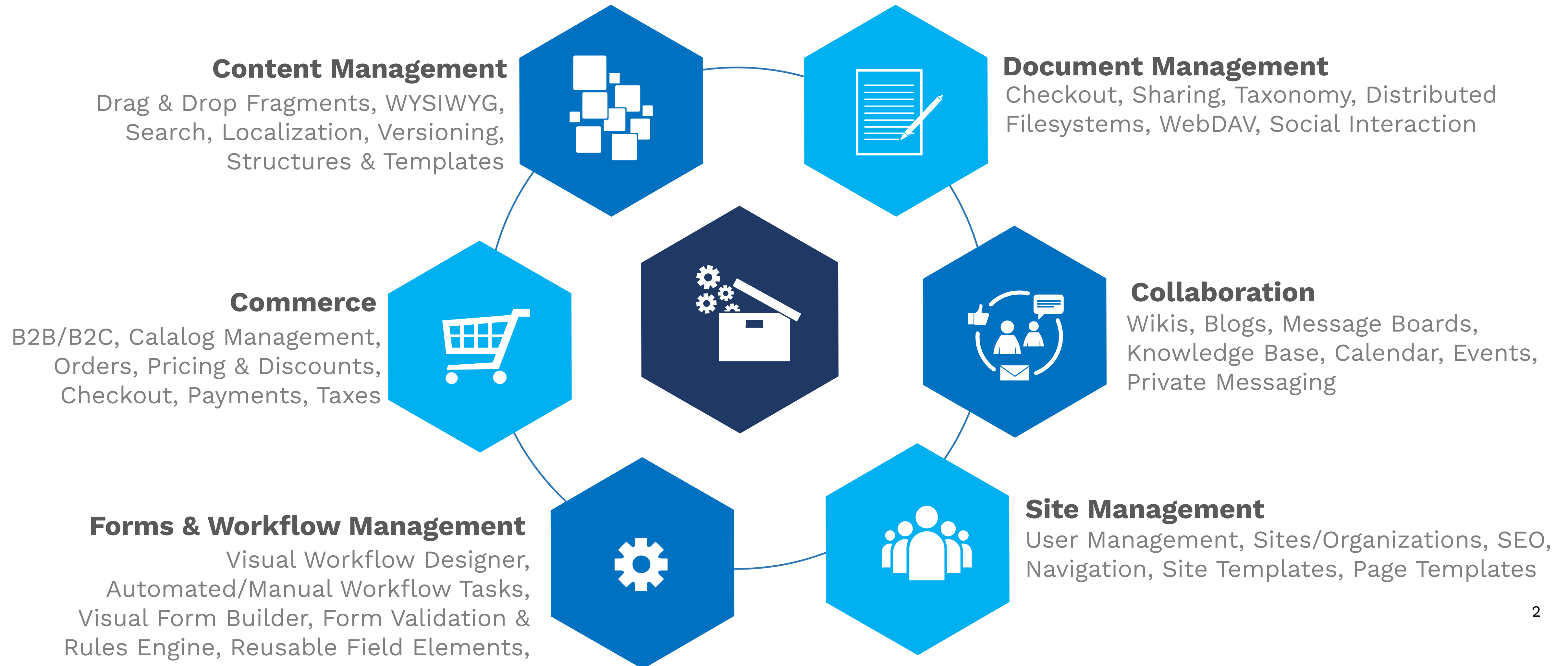


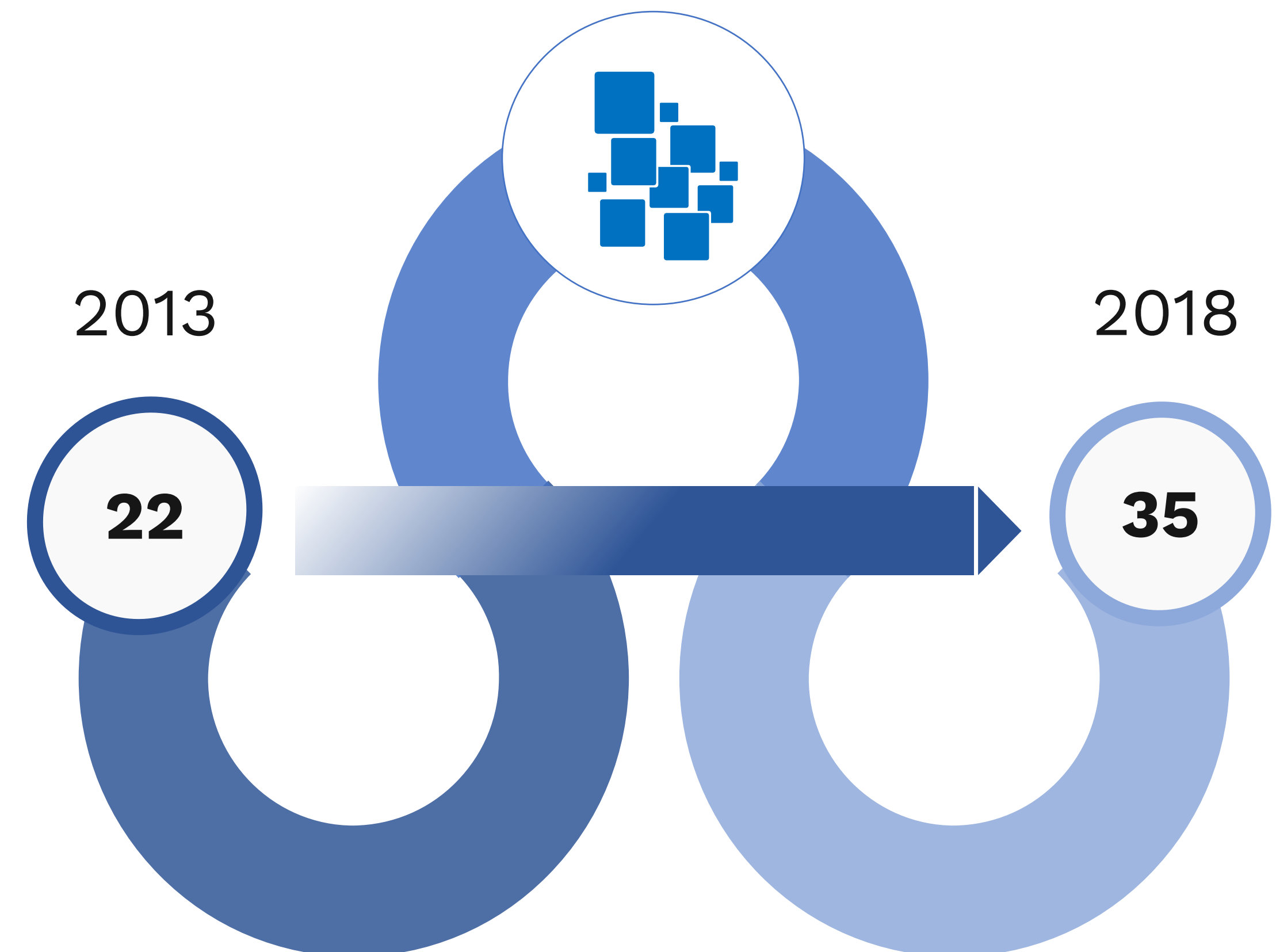
Liferay DXP, Decoupled platform



