

Commerce

Simplify buying and encourage repeat orders with a site that makes it easy to do business with you.

Businesses around the world use Liferay Digital Experience Platform (DXP) to create powerful B2B and B2C digital commerce experiences.

With Liferay DXP, our customers leverage native Commerce capabilities alongside a full suite of experience-building tools like content management, personalization, and a drag-and-drop page creator.

These out-of-the-box capabilities, paired with Liferay DXP's extensible architecture, allow organizations to meet the most unique business requirements today while having all the flexibility needed to adapt to future demands. Using Liferay DXP, our customers have created and evolved all kinds of digital solutions – including commerce sites but also portals, intranets, and websites.

For a full list of Liferay DXP's capabilities, visit: www.liferay.com/platform

In this document, we'll showcase the platform's native Commerce capabilities and how you too can leverage them to streamline and improve online purchasing processes.

Benefits



Enable customers to place and manage orders easily in a single location, including subscriptions for products that are ordered regularly.



Tailor ordering workflows to automatically send notifications, request approvals, and push tasks for those involved in the purchasing process.



Showcase the products customers are looking for with digital product catalogs that offer detailed product specifications, shop-by-diagrams, discount information, and related guides personalized to each user.



Leverage out-of-the-box support for multi-vendor management to allow for the separation of product and order management. This makes it easy to expand the product ranges in your own storefronts or create marketplaces.



Empower your sales and service teams to sell more efficiently and build stronger relationships with specialized user roles, dashboards, and automated workflows.



Take advantage of comprehensive administration APIs to connect to back-end systems and delivery APIs to support multi-channel storefronts.

With Liferay DXP's Commerce Capabilities, You Can:

Create and Manage Storefronts

Leverage the full power of Liferay DXP to create and manage one or even multiple storefronts. In a single platform, you have access to the tools you need to build:

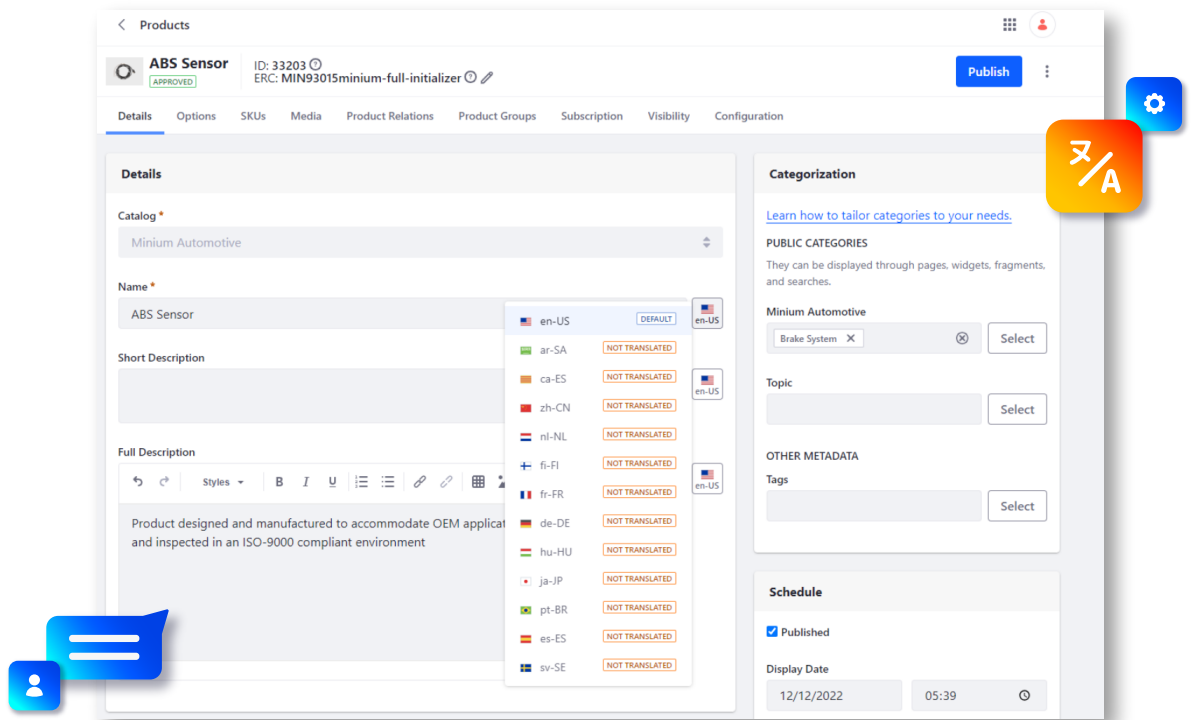
- Engaging product pages
- Guided sales processes
- Efficient product discovery
- Easy-to-search knowledge bases
- Tailored checkout workflows
- Differentiated aftersales experiences

Additionally, with out-of-the-box B2B and B2C accelerators, you can quickly and easily set up a functional store using pre-configured site templates and pre-configured commerce components in a single action. These accelerators are designed to make the building process as smooth as possible.

