



# Envisioning a Healthier World with Vitality

How Liferay is helping Vitality grow their innovative behavioral change platform Vitality One globally

## Summary

The Vitality Group is a health and wellness solutions provider dedicated to producing tangible and lasting results for both companies and individuals. Vitality built out the Vitality One Platform using Liferay as a tool to help companies all over the world empower their customers and employees to lead healthier lifestyles.

[vitalitygroup.com](http://vitalitygroup.com)

## In Brief

### INDUSTRY:

Health/Wellness

### COUNTRY/REGION:

Global

### USE CASE:

Platform

### KEY FEATURES:

Responsive Design, CMS, SSO



**The one technology that never really came up as a problem, the one technology that we didn't sit on weekends going, 'why is this product not restarting, why is this message not appearing yet,' was our Liferay portal.**

Neil Adamson, Vitality Group CIO

## Challenges

- A heritage system that made development difficult and couldn't support Vitality One's growth
- A range of different implementation requirements that varied from country to country
- The system could take up to 18 months to go live in just one country

## Results



### A GLOBAL PLATFORM

Available in 13 countries, with more rollout plans



### CUSTOMIZATION FLEXIBILITY

Easy front-end customization for configurable features



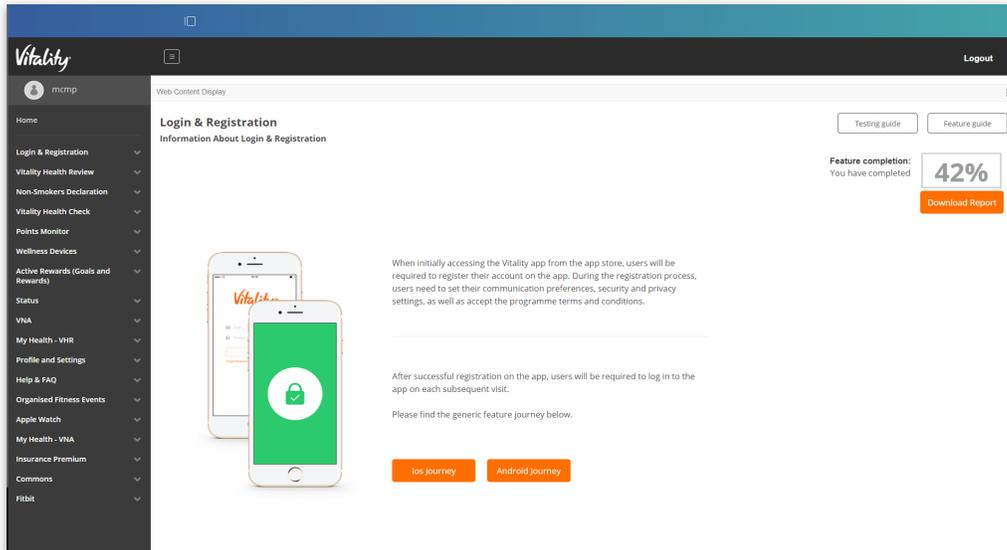
### SAFEGUARDED DEVELOPMENT

Minimized mistakes as a result of developing in Liferay



### FASTER GO-TO-MARKET

Go-to-market time is now 10x faster



## Outgrowing a Heritage System

The Vitality Group is a health and wellness solutions provider dedicated to producing tangible and lasting results for both companies and individuals. The Vitality One platform is a tool designed for employers, insurance providers, brokers, and consultants to encourage healthy behavioral changes in their users by rewarding healthy habits.

The Vitality program was originally built on a heritage system, but once Vitality’s business requirements changed, it became clear that they needed a new solution, Vitality One. As Chief Enterprise Architect Byron Munday explained, “The turnaround time in making changes to the system became a problem. Time to market was an issue.” Going live in just one country could take up to 18 months. In addition, a laborious translation process left room for error and costly cycles of revision.

As Vitality was researching other technology solutions, they came across Liferay. Liferay fit into their plans for making the Vitality One technology stack more open-source and micro-service oriented, with a low TCO compared to competitors.

Important in the ultimate decision to choose Liferay was Liferay’s self-service and localization options that would make rapid market expansion possible. In 2016, Vitality integrated Liferay DXP as a portal application into the Vitality One platform.

The platform now enables businesses in countries around the world to track and customize health status and goals, reward incentivization, purchases, gamification, and partner integration. One incentive, for example, involves a unique program that makes it possible for users to pay for an Apple Watch by completing exercise goals.

## Making a Global Impact

Since integrating Liferay DXP, the growth of the Vitality One platform has surged. Companies using Vitality One currently include VitalityHealth/Life, Generali in Europe, Prudential in Argentina, Manulife in Canada, Orangetheory Fitness in the US, Sumitomo in Japan, AIA in Korea, and more, with a current user count of around 2 million.

Liferay DXP has been a key part of achieving faster go-to-market times, with straightforward front-end customization that makes it easy for purchasing companies in multiple countries to configure

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**The notion of a composite application which was made up of portlets that could be upgraded, could be deployed, without needing to redeploy the entire system, without needing to stop Liferay and start it again, that was the primary reason we chose Liferay.**

Byron Munday,  
Chief Enterprise Architect

features like points, status, terms and conditions, membership structure, rewards, and assessments. And in cases where companies want to develop their own front-end, Liferay DXP's flexibility still allows them to store content in the CMS.

Per country, implementation now takes 6–12 weeks, with a total go-live time of 6 months for 8–10 simultaneous country rollouts. Rolling out internationally means that Liferay DXP's multi-language, multi-tenant, and multi-currency capabilities have proved crucial.

With developers from around the world developing on the Vitality One platform for their own business purposes, another benefit of using Liferay has become evident: the platform protects

the developer from, as Vitality Group's CIO Neil Adamson put it, “a lot of the more complex development tasks,” reducing error and saving time.

## Looking Forward to an Ambitious Future

Developing for the Vitality One platform still has its unique challenges, however. One such challenge comes from purchasing company requests. The Vitality One platform gets new and exciting feature requests from enthusiastic customers, but in-house developers lack resources to develop every great idea for a feature.

In response to this dilemma, Vitality has begun, Adamson explained, to “build this Vitality ecosystem of developers that will allow us to unlock the ability for markets to get features that they want in their environments but also to make them reusable across all of them.” That way, the Vitality One platform can progress and evolve with new ideas and technologies, sharing updates globally.

Vitality has other big plans for future expansion and development, too, hoping to launch this year in three new countries and potentially six more next year. Their goal is to have 50 million global users by 2023.

Vitality also plans to leverage more out-of-the-box Liferay DXP features, including Forms and Workflow and auto-scaling. Keeping up with the latest Liferay technology will help grow the Vitality One platform in a secure, sustainable way, enabling Vitality to serve customers around the globe and encourage lasting, healthy change—one step at a time.

For more information about the benefits of Liferay DXP, contact [sales@liferay.com](mailto:sales@liferay.com).