IT complexity is growing



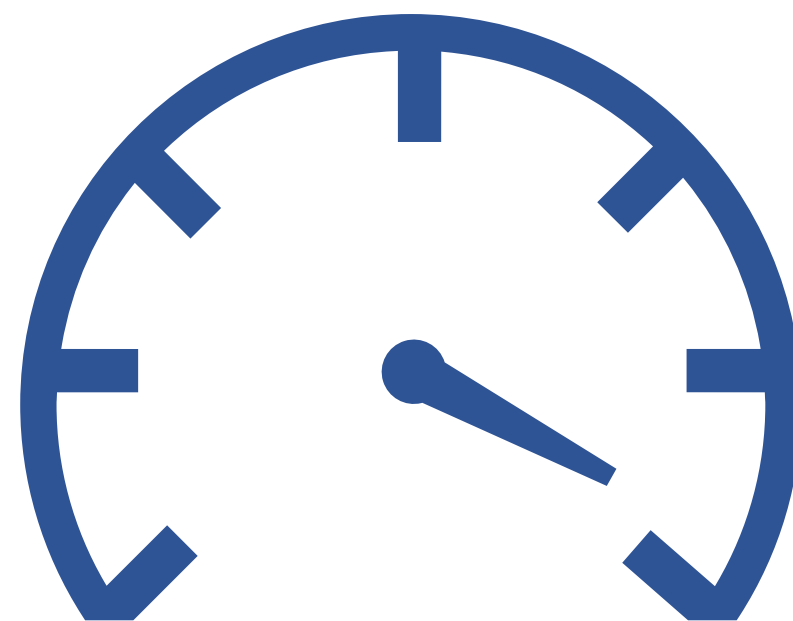
Transaction touchpoints



Source: Vanson Bourne Research (2018)

