Liferay Commerce

Features List

Liferay

Unify your commerce on a single platform.

In order to deliver seamless commerce experiences across multiple touchpoints, companies need to unite the content and commerce systems that are spread throughout their organization. Liferay Commerce simplifies the process of bringing together product offerings, customer data and content for digital experiences that cover the entire customer lifecycle. Offer contextualized purchasing experiences faster with a comprehensive solution, built on an industry-leading digital experience platform.

Key Benefits

Create Rich, Multichannel Commerce Experiences

Offer your customers a single place to learn about products, manage their accounts and make purchases while simplifying your stack. Open up paths to information sharing and product expertise with fully integrated collaboration and document management suites that put knowledge in front of customers whenever they need it.

Tailored for B2B

Streamline B2B purchasing with convenient, intuitive experiences. Liferay Commerce helps B2B organizations manage commerce sites faster with configurable rules for tiered pricing, customer-specific catalogs, organizational hierarchy, contract pricing, multi-site catalogs, order workflows and more.

Empower Sales and Service Reps

Although B2B sellers feel the pressure to move to digital commerce solutions, many are afraid that creating a new digital channel will displace their sales force. Liferay Commerce enables sellers to bring sales and service reps into the digital channel and empowers them with tools to assist, nurture and grow each account.

Applied Machine Learning for Smarter Commerce

Liferay Commerce applies machine learning and predictive analytics at key opportunities to improve operations and personalization at scale. Achieve easy wins with ML with suggested product groups, order forecasting down to the product level, smart loyalty score alerts and personalized product recommendations.

Combine Powerful Commerce Capabilities With Leading Digital Experience Management

Liferay Commerce is built from the ground up to work with Liferay DXP. Take advantage of a full suite of digital experience management tools, including web experience, digital asset management, file sharing, collaboration, social, faceted search and best-in-class portal capabilities.

Expand Globally

Liferay Commerce can be localized for your markets, making it easy for business users to tailor sites for different regions and ensure each sees language and content relevant to them. Multicurrency and multilingual support keeps the purchasing experience intuitive for every audience, with tools to manage exchange rates, shipping options and taxes for each country.

Headless Commerce

Reach customers through new channels and disruptive technologies by using Liferay Commerce as a headless platform, with a set of REST APIs that support the OpenAPI standard.

Liferay Commerce Features

Site and Content Management

- Manage multiple store sites and child sites from one instance.

- Support multi-site, multi-catalog commerce models.

- Share common user roles and permissions across sites.

- Draft content and schedule for publication with set expiration dates to support limited discounts and seasonal sales.

- Compare and restore previous versions of pages and product attachments.

- Preview content across devices for consistent, omnichannel experiences.

- Add pages and menus easily with site navigation and hierarchy tool.

Catalog Management
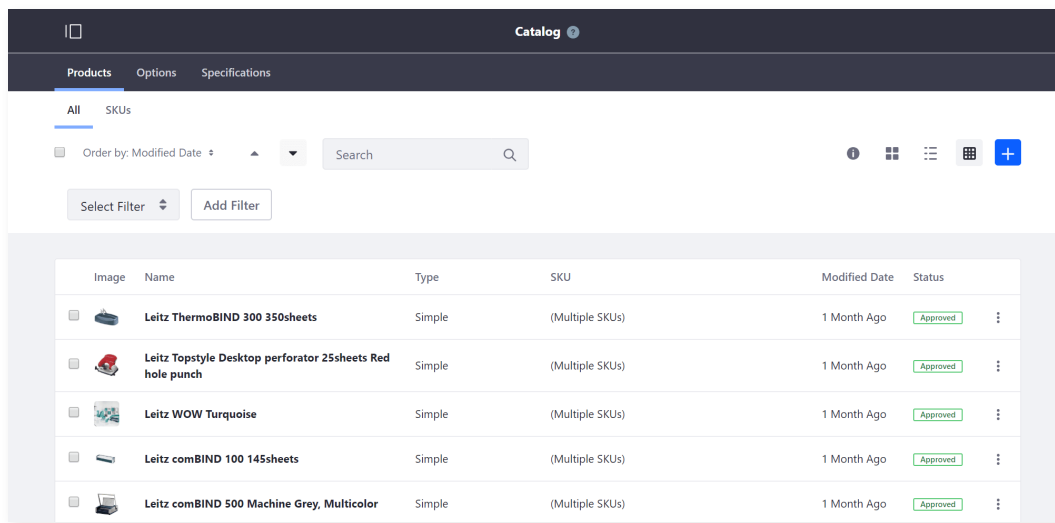
- Sell physical products, subscription-based products, services and digital goods.

- Create simple and grouped products with variations such as color or size.

- Receive automated suggestions for new grouped products based on items that customers often buy together.

- Add downloadable product datasheets, user guides and articles to product pages.

- Enable previews or samples for digital goods.

- Add exploded product views to complex items with mapping to individual parts.

- Offer personalization such as engraving or embroidery.

- Enrich product information and optimize metadata for search engines.

- Assign products to multiple categories.

- Manage inventory with support for back-ordered items and behavior for low inventory, as well as out-of-stock display and messaging.