Support Localized Sites

Define what countries, languages, and currencies are relevant for each site and support multiple languages and currencies across sites.

Liferay DXP currently supports about 50 languages out-of-the-box. This allows you to localize product information and web page content easily and display the correct language for users according to their IP address and location.



Easily localize product information into multiple languages.

Liferay DXP also pre-configures multiple currencies to be available for use out-of-the-box. Store administrators can add a new currency if the desired currency is not included.

Simplify Order Management

Liferay DXP provides native commerce tools to help simplify and accelerate ordering so that you can:

Process Orders Quickly

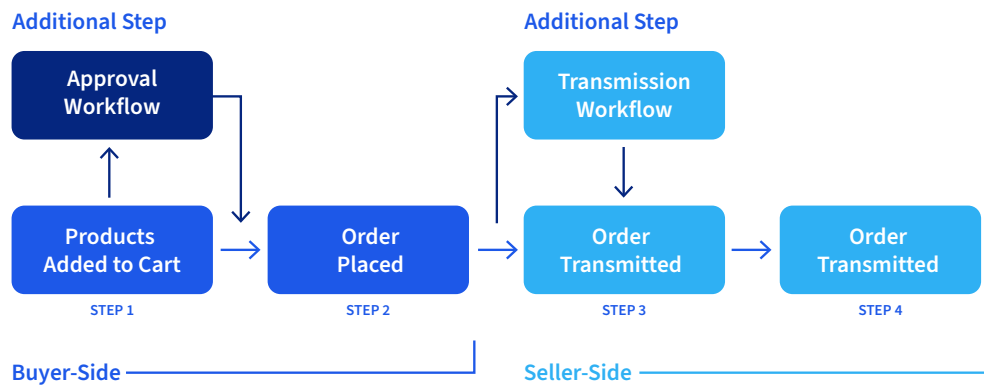
Liferay DXP provides a wide variety of experiences to capture orders, such as catalog browsing, shop-by-diagram, order file upload, and kits and bundles. Liferay DXP also allows for guest checkout on a per-channel basis. Additionally, customers can easily and quickly reorder based on previous orders.

The platform can also easily integrate with you and your partners' existing order management, warehousing, and logistics systems so that you can process orders and shipments and monitor their status from one location.

All of these features can help you provide greater visibility to your customers, regardless of the channel they use to place their orders.

Create Order Workflows

With Liferay DXP, you can tailor buyer and seller workflows to your specific purchasing and business requirements. For example, you can create workflows to handle purchase approvals, enabling team members to review incoming orders before approving them for fulfillment.



Manage Subscriptions

Liferay DXP enables you to create and manage subscriptions to simplify ordering for products that customers need regularly.

Subscriptions can be configured in a variety of ways, including:

- Ordering a single product or a combination of products with staggered delivery dates.
- Renewing service contracts for applications or services.
- Setting up orders that are triggered for replenishment based on inventory levels.

Additionally, you can configure the time and duration of the subscription. Subscription information will be displayed on the product's detail page, so users can get visibility into products that will be ordered automatically through the system.

Liferay DXP provides support for payment and delivery subscriptions out-of-the-box. A payment subscription requires a specific amount to be debited from a bank account on a recurring basis to continue services. In contrast, with a delivery subscription, a lump-sum amount is paid upfront and a shipment is created on a recurring basis.

Manage Shipments

Similar to orders, Liferay DXP also has native capabilities for shipment management as well as the ability to integrate with your warehouse management, ERP, or logistics systems. For visibility into shipments, Liferay DXP provides different views for sellers and buyers.

Once an order is accepted, sellers will be redirected to the shipments menu to finish processing the order. You can select inventory from specific warehouses and automatically update inventory levels to fulfill orders. Monitor the status of the shipment and modify carrier details and estimated shipping and delivery dates if required.

Buyers will be able to see all the shipments related to their orders. Shipments containing items from multiple orders are also supported in Liferay DXP. Buyers can view additional details such as the carrier, tracking number, and estimated delivery date.

Provide Sales and Service Rep Support

Empower your sales and service teams to sell more efficiently and build stronger customer relationships using specialized user roles, dashboards, and automated workflows. For example, you might set up a dashboard where your account executives can view all their accounts and what customers have ordered so they know how to add value and prepare for future conversations.