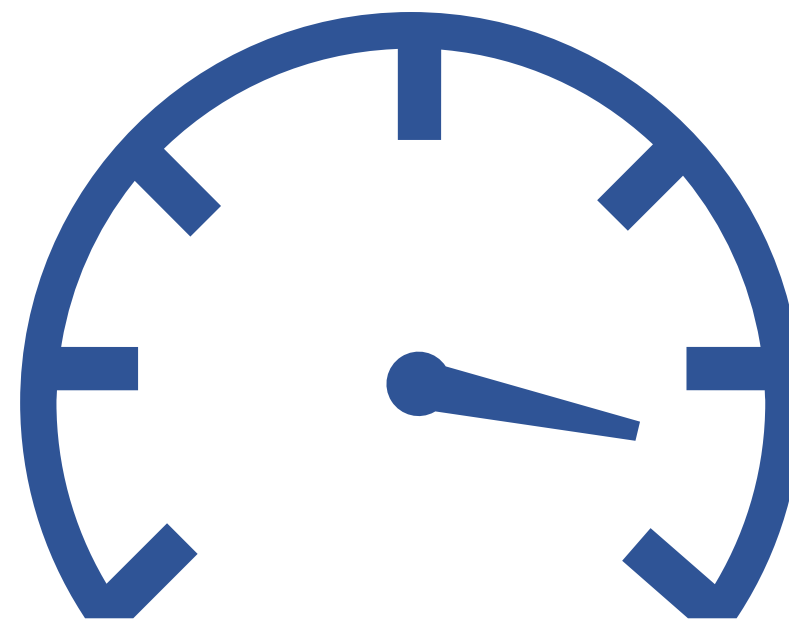
IT complexity is growing

CIO Technology Adoption Over Next 12 Months



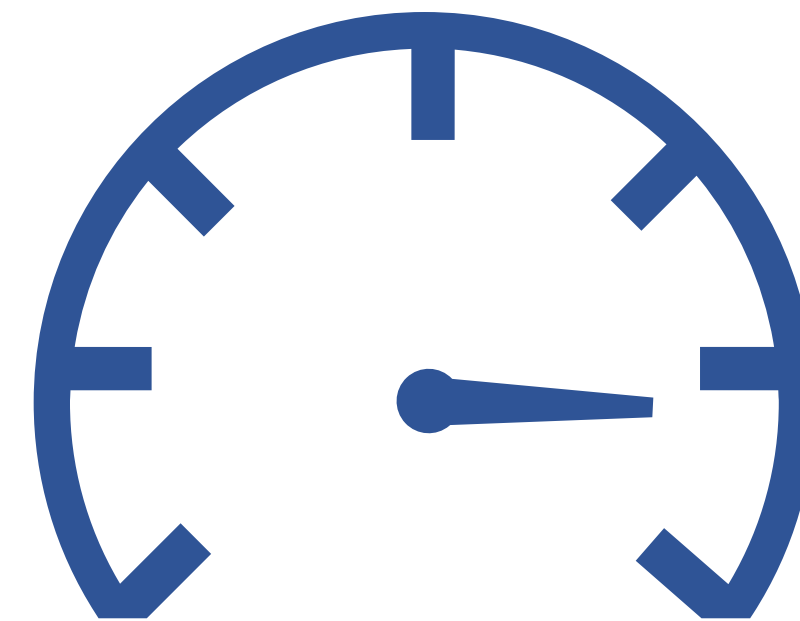
95%

Multi-Cloud



88%

Microservices

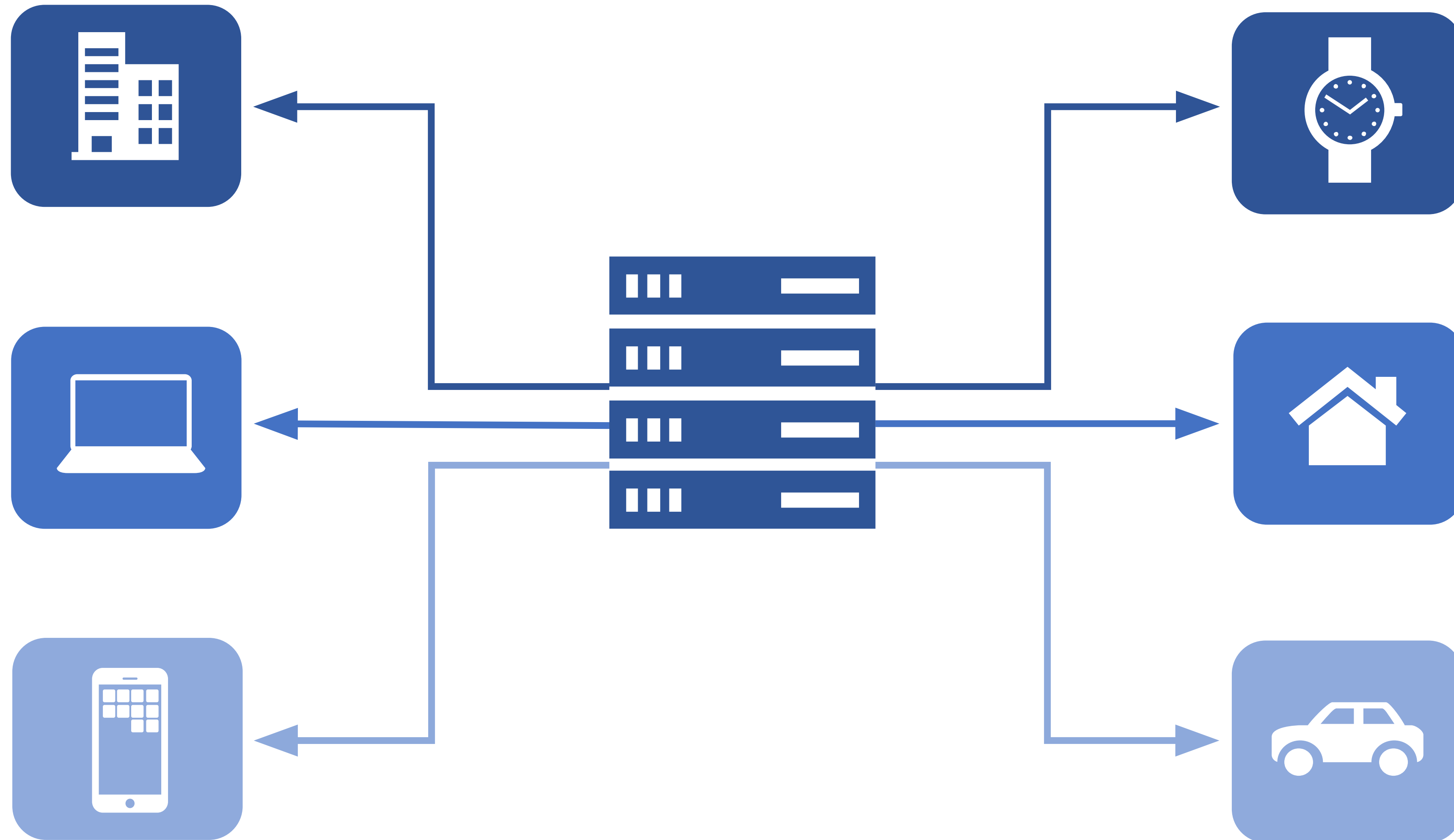


86%

Containers

Source: Vanson Bourne Research (2018)

Multichannel



The Digital Transformation Dilemma

Data

How do we capture data from all of these digital touchpoints and leverage it to make better data-driven decisions?