- Set minimum, maximum and multiple order quantities for each product.

- Auto-generate SKUs for every product variant.

- Create templates for product options that can be reused across categories.

Catalog and Product Browsing
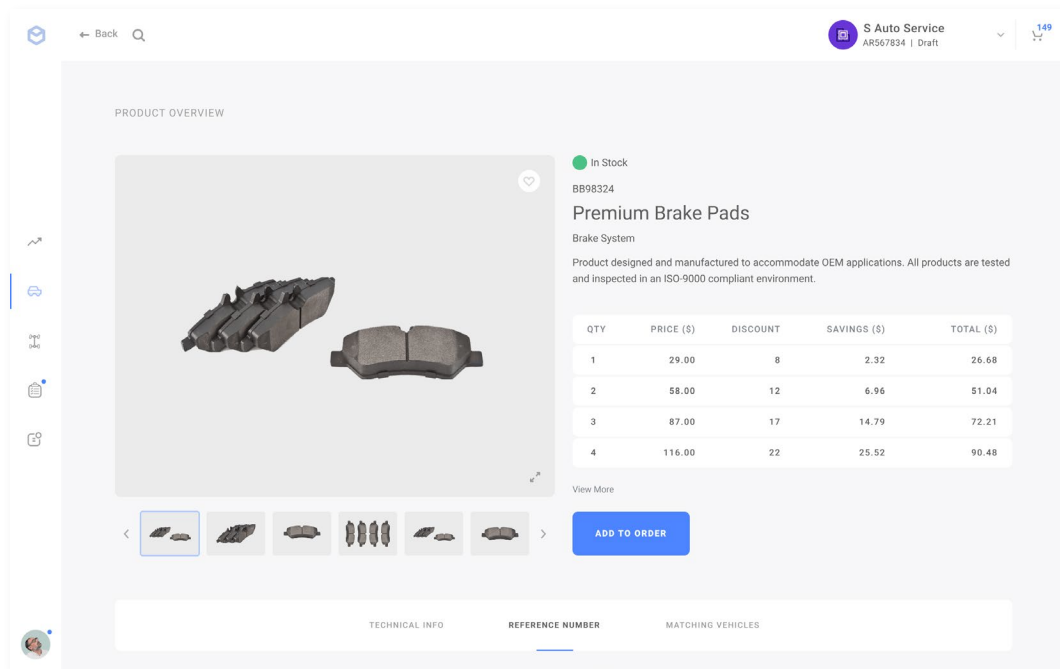
- Create pages by dragging and dropping out-of-the-box applications such as product detail display, shopping cart, search bar and more.

- Offer faceted search and filtering for more effective product browsing and discovery.

- Automatically recommend related products based on product content such as specifications, description and categorization.

- Encourage cross-selling by automatically recommending products that other customers bought, based on the product that a customer is currently viewing.

- Offer more personalized recommendations by showing customers what other customers who are similar to them also bought.

- Enable bulk pricing with discount rules and display the total with the discount applied on the product page.

- Offer additional information such as detailed discount information, product specifications and related guides or brochures.

- Offer product previews for virtual products, such as a trial download or a PDF.

- Control which products different buyers can purchase with account-specific catalog views.

- Override default product prices with price lists, promotional pricing and discounts.

- Schedule publication and expiration dates for price lists, promotions and discounts.

- Enable users to add products to compare as they browse from the catalog or product page. The product comparison page surfaces detailed product information such as dimensions and price.

- Allow customers to save products to wish lists for easy reference.

Checkout

- Display order information such as date, payment method, total and customer account information.

- Clear individual or all items from cart.

- Require customer information such as name and shipping address, and display an error message if invalid information is used.

- Display order summary with order total, product image, product amounts, total cost and payment method.

- Allow customer service representatives to add private notes to orders.

- Customize the order confirmation message once the purchase is processed.

Pricing and Discounts

- Create account groups and target price lists, discounts or promotions to each group.
- Apply contract pricing to individual customers or accounts with price lists.
- Support subscription-based products with recurring payments.
- Add discounts by percentage or fixed amounts.

- Trigger discounts based on cart total, related products in the same order or previous purchases.
- Limit discounts or promotions by number of users who can claim them or number of times a single user can claim them.
- Generate custom coupon codes.

Payments and Tax Management

- Manually define exchange rates or sync with an external service.
- Integrate with the European Central Bank out of the box for automatic updates to exchange rates.

- Manage measurement units for global stores.
- Set tax rate by address or fixed rate.
- Support for multiple tax categories for products.

Shipping

- Specify shipment methods, carriers and warehouses.
- Add shipment user info and tracking numbers.
- Support for multiple warehouses.
- Pull inventory based on warehouse closest to customer or based on other customized rules.

- Manage inventory within Liferay Commerce or connect to an external system; choose which inventory engine to use on a product level.
- Display shipping date and expected date for your customers.
- Offer variable rate or flat rate shipping.

Order Management

- Offer customers a simple dashboard for open, pending and completed orders with full search and filtering capabilities.

- Alert customers via email as the status of their order changes, with customizable notification templates.