Track Account Health with Loyalty Score Alerts

Liferay DXP can alert sales reps when there's an unexpected dip in purchasing, indicating a risk of churn. The platform calculates loyalty scores through order history and frequency of orders.

See Accounts from the Customer's Perspective

Liferay DXP allows sales reps to view sites exactly how their assigned accounts would see them, including personalized content and catalogs. This not only helps sales reps understand what their customers are seeing, but sales reps can also use the account switcher to build orders and checkout on behalf of their accounts.

Simplify Product Management

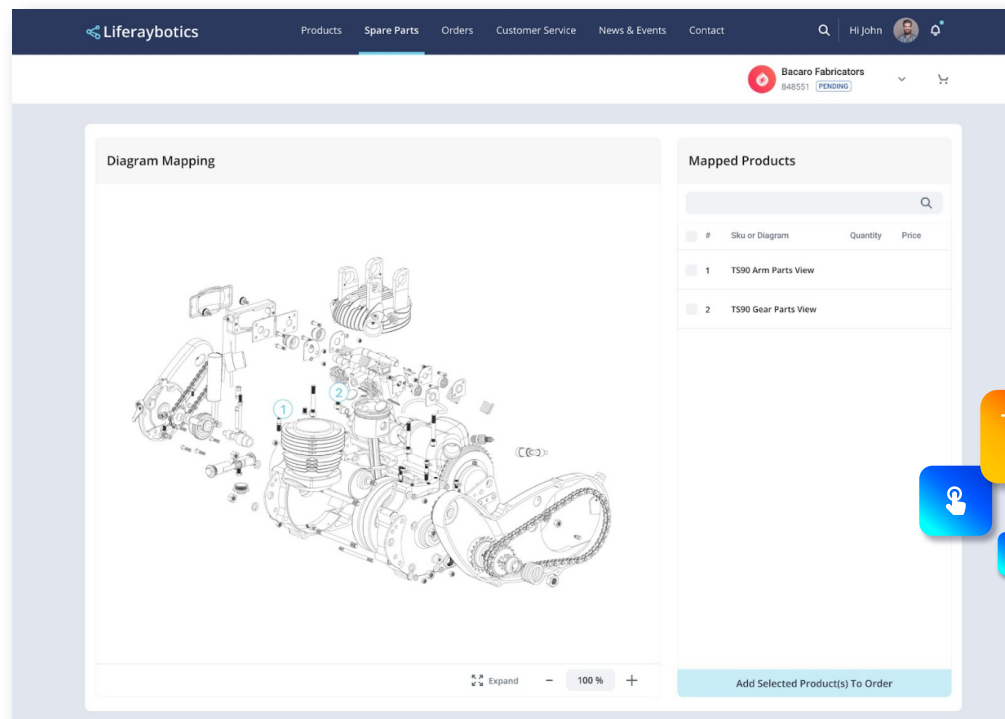
Liferay DXP's out-of-the-box product management tools make it easy for you to:

Create and Manage Products

Liferay DXP supports four out-of-the-box product types: simple, grouped, virtual, and diagram.

- **A simple product** is any physical product for which inventory is tracked.
- **Grouped products** include two or more products that are packaged together and sold as a single item.
- **A virtual product** is any non-tangible product, such as files or services.
- **Shop-by-diagram products** allow customers to see the individual parts of a product and click to find and purchase those specific products.

Each product type is stored in a catalog and assigned a default SKU at creation. By default, all products are visible in a catalog and across all channels. However, you can control product visibility by determining which channels or accounts are eligible to view it. After creation, each product can also be assigned multiple SKUs to represent product variants.



Example of a clickable exploding diagram to order spare parts.

Manage Product Information

Liferay DXP is incredibly flexible and can integrate with your existing PIM or ERP system so that you can quickly surface product information that resides within these systems.

However, if you do not have a system for managing your product information or need to enrich the product information you have within an existing tool, you can use Liferay DXP to enter and manage the following types of product information:

- **Product options** such as variants and bundles with additional SKUs.
- **Specifications** such as a product's dimensions, color, weight, and capacity.
- **Images** to help customers make a product selection.
- **Categories** to help organize your products.
- **Exploded diagrams** that help customers find parts for larger equipment.

