Liferay Portal

Enterprise. Open Source. For Life.

LIFERAY
Enterprise. Open Source. For Life.

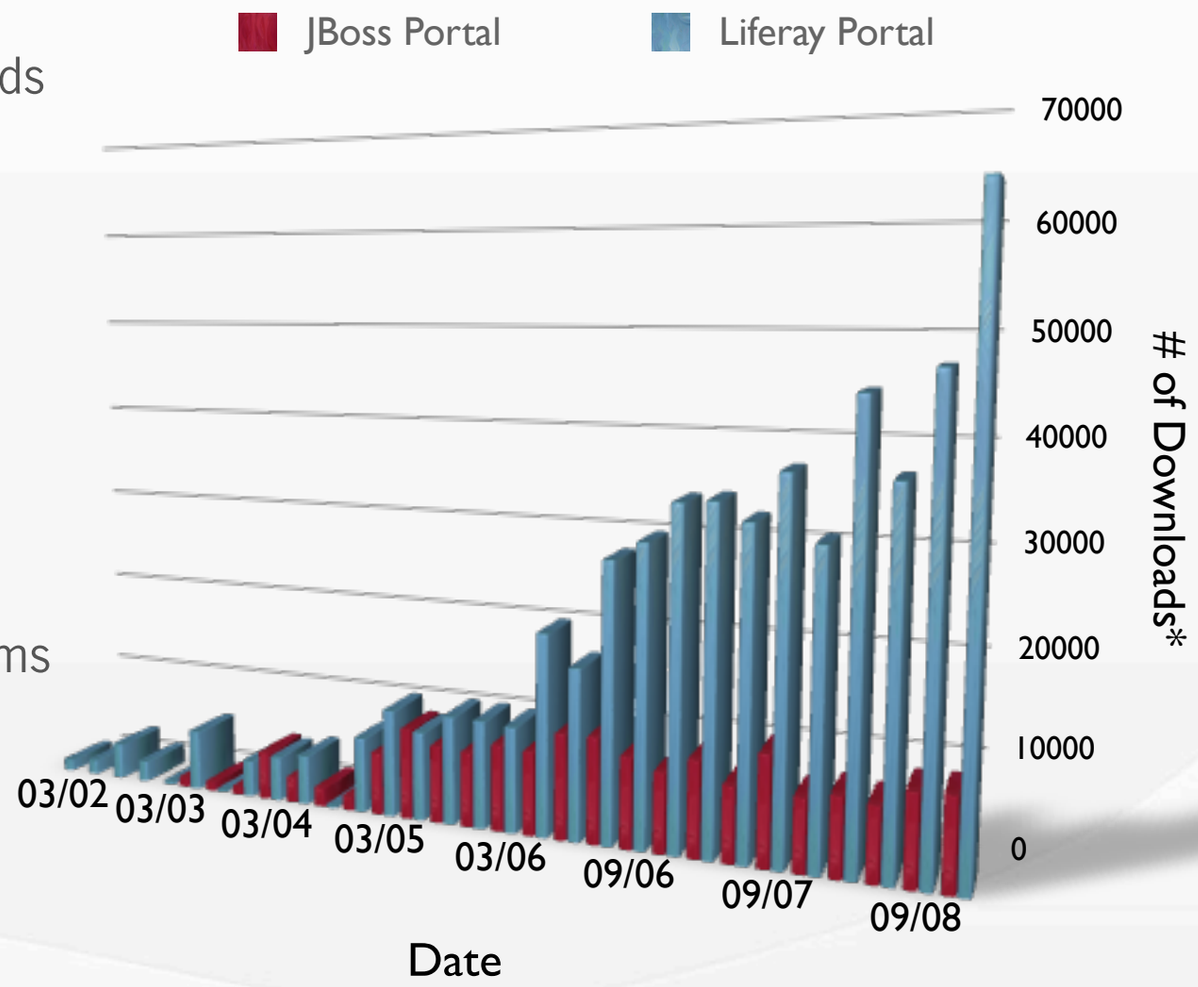
The Open Source Leader:

Introducing Liferay Portal

Liferay Portal Introduction

In its 10th year of development, Liferay Portal is today's most popular and widely downloaded open source portal.

- Over 2.5 Million downloads and 80,000 downloads per month
  - ~66% of downloads – Liferay Portal
  - ~33% of downloads – Liferay IDE & Plug-ins
- Over 19,000 registered users on Liferay.com
- Over 50 active volunteer contributors
- Another 30-35 contributors from Sun Microsystems



*statistics taken from SourceForge.net

Market Position

A full-bodied feature list and extensibility appeals to managers and developers alike, making Liferay a leader in the portal space.

Open alternative to:

- IBM Websphere Portal
- Oracle/BEA Portal
- Sharepoint for document workspaces
- Jive Clearspace for collaboration

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– InfoWorld, 2008

Market Position

Established in portal market... and emerging in social software

MQ Horizontal Portals, 2008

- Positioned as Visionary, demonstrating completeness of vision, innovation leadership, market understanding, and overall strategy
- One of only two open source portal vendors, and among few pure-play portal vendors
- "Liferay is rapidly gaining market traction and visibility out of proportion to the company's small size."
- Leads in feature completeness and ROI among twelve vendors represented