- Allow business buyers to see all the orders on their account.

- Display important order information such as date, payment method and shipping status.

- Integrate workflows and approval processes.

- Integrate with external order management systems; pull in external order statuses and share with the customer in a consolidated view for a seamless customer experience.

- Offer automatic order forecasts based on historical data to help customers manage capital and inventory.

Self Service

- Empower customers to manage their own accounts, including user management and purchase workflows.

- Allow customers to add and update account information for the organization, such as contact information and shipping addresses.

- Add, search and filter members of each account.

- Define detailed password requirements and allow users to reset passwords as needed.

- Store multiple shipping addresses that can be quickly chosen during the checkout process.

Sales and Service Rep Support

- Allow sales and service reps to add and edit orders, apply promotions and take other actions on customer accounts.

- Track the health of each account with smart alerts that detect dips in purchasing trends, signaling that they are at risk of churning.

- View real-time dashboards for each account, including KPIs and account-specific info such as order forecasts and purchase history.

- Manage many-to-many account relationships and visualize according to your organization's structure.

Support for Global Sites
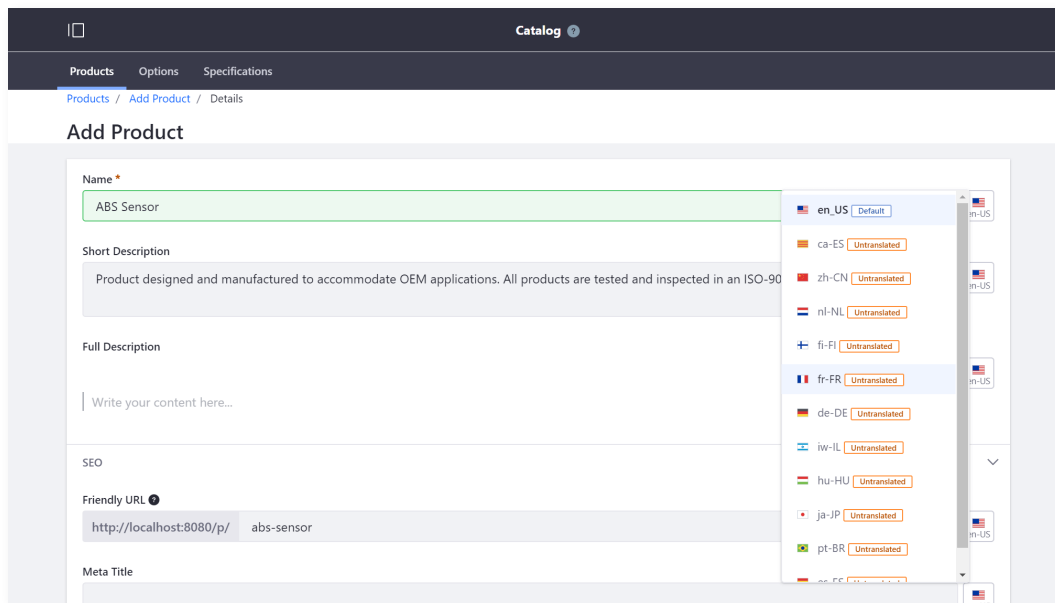
- Define which countries, languages and currencies are supported for each site.

- Support multicurrency across the site.

- Easily add localizations for most content, including product information and web page content.

- Detect user location based on IP Address and automatically display the site in the correct language.

Integrations

- Use Liferay Commerce as a headless platform with a set of REST APIs that follow the OpenAPI standard.

- Manage all Liferay Commerce integrations from one place. Administrators can schedule and monitor their Liferay Commerce connectors and data integration jobs from within their Liferay DXP instance, with jobs being run in a separate JVM as a failsafe.

- Integrate with other business systems through a Mulesoft connector or Talend component (ESB).

- Integrate with FedEx, PayPal and Authorize.net out of the box.

- Easily add integrations with other payment gateways or shipping providers through customization.

Pre-Built Connectors

- Salesforce
- SAP ERP [COMING SOON]
- Microsoft Dynamics NAV [COMING SOON]

Integrated Liferay DXP Features

- Full enterprise CMS capabilities
- Best-in-class horizontal portal
- Digital asset management and file sharing
- Form builder
- Collaboration and social tools such as blogs, wikis and forums
- Native and hybrid mobile app development for Liferay DXP applications
- Implement single sign on with any SAML 2.0 compliant identity providers.
- Control whether each application can be used across all sites. For instance, prevent internal users from adding the shopping cart to non-commerce sites.

Application Security and Data Protection

- Export a user's personal data in a machine-readable format upon request.
- Erase a user's personal data on request.
- Support HTTPS for all communication between browser and mobile clients and Liferay servers.
- Use out-of-the-box authentication for encrypted user passwords or choose an alternative encryption algorithm.
- Manage entitlements with a fine-grained system that combines the use of both roles and permissions for content, files, communities and applications.
- View a history of what users are doing in applications in order to pinpoint the cause of events that disrupt security.

Learn More

Request a personalized demo and see how Liferay Commerce can transform your B2B commerce strategy. liferay.com/commerce-demo

Liferay

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.