Managing Domains Easily with Liferay DXP

How using Liferay DXP as their platform has saved this company's
digital asset management team time and resources

Summary

A leading financial services
company has been a Liferay
customer for over five years.
In upgrading to Liferay DXP,
their digital asset management
team has continued to see an
increase in platform performance
and efficiency, and in the process
has discovered the benefits of
working with OSGi.

In Brief

INDUSTRY:
Financial Services

COUNTRY/REGION:
Global

USE CASE:
Marketing Websites

KEY FEATURES:
Application Display Templates,
Kaleo Workflow, Staging

"

We reduced our release time and windows dramatically from where we were.

Challenges

- Publishing content could take at least two days
- Weekly code publishes could take up to 50 hours
- Fewer than 5% of sites were ready for mobile

Results

FASTER CONTENT PUBLISHING
Content gets published nightly
in the staging environment

FASTER CODE PUBLISHING
Code takes just two
hours/sprint to publish

HANDS-OFF CHANGES
No server restart is required
for patching and deployment

100% MOBILE-READY
Every site and component
is available for mobile use

Moving Away from an Outdated Solution

This customer is a global leader in data, analytics, and technology in the financial sector with a passion for serving individuals, businesses, and governments worldwide and empowering them to make forward-thinking decisions.

To help internal marketing teams accomplish this, the company's digital asset management team manages licenses and access to marketing sites and applications. However, the team was on a legacy system that, when bought out by Oracle, no longer supported their platform.

Their legacy system also had some major disadvantages. Fewer than 5% of their sites were mobile-ready. The publication process for both content and code took a long time: content took two days, and code pushes took 50 hours weekly.

> **Using Liferay, the team has decreased their unplanned outage time by more than 95%**

The Liferay Difference

The team decided to replace their outdated system with Liferay because of the platform's flexibility and functionality, in particular, how easy it is to manage and create sites and use workflows with publishing. Four separate teams at the company currently use Liferay.

The digital asset management team now has 70 domains built on Liferay with self-service capabilities. They've set up their sites so that management is mostly hands-off, and content creators are able to perform their day-to-day tasks with minimal IT involvement.

Each site takes advantage of the Kaleo Workflow engine. This is especially useful for sites like their Terms of Use page, where the workflow has been set up so that if someone modifies it, the legal team gets an email and can check to see whether or not the change should go forward, be stopped, or rolled back to the previous iteration.

Five years after starting with Liferay Portal 6.1 and moving through successive Liferay versions, the team has upgraded to Liferay DXP 7.2 and now experiences even greater benefits.

Unplanned outages have gone from 50 minutes/month under the legacy system to less than 30 minutes/year with Liferay. Content is published nightly through the staging environment, and code publishes take just two hours/sprint. In addition, every site and component is ready for mobile.

How OSGi Has Made Development Simpler

One reason that compelled the team to upgrade to Liferay DXP in the first place was Liferay's integration with the OSGi Framework. With OSGi, the team can deploy components without a manual server restart, saving time and reducing friction.

The team has also appreciated creating templates from FreeMarker, which allows for easy reuse and testing and makes it possible for several people to work at once. The general reusability of OSGi components means the team doesn't have to re-develop what already exists.

The move to Liferay DXP has freed this company's digital asset management team from cumbersome and manual processes, and using OSGi specifically has saved unnecessary development time. Now that the team has a more streamlined, effective approach, they can leverage their platform to better support global marketing needs.

For more information about the benefits of Liferay DXP and OSGi, contact sales@liferay.com.