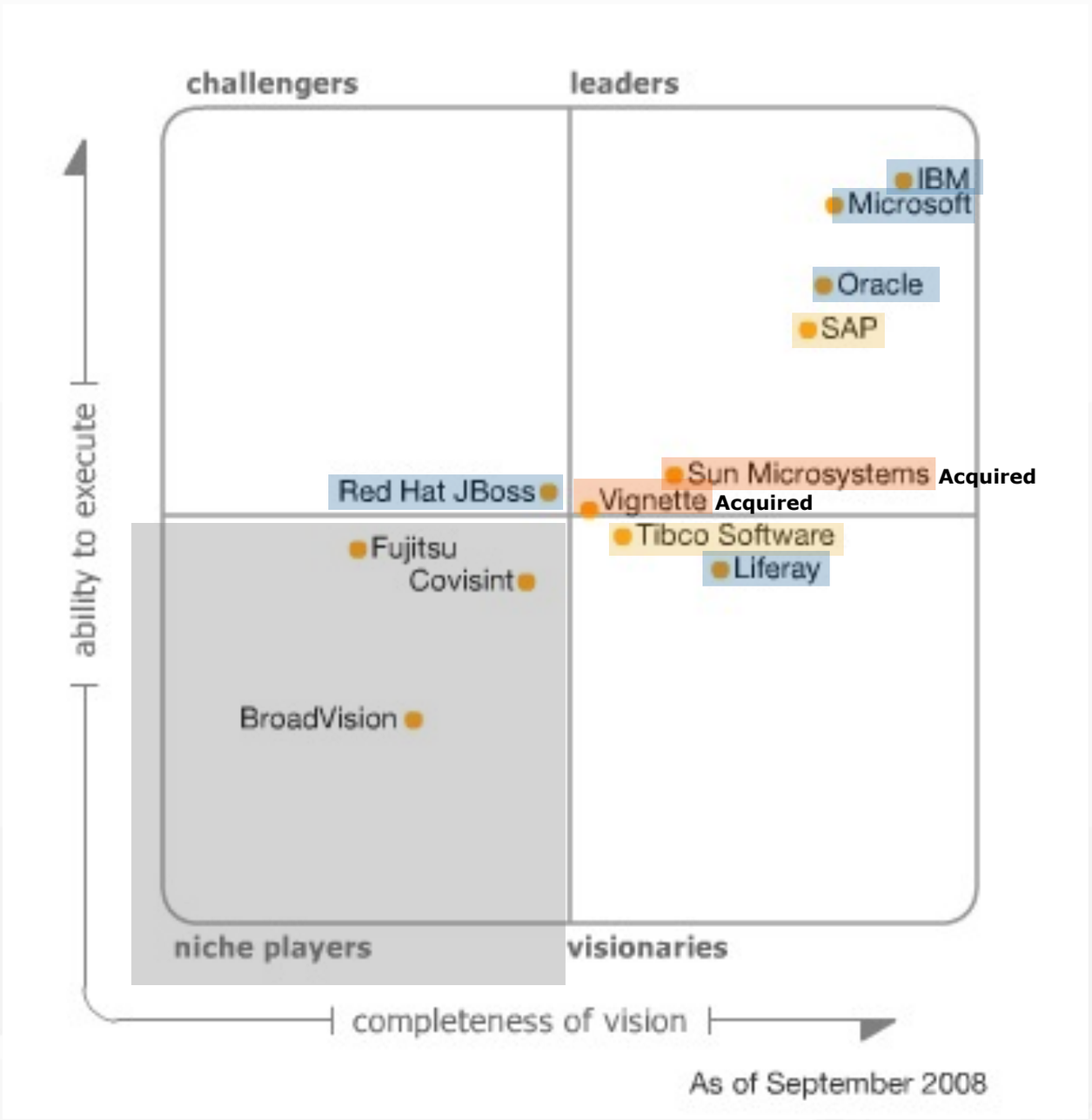
http://mediaproducts.gartner.com/reprints/microsoft/vol6/article2/article2.html

MQ Social Software, 2008

- Relatively well-positioned in a crowded market with no established leaders
- Only comprehensive solution to enable enterprise 2.0: social computing + enterprise integration
- "Combines team-oriented information sharing capabilities with informal content creation and organization through content management (including integration with Microsoft Office...), blogs, wikis, discussions, activity tracking and tagging."

http://mediaproducts.gartner.com/reprints/microsoft/vol6/article5/article5.html

Market Position



LIFERAY. | Social Office

Search... Everything

My Home | My Profile | My Sites | Sign Out

Nathan Michael Cavanaugh

Home Profile Mail

Sites

Search

My Sites | Open Sites | Add Site

- Mac Users Club — Leave
- Sales — Leave

Contacts

Search

All By Site ▼ Add Contact

- Alice Cheng
- Bryan Cheung
- Cecilia Lam
- Nathan Michael Cavanaugh
- Ryan Park

Activities

My Sites | My Friends | Me

May 23

Nathan added a new event, Mac User Group, in **Mac Users Club**.
1:40 AM

Bryan Cheung uploaded a new document, AttendeeList, in **Mac Users Club**.
1:38 AM View Document Go to Folder

May 22

Nathan wrote a new wiki page, FrontPage, in **Mac Users Club**.
11:59 PM

May 21

Bryan Cheung added a new event, Weekly Sales Meeting, in **Sales**.
8:08 AM

Subscribe to these activities.

Most Active

Sites
Sales • Engineering • Marketing • Mac Users Club • Executives

Content
EU Pricing • Selling in a Recession • Contracts Overview • Liferay Mutual NDA • Pricing Sheet

Members
Bryan Cheung • Nate Cavanaugh • Alice Cheng • Cecilia Lam • Brian Chan

Tasks

Assigned To Me | I've Assigned | Add Task

Description	Due
Finish Social Office UI Review	
Create new Dockbar Wireframes	6/1/09 4:00 PM

Show completed tasks

Announcements

Welcome to Social Office! Mark as Read

EVERYONE Please use the application and let us know what you think.

Online Friends (1)

Bryan Cheung

Bryan Cheung | Settings | Online Friends (1)

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tweetray

Sign out

Tweetray Settings

Allow new members to join my Tweetray.

Email me at this address when people request membership. bcheung@liferay.com

Users can post to your timeline by simply including *#liferay* in their tweet.

liferay Tweetray Approved Members

Add user by screen name: Twitter username

liferay Tweetray Pending Members

You have no pending members at this time.

