and global levels.

HOW LIFERAY HELPED

Aptiv used Liferay to create a global manufacturing business intelligence portal for over 10,000 employees to drive global efficiency and innovation on site as well as on regional and global levels. In addition, Liferay's flexibility allows Aptiv to continue adding to and scaling their powerful solution.

KEY FEATURES USED

Integrated dashboard, data consolidation, role-based authorization and content delivery, native mobile app, push notifications, security

RESULTS

- Cost savings thanks to improved manufacturing efficiency and reduced downtime
- User personalization with targeted notifications and production dashboards
- Real-time production data provides accurate visibility of production quality and efficiency on any device



4 Public websites

A state-of-the-art public website is not only beneficial when word-of-mouth or cold calls fail to produce results. It's also a great way for manufacturers to connect with a new generation of B2B buyers and at the same time generate more qualified leads – especially since buyers increasingly tend to educate themselves at their own pace and research online before contacting a company. Liferay provides manufacturers with a powerful platform that supports:

- new and existing business opportunities – from buying a product to consuming post-sales services
- out-of-the-box support for multiple languages and localizations
- personalization and content targeting

From customized workflows and inline editing to audience targeting, dynamic publishing and user management – websites built with Liferay empower stakeholders, ensure brand consistency and offer unmatched flexibility for content authors and developers.

MacDon®

ABOUT THE CUSTOMER

For over 70 years, MacDon has been a world leader in technology, innovation, and manufacturing of high-performance agricultural and harvesting equipment, making it their aim to equip farmers for harvesting and production.



OBJECTIVES

Saving IT resources with a more straightforward content management on a modern, flexible and mobile-friendly platform was key for MacDon in order to meet their own rigorous visual standards more efficiently.

HOW LIFERAY HELPED

Thanks to Liferay DXP's out-of-the-box features, MacDon was able to upgrade their dealer portal to Liferay DXP and build an entirely new public website for their subsidiary Westward Parts.

KEY FEATURES USED

Content management (incl. customized asset publishers to fit brand guidelines), responsive design, catalog browsing, marketplace, commerce, tags and categories to direct content to the right places.

RESULTS

- The overall number of site visitors has increased 50%, with concurrent users doubling as well
- 20% increase in overall sales with e-commerce transactions increasing by 50%
- Improved site speed and performance have reduced the number of call, fax, and in-person orders



5 Commerce Portals

Today's industrial buyers want more than the traditional standards of price, delivery, and quality. Expecting to see Amazon-like features and functionality in their B2B transactions, they are looking for an efficient and pleasant way to shop for products, whether it's integrated circuit boards, tractor components, or safety supplies. Liferay's comprehensive commerce platform was built specifically to simplify complex B2B buyer journeys and put customer experience first. It enables B2B manufacturers to:

- Increase customer loyalty with an effortless buying experience
- Drive eCommerce adoption for higher profitability
- Empower customers and increase customer satisfaction while reducing cost to serve

B2B enterprises use Liferay to support their digital transformation and drive growth. The ability to comfortably scale their commerce business with multiple sites and channels, numerous out-of-the-box capabilities for order and self-service account management as well as flexible integrations and connectors for third-party software make Liferay a future-proof partner for B2B companies.



ABOUT THE CUSTOMER

As an applied research institute, Terres Inovia offers specialized digital solutions and works regularly with farmers, technicians and scientists to improve the competitiveness of oilseeds, protein crops, and hemp in France.



OBJECTIVES

Looking to modernize its image and shift its focus to end users, Terres Inovia's aim was to offer a clearer, more intuitive and more responsive website and promote products and services through an e-commerce space.

HOW LIFERAY HELPED

After struggling with the limitations of an existing site, Terres Inovia used Liferay to create digital solutions which align closely to the real needs of farmers, offer real-time personalized content and efficiently showcase their products and services.

KEY FEATURES USED

Content management, role and permission management, responsive design, catalog browsing, shopping cart.

RESULTS

- Create a user-friendly and seamless shopping experience
- Build a dedicated eCommerce space for products and services
- Set up an online catalog for browsing and filtering



Summary

The success stories in this ebook help to understand how Liferay is most commonly leveraged by manufacturers around the globe and underscore the reasons why Liferay DXP has become one of the leading and most popular DXPs for B2B manufacturers worldwide. Liferay supports companies by working within an organization's existing business processes and by enabling them to create seamless user experiences that uniquely meet their needs.

Moving Forward

When you align your digital strategy with digital experiences, a DXP forms the heart of your digital strategy. See how Liferay DXP can facilitate both a smooth and successful legacy system transition and provide you with the necessary tools to embrace digital transformation. Visit liferay.com/products.

Learn more about how Liferay DXP supports businesses globally at liferay.com/stories.

Speak with a Liferay expert and schedule a demo of our software by visiting 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.

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