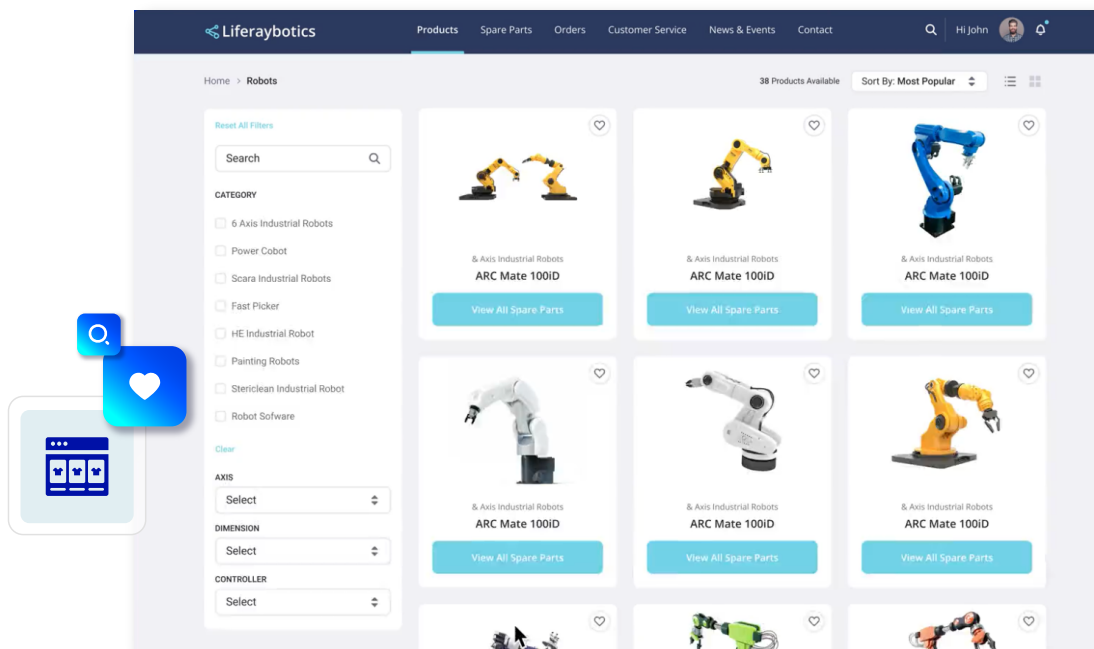
Liferay DXP also supports customizable bundles for products that can be configured with different complementary products, such as purchasing a laptop with a special graphics card or a more powerful processor. Liferay has made product bundles more configurable so that customers can manage more intricate product configurations without needing to contact your team. Customers will be able to edit bundles in their cart and can decide what product variants to add. You can define values that link a product with other SKUs, and customers can select different option values when adding a product to their cart.

Manage Multiple Product Catalogs

Product catalogs give you the ability to create more than one group of products, each with its own set of category managers or owners who are responsible for making updates. This allows you to control who manages and makes edits to different groups of products, which is important when you have several product lines and brands owned by different individuals or wish to allow partners and suppliers to manage their products.

Site administrators or product managers can also control which products in their catalog display to end users, depending on the account, account group, or account role. Partners and suppliers can manage catalogs to allow their products to be sold in your storefront(s) while providing you with final approval controls if desired.

You can also use channels to connect catalogs and products to any place your products are sold: a storefront based on Liferay DXP, third-party marketplaces, or anywhere else.

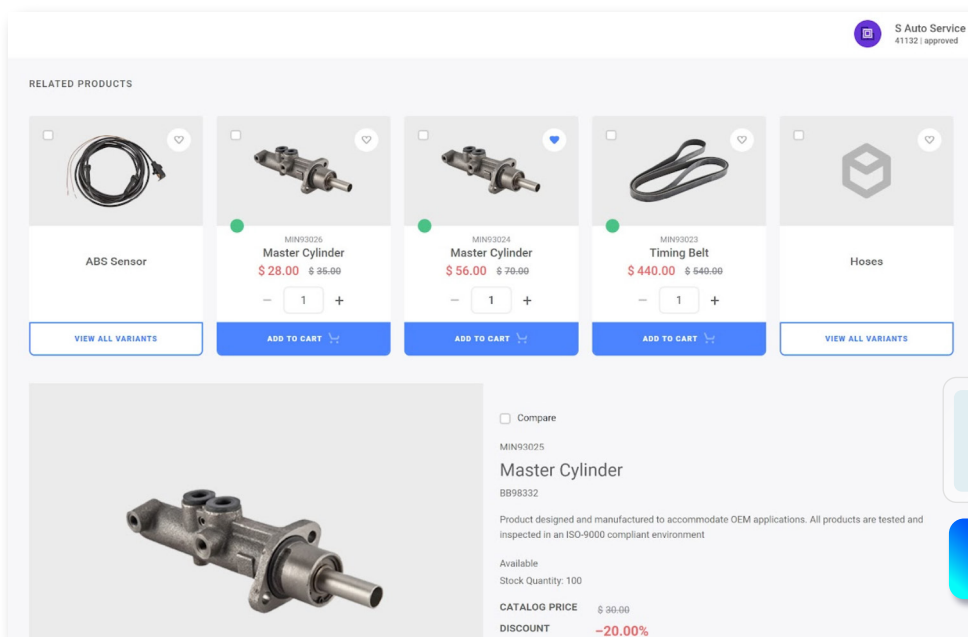


Example of a digital product catalog.