Powered by Liferay

The Liferay platform: delivering business solutions:

Self-service
e-commerce portal

Rich interactive
web experience

Revenue-generating
social network

Enterprise Integration

Integrate, access, re-use

Salesforce

Proprietary SW

Legacy Systems

Content Stores

twitter

SOAP
Web Services
ESB

Liferay Services

Users Groups & Roles
Authentication
Presentation

Content
Collaboration
Social

Workflow
BI & Reporting
Forms

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REST
RSS
JavaScript

Web Integration

Mash in, mash out

All Major App Servers and Containers

All Major Databases

All Major Operating Systems

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Liferay Use Cases

Major organizations around the world choose Liferay Portal for a wide variety of business use cases beyond the traditional portal:

- Web publishing & content management
- Intranet / Extranet
- Collaboration platform
- Social network
- EAI framework
- Web-based applications

User and Client List

Global 1000 clients & users include:

Financial Services
- Allianz
- China Life
- Pioneering online trading firm
- HanseMerkur
- Sparkasse KölnBonn
- Largest German investment bank

Manufacturing
- DEKRA
- BASF
- Leading German Automaker
- Mitsubishi-Fuso

Retail / Services
- AutoZone
- Benetton
- Oakwood Worldwide
- Watson Asia

Education
- Discovery Education
- Harvard Business School
- Penn State
- Madrid School System
- York University

Not-for-Profit
- Goodwill Industries International
- United Nations International Fund for Agriculture Development
- Sesame Workshop
- World Vision

Government
- Georgia State Court
- US Department of State
- US Air Force
- US Army
- French Ministry of Defense

Software/Technology
- Borland Software
- Cisco
- Novell
- Sun Microsystems

Telecom
- China Mobile
- China Unicom
- Covad Communications
- Deutsch Telecom
- LG, Inc.
- Pantech USA

Travel
- Lufthansa Flight Training
- Leading European Airline
- Kempinski Hotels

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Liferay Portal 5.2:

Building on a Tradition of Value

Building on a Tradition of Value

Liferay has always been positioned for value:

- Pervasive compatibility—Liferay runs on all major app servers, databases and operating systems. Minimizes new spending on infrastructure.

- Can run PHP, Ruby, Python, and more—protect HR training and skills investments.
- Pre-integrated with leading open source offerings.
- Liberal MIT license is very flexible toward business use.

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Building on a Tradition of Value

Built-in Web Content Management and Document Management

Liferay WCM is used by leading enterprises like Benetton, Cisco, and Sesame Workshop.

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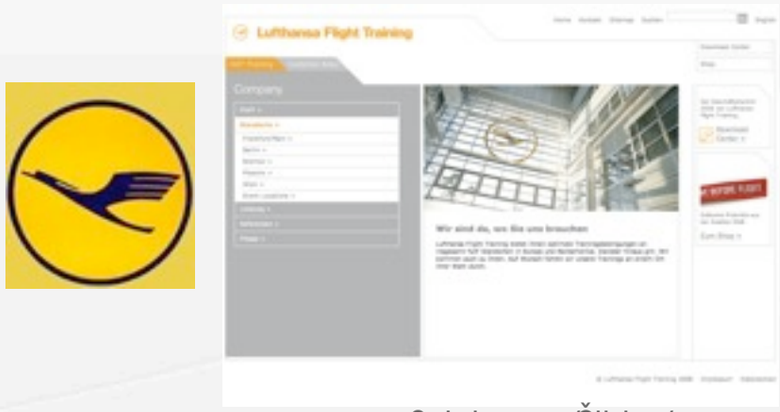
- Full web publishing solution with localization, publishing workflow, scheduled staging and structured content
- Document library with multiple file uploads and versioning
- Office integration using Sharepoint protocols and WebDAV support
- Social / Web 2.0 features: tagging, RSS, ratings and comments
- Dynamic search built-in with Search Engine Optimization (SEO)
- Multi-tenancy for hosting or ASP solutions



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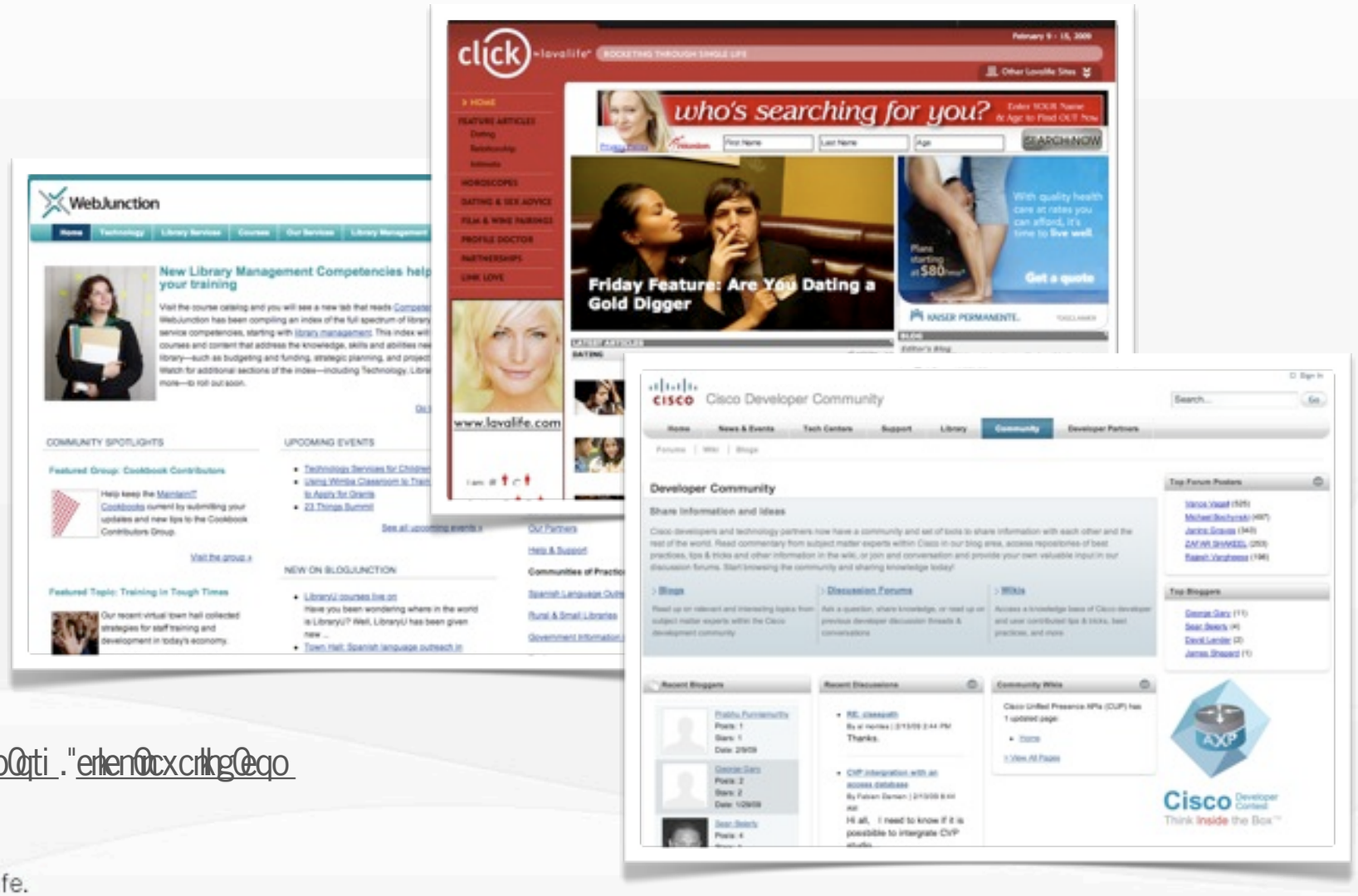
Building on a Tradition of Value