ROI

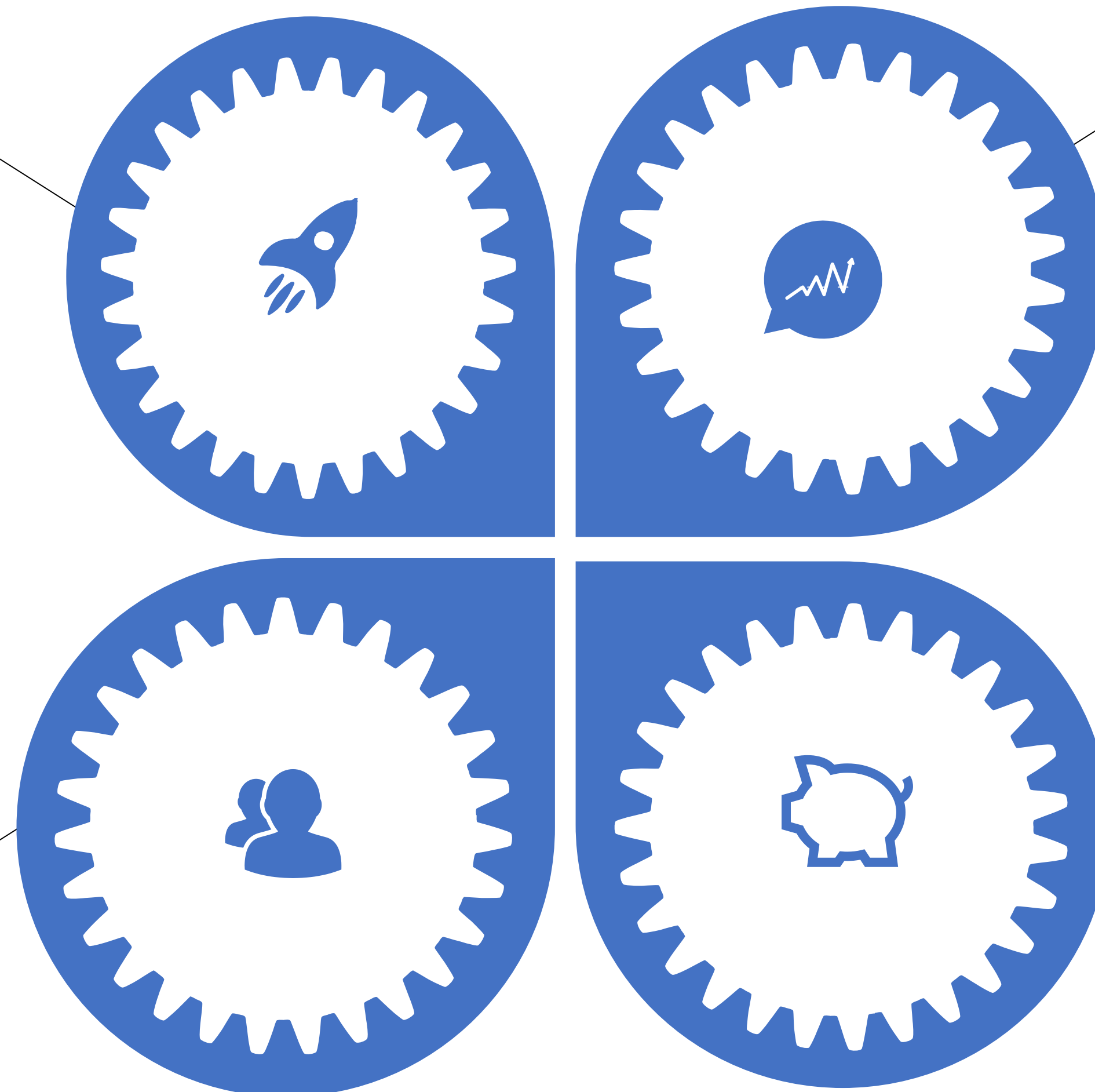
How do we measure return on investment?