Display Product Recommendations

By defining product relations based on your product's content, including its category, specifications, and descriptions, you can recommend products for up-selling, cross-selling, selling spares, accessories, or complementary products.

Liferay DXP can show product recommendations to your customers based on what similar customers have purchased, the product a customer is currently viewing, or previous products that the customer has purchased.



Display related products depending on the product your customer is currently viewing.

Manage Multiple Suppliers

Liferay DXP empowers suppliers to take control of their online presence through self-service catalog and channel management. This greatly reduces the effort to set up suppliers and support multiple vendors in your sites.

Self-service grants suppliers the ability to:

- **Independently manage their product offerings** within their dedicated catalog.
- **Define and manage price lists** to optimize sales and promotions.
- **Control order processing** to efficiently fulfill customer requests.
- **Manage warehouse and inventory levels** directly from Liferay DXP for a seamless fulfillment experience.

Support Complex Pricing

Liferay DXP supports a wide range of pricing models and lets you fully customize our pricing engine to handle simple or complex use cases.

You can define multiple price entries for a single product SKU and determine which accounts, account groups, and channels are eligible to receive each price. If multiple price entities exist for the same SKU, the pricing engine calculates which entities should be used for each channel customer.

Manage Promotions and Discounts

Ensure your customers only see the price they're entitled to, including any promotions or discounts applicable to them. Examples of models supported include:

- **Contract pricing** for individual customers or customer groups.
- **Bulk and tier discounts** to incentivize larger order volumes.
- **Fixed-length** promotional price lists.
- **Account/Account group price modifiers** to allow for fixed-priced/percentage discounts.
- **Coupon-based discounts** and incentives.

You can tailor discounts and promotions broadly or refine your offers so that they only display for a select group of accounts or a small group of specially selected customers.

Process Payments Easily

Liferay DXP supports multiple payment providers, such as PayPal, Stripe, Mercanet, Apple Pay, Google Pay, and other offline payment options. Additional methods can also be added using the payment method extension point. You can select which payment methods to make available to specific channels, order types, or designated customer groups.

Liferay DXP also supports the creation of refunds for online payments. Once processed, the refund goes back to the original payment method. Liferay DXP also makes it mandatory to select a reason to complete a refund.

Manage Product Inventory

Liferay DXP's flexible architecture simplifies connecting with existing inventory, ERP, or warehouse management systems to provide visibility into inventory levels and your supply chain.

Liferay DXP also offers native tools to provide visibility into product inventory, including:

- **An inventory management system** for tracking all product inventory in a single place.
- **Multi-warehouse inventory**, which allows you to see how much inventory is available at each warehouse.
- **Availability estimates** to let customers know when out-of-stock products are available again.
- **Low-stock actions** automatically alert you when inventory reaches a minimum threshold.

Integrate and Connect

Headless Commerce

Use Liferay DXP as a headless platform with a set of REST APIs following the OpenAPI standard. This includes both administration and delivery APIs. Administration APIs allow you to integrate with back-end systems, such as ERPs or warehouse inventory management systems, to help you manage storefronts in one platform. Delivery APIs help facilitate multi-channel use cases so that you can support a wide variety of storefronts.

Integrate with External Systems Using Pre-Built Connectors

Liferay DXP has several native connectors you can leverage to connect to:

- TradeCentric (formerly PunchOut2Go) to streamline purchasing processes and transact electronically.
- Mulesoft to build automated ETL processes through its operations.
- Salesforce to import data into Liferay DXP.
- SAP to sync product information, pricing, and customer accounts.

Next Steps

With Liferay DXP, you get the tools you need to start simplifying complex purchasing processes. But on the same platform, you can also begin to personalize user journeys, digitize manual tasks, eliminate data silos, and empower business users to launch new sites.

Liferay DXP's Commerce capabilities are just a fraction of what the platform provides. With two decades of organic product development, every capability of our platform is designed to work in harmony. Learn about all the platform's native capabilities in this [ebook](#).

Dive deeper into the Commerce capabilities by requesting a demo [here](#).