Built-in Collaboration Suite

Liferay Collaboration brings the best collaboration tools together in a single package with all the benefits of Liferay's group workspaces, including roles, permissions, page management, and social computing features.

- Message Boards, Blogs, Wikis
- WebMail
- Shared Calendars
- Enterprise Chat
- RSS Feeds
- Tagging, Ratings, Comments



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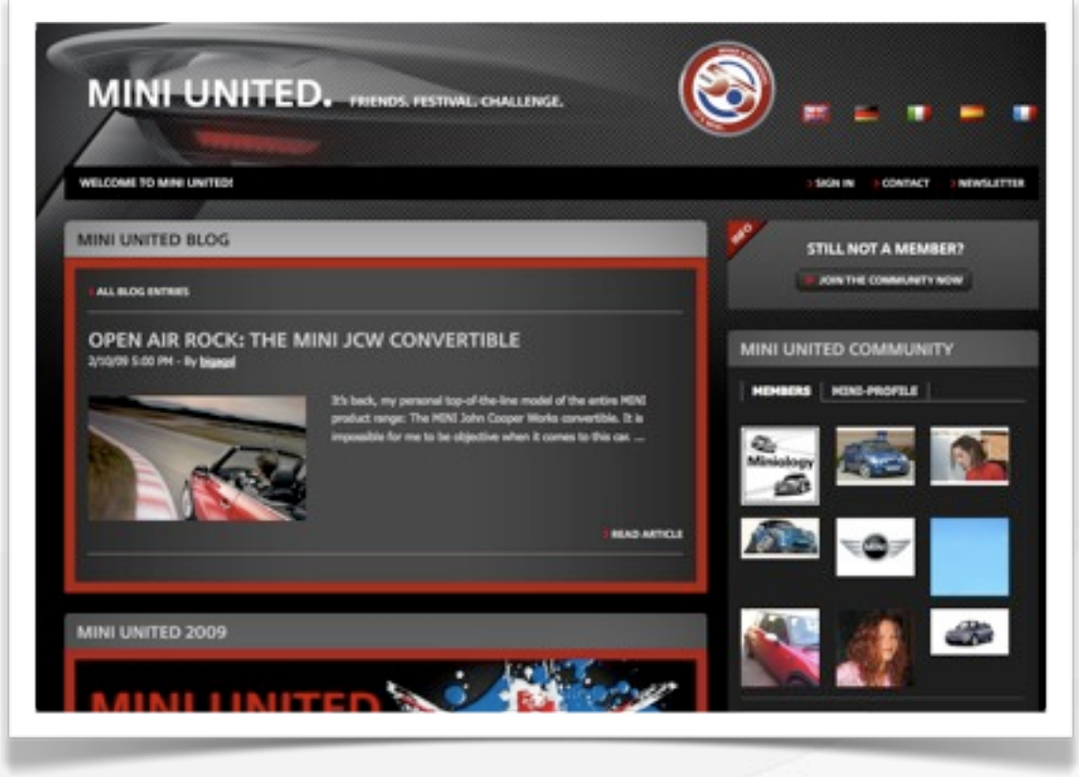
Building on a Tradition of Value

Built-in Social Computing and Mashups

Liferay includes tools to help enterprises create functional social networks and easily deploy widgets and mashups to meet business needs.

- Build a social network for your enterprise with a single plugin.
- Find knowledge and expertise in your organization with profiles.
- Familiar social features: Friend List, Facebook-style Wall, and Activity Tracker.
- The Activity Tracker API makes it easy to integrate third party portlets and applications.
- Integrated instant messaging and presence for compliance persists across all pages.
- Publish Liferay portlets to Facebook, Myspace, iGoogle or any website.



See www.miniunited.com, www.thecradle.com, www.pjoon.com

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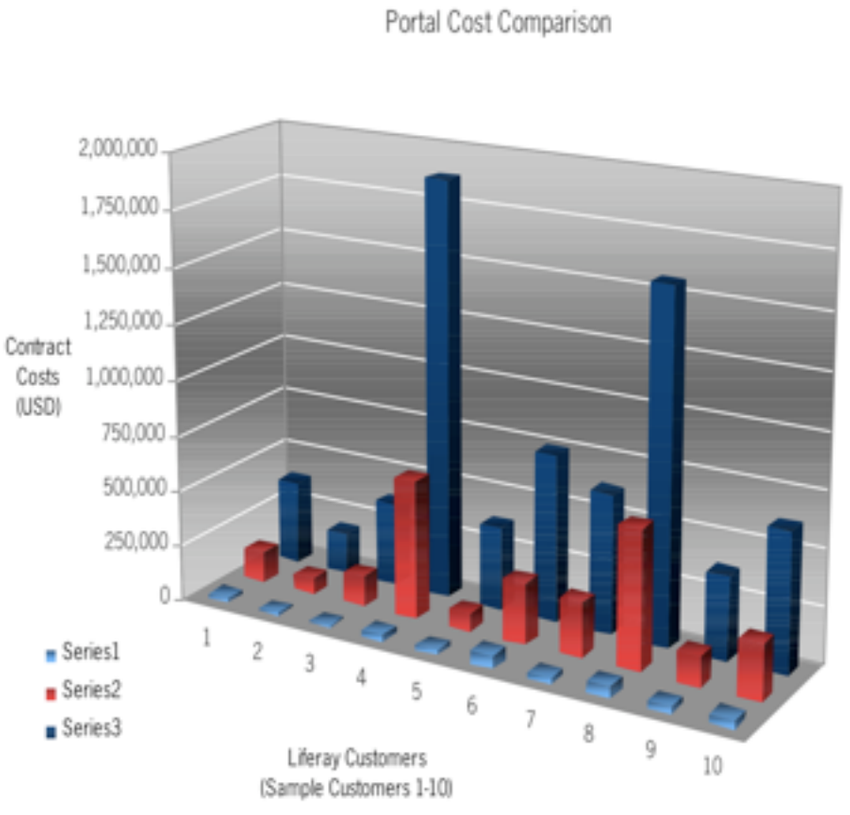
Liferay Portal Benefits:

Immediate Value and Long-Term Competitive Advantage

Significant Savings

Customers that deployed Liferay Portal to production systems can save an average of 93% in the first year over retail pricing for solutions from IBM® and Oracle®.



	Liferay	Oracle WebCenter Suite					
	Per Year	First Year License	Yearly Maint	2 Year Total	3 Year Total	4 Year Total	5 Year Total
Unit Price	19,995	125,000	27,500				
Total Price	39,990	1,000,000	220,000	1,220,000	1,440,000	1,660,000	1,880,000
Liferay Price				79,980	119,970	159,960	199,950
Savings				1,140,020	1,320,030	1,500,040	1,680,050
		96.0%	81.8%	93.4%	91.7%	90.4%	89.4%

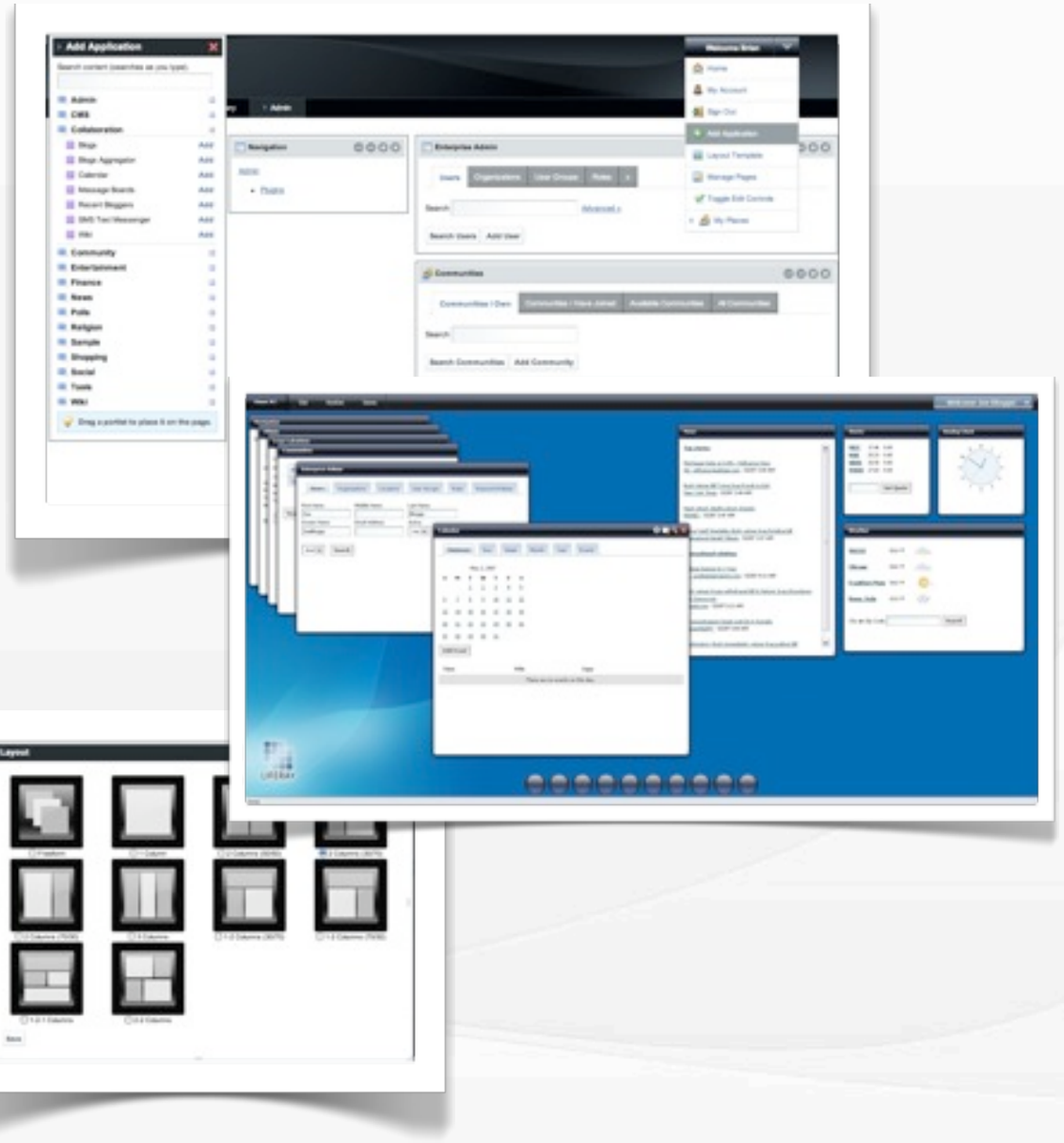
	Liferay	IBM Websphere Portal (no accelerators)					
	Per Year	First Year License	Yearly Maint	2 Year Total	3 Year Total	4 Year Total	5 Year Total
Unit Price	19,995	55,000	11,000				
Total Price	39,990	440,000	88,000	528,000	616,000	704,000	792,000
Liferay Price				79,980	119,970	159,960	199,950
				448,020	496,030	544,040	592,050
Savings		90.9%	54.6%	84.9%	80.5%	77.3%	74.8%

Pricing based on 2 servers, 8 CPU (4 CPU per server).
IBM yearly maintenance assumed to be 20%. Oracle yearly maintenance from price list. Liferay subscription uses platinum pricing.

