

# CONSULTING SERVICES

## LIFERAY



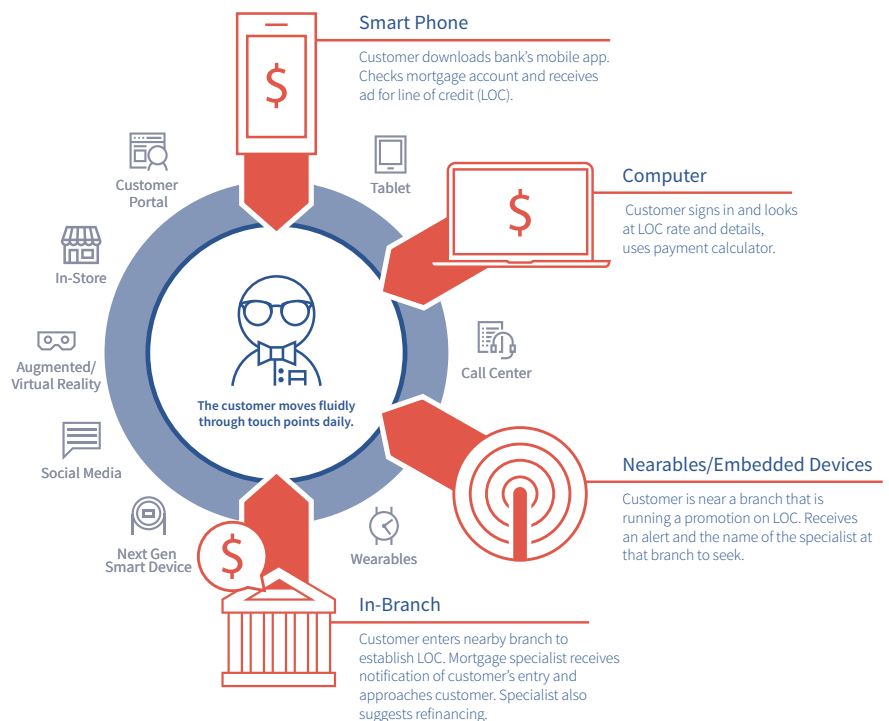
### *Unify Your Customer Experiences*

The increase of digital channels means greater opportunities for companies to better understand and serve their customers. But this proliferation of digital touchpoints also means customers are expecting increasingly greater personalization and continuity across these channels.

Customers are taking multidevice and multichannel paths to purchase that work for them. Marketing, customer experience and IT teams face pressure today to not only deliver meaningful, relevant content, but to do so at every customer touchpoint. Companies must eliminate the disjointed experiences between channels that frustrate their customers to present a continuous brand experience that delights the customer and ultimately leads to greater loyalty.

**With so many choices for today's consumers a click or swipe away, the companies that stand out will be those who deliver highly personalized experiences in the channels of the customer's choosing.**

**The Liferay Digital Experience Platform (DXP)** brings it all together, helping you create, manage and deliver end-to-end customer experiences finely tuned to your customer's needs in any device or context.



# BUSINESS BENEFITS

**Improve the Customer Experience** – Differentiate your company with connected and consistent digital experiences that are uniquely tailored to each customer’s behavior, history and profile for higher customer satisfaction and loyalty.

**Understand Your Customers** – Understand your customers and turn each interaction into an opportunity for customer insight. Gain a complete view of anonymous and known users by unlocking data through backend integration on behavior, activities and interactions hidden in your disparate systems.

**Lay the Foundation for Digital Agility** – The technology you choose matters, both for addressing today’s needs and positioning your business for long term success. Liferay’s flexible and modular architecture allows you to build and innovate new business models while integrating with your current software and hardware investments.

# KEY FEATURES



**Connected Digital Experiences** – Create native mobile apps, mobile sites, modern websites, landing pages and more while maintaining consistency in branding and experience across all touchpoints.



**Architecture for Digital Readiness** – Quickly deliver business-ready solutions with a flexible and modular architecture, reusable microservices and integration with existing applications.



**Campaign Management** – Personalize content through audience targeting, set up highly targeted marketing campaigns, track their successful levels, and view the results in a single dashboard.



**Single View of the Customer** – Have more informed and contextual conversations with your customers through a single customer profile aggregated from all interactions with the business.



**Engagement Metrics** – Utilize core engagement metrics to help you analyze the effectiveness of your marketing campaigns and make critical, data-driven business decisions.

## HOW RIVET LOGIC CAN HELP



**Strategy** – Align business goals with Liferay capabilities. Configure for success, and customize for added value.



**Implementation** – Implement your Liferay solution following best practices, while seamlessly integrating Liferay into your enterprise.



**Content Migration** – Migrate existing content from legacy content repositories and/or systems into Liferay seamlessly and easily.



**Deploy & Manage** – Deploy Liferay on-premise or in the cloud. Ensure a smooth production rollout with post-production support or managed services.

## LIFERAY EXPERTISE

- Platinum Partner (partner since 2006)
- 10+ years experience
- 125+ Liferay-based deployments
- Liferay Awards: North American Partner of the Year, Partner of the Year, Innovation, Community Excellence

## CUSTOMERS

- Marriott
- AvMed
- Air Liquide
- BCBS
- Kaplan
- Digital Realty / Telx
- Sesame Street
- Papa John’s
- Washington Post
- And more...