Growth

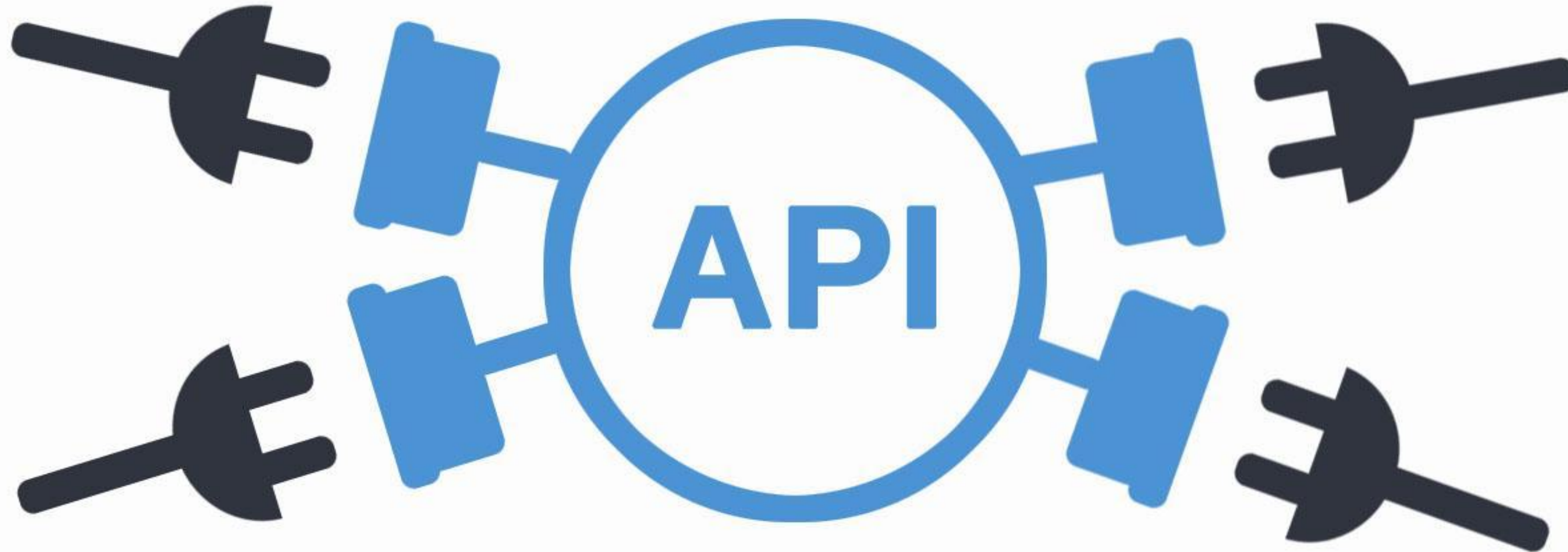
How do we use technology to drive growth and brand recognition?

User Experience

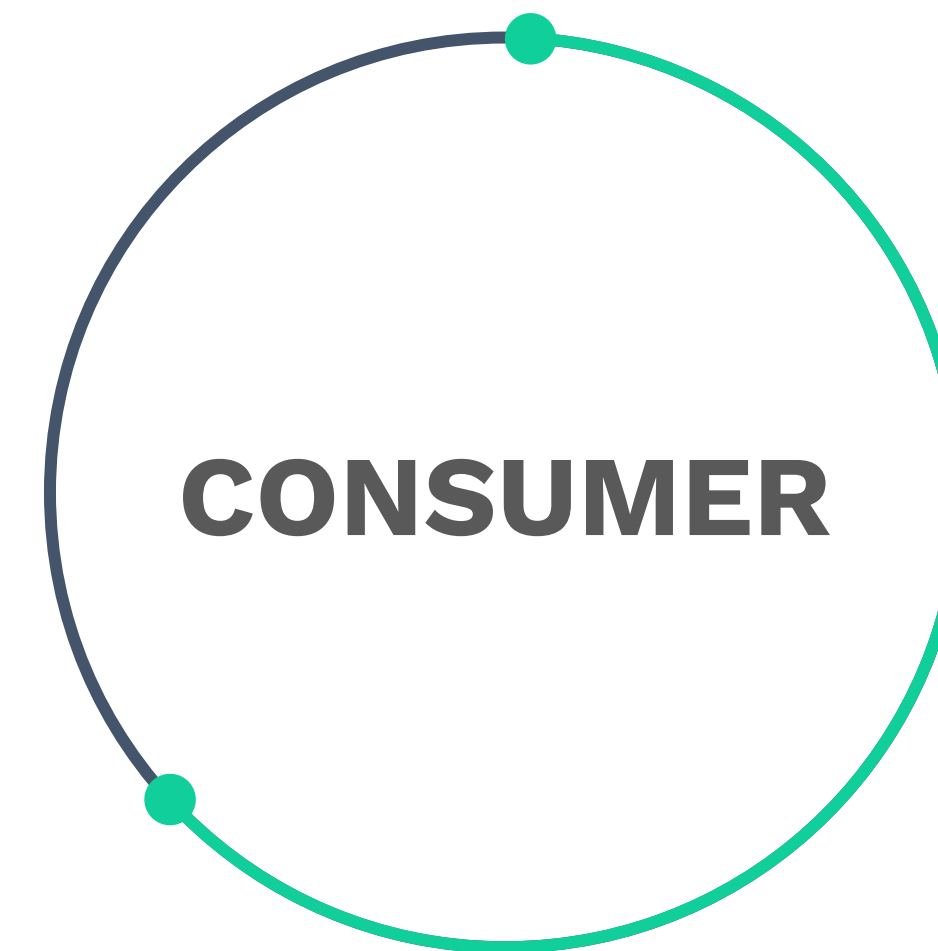