Intuitive User Experience

End-users enjoying working in Liferay Portal, leading to higher ROI.

- Tasteful use of AJAX and CSS provides an enhanced user experience
- Users can customize their portal experience with control over layout, look and feel, and styling
- A community-centric approach makes it easy to create extranets, intranets, social sites or team collaboration spaces
- Familiar conventions from the desktop and the web reduce the learning curve
- Granular security and role based authorizations help administrators customize the user experience
- Options to use Flex, Laszlo, ICEfaces, JSF or mobile-targeted presentation frameworks make it possible to create a rich internet experience



Plugins

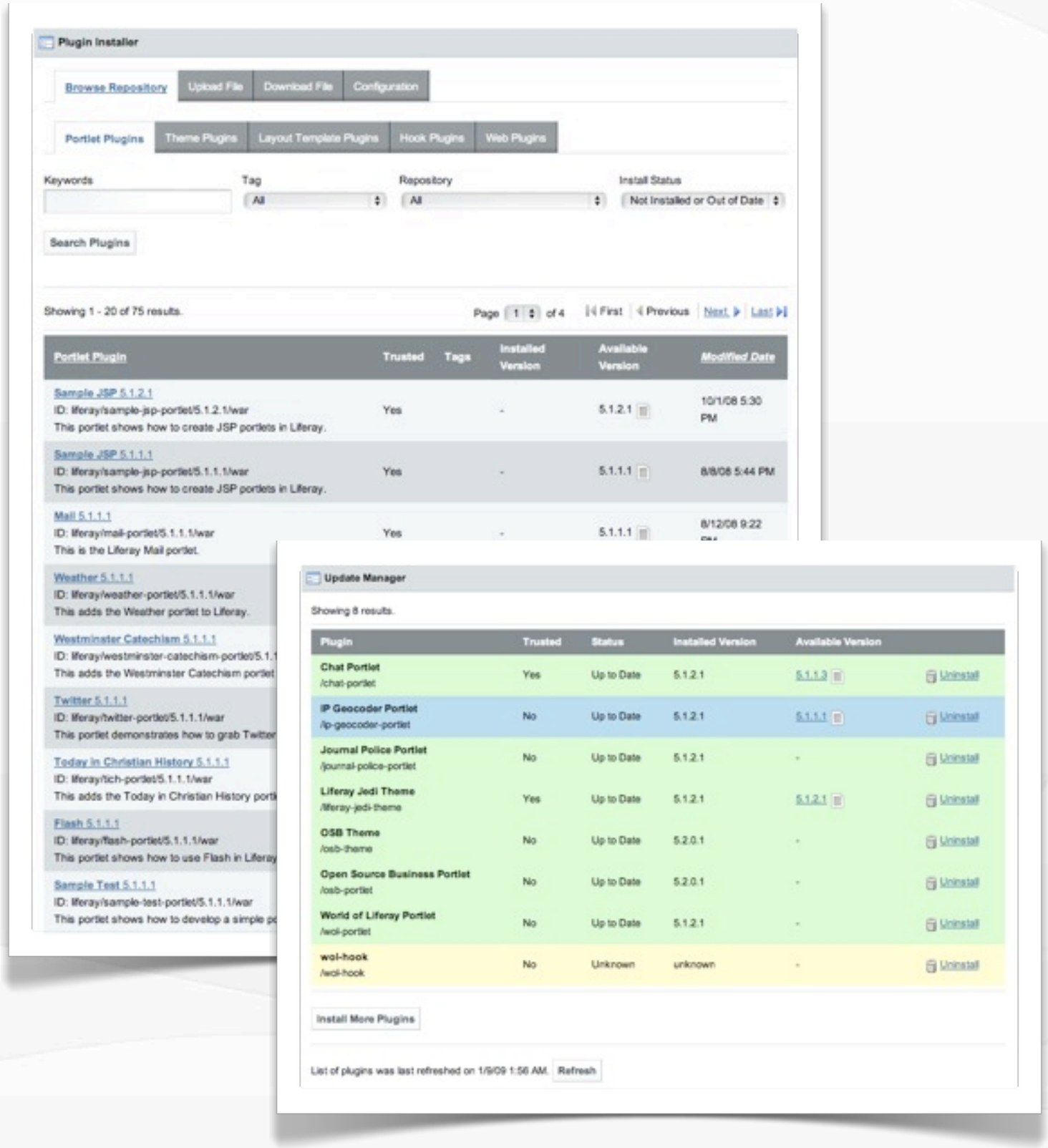
Plugins are separate hot deployable WARs that can live within a designated repository and be installed via the Plugin Installer or updated via the Update Manager.

- Portlet Plugins
- Theme Plugins
- Hook Plugins

  Hook Plugins allow you to hook into the eventing system, model listeners, JSPs, and portal properties.

- Layout Template Plugins
- Web Plugins

  Web Plugins are regular Java EE web modules that are designed to work with Liferay (i.e. integration with various ESB implementations)

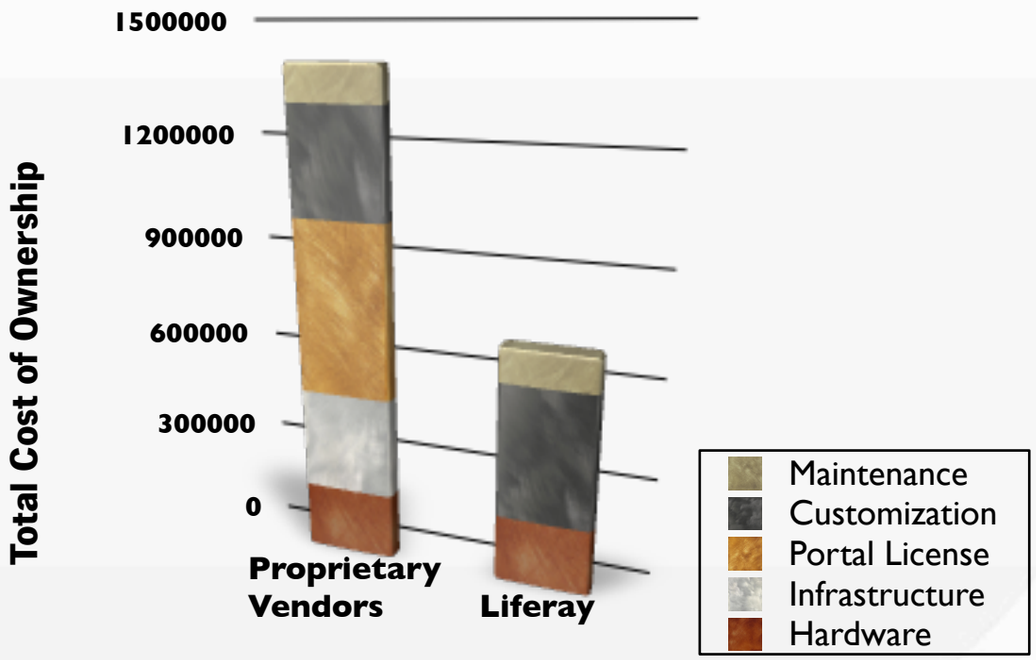


Long-Term Competitive Advantage

Lowest Total Cost of Ownership and Immediate ROI

Liferay Portal is designed to deploy painlessly and provide immediate value while also making customization and integration easy.

- Minimal or no capital expenditures
- Runs on existing infrastructure to minimize costs
- Equal or lower operational expenses
  - Contributions maintained by Liferay
  - Bug fixes and innovation from community
- Risk-free and business-friendly open source license

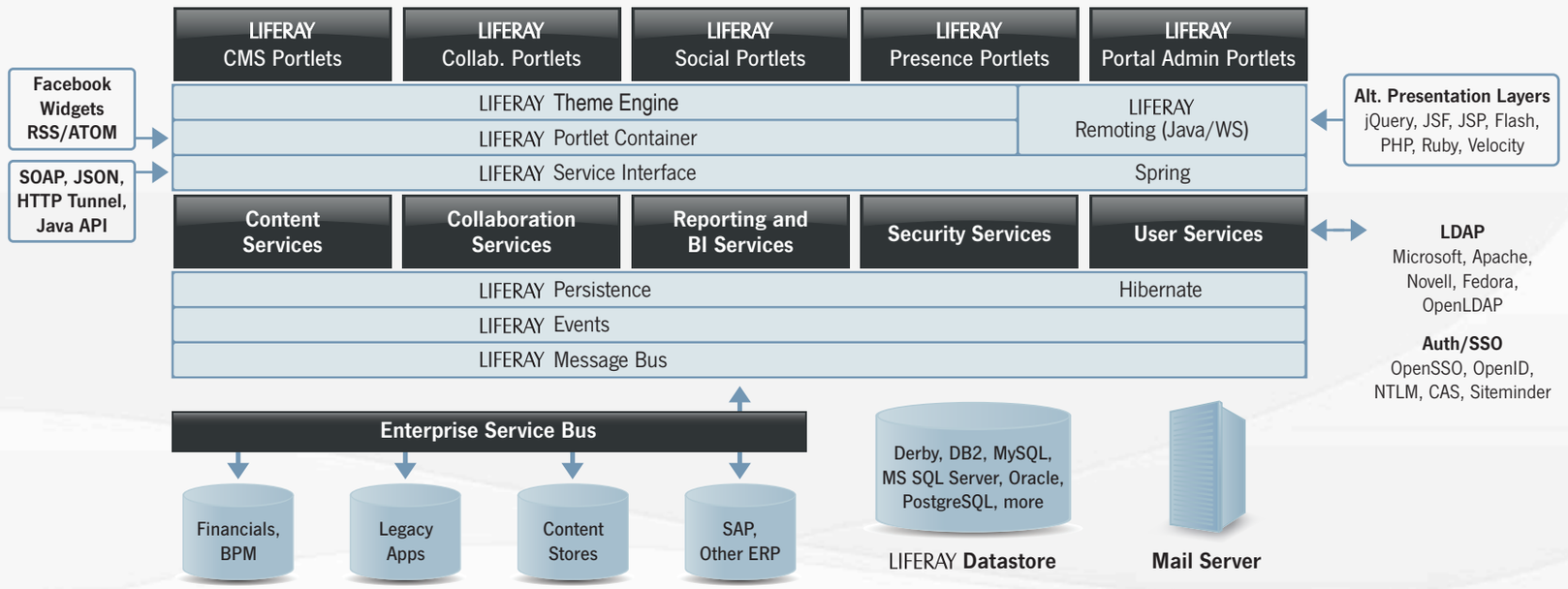


Long-Term Competitive Advantage

Developer Friendly Technology:

Liferay Portal makes integration easy on the front and back end.

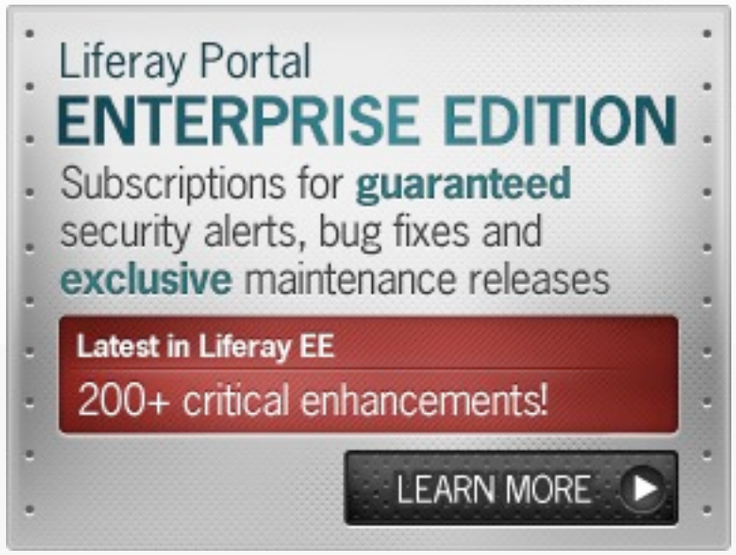
- Service Oriented Architecture (SOA) with built-in support for web services (including SOAP, JSON and HTTP)
- Compliance to open standards: JSR-286, JSR-170, JBI, WSRP 1/2, JSR-88, .ics / .ical
- Built-in support for SSO and LDAP, with customizable authentication
- Innovative compatibility with major scripting languages (PHP, Ruby, and Python)
- Use Liferay as a mashup server with iGoogle, Facebook integration and widget capability
- Secure enterprise application integration framework
- Ready integration with other leading open source technologies (Intalio, Pentaho, Jasper)

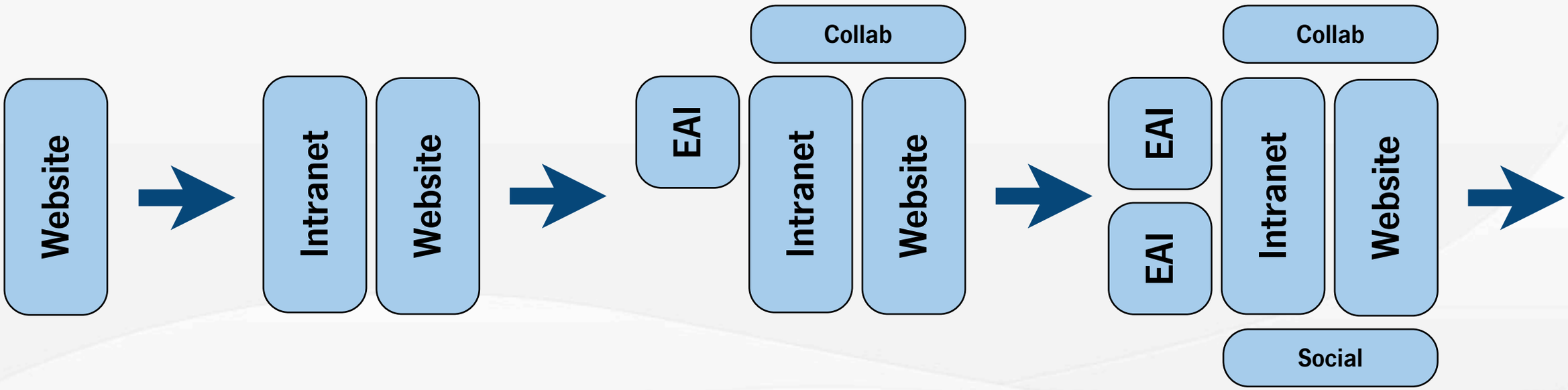


Long-Term Competitive Advantage

Long-term Innovation, Evolution, Scalability

- Phased agile approach to portal development
- Terracotta integration for low-cost scalability
- Customizable to fit long-term business strategy
- Commercial support provides stability for enterprises





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Liferay, Inc:

Commercial Open Source—the Best of Both Worlds

Liferay, Inc.

Growing, Profitable Company

100+ employees worldwide

Offices and employees in the US, Germany, Spain, Brazil, China, Malaysia and India

Enterprise Edition Adoption

An EE that respects the community and rapid growth in subscriptions first half 2009

Growing network of global partners

With plans to support all major localities

Expert Professional Services

Joining with our SI partners to deliver business solutions on Liferay

Liferay Portal Enterprise Edition

- Four levels of subscription and support to choose from
- Access to the source code and binaries of all supported versions
- 5 Year End of Life Policy
- Customer Knowledge Base

Community

- Over 19,000 registered users on liferay.com
- Over 9,700 forum members with over 100,000 posts

Industry Attention

- Named a "Visionary" in Gartner's Magic Quadrant for Portal Products

- InfoWorld's Best of Open Source Software (2007, 2008)

"There are a number of well-known open source portal solutions, including JBoss, Metadot, and MindTouch Deki. But when looking for enterprise strength, Liferay Portal stands apart."
InfoWorld 2008

- EContent 100 (2006, 2007, 2008)

- CIO 100 Award (Goodwill Industries)

"Liferay Portal was by far the most cost effective and efficient portal technology we considered."
– Steve Bergman, CIO
Goodwill Industries International

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Appendix:

Additional Slides on Features

Liferay Portal - Features

- Granular security and role-based authorization

Unlike other portals that maintain a simplified role-based permissions scheme, Liferay allows for **granular**, role-based authorizations. Portal administrators can assign individual users or groups of users different "roles" that grant varying levels of access and editing rights to specific communities, files, applications and tools.

- Built-in content tagging

Most pieces of content within the portal are treated as “assets” and can be tagged to help better group them together. This includes blog entries, message board threads, and even web content. Admins can then optionally manage the tags within the portal using the Tags Admin Portlet, or even publish specific types of assets based on the tags that they do or do not have using the Asset Publisher Portlet.

- RSS and email subscriptions

In many cases, Liferay allows users to either subscribe to RSS feeds or via email. This includes things as specific as message board threads, user blogs, user activities, etc.

Liferay Portal - Features

- Application Scripts

Unlike other portlets that require development and deployment, Application Scripts enable users to create applications on-the-fly.

- Dynamic Datasets

By leveraging a framework called Expandos, Liferay provides a service that allows the creation of dynamic datasets without any change to the database schema. This data can be:

- typed (boolean, Date, double, int, long, short, String, and arrays of all those)
- associated with a specific entity (e.g. 'com.liferay.portal.model.User')
- arranged into any number of "columns"
- available to plugins
- accessed from Velocity templates
- accessed via Liferay's JSON API through AJAX

Liferay Portal - Features

- Multi-tenancy

  Liferay provides the ability to host multiple sites on one deployment of Liferay Portal. In fact, adding another site is as simple as a few mouse-clicks and does **not** require additional deployments or the assistance of a System Administrator. Each community or organization can have its own:

  - Virtual host
  - Set of users
  - Content
  - Pages
  - Look-and-feel
  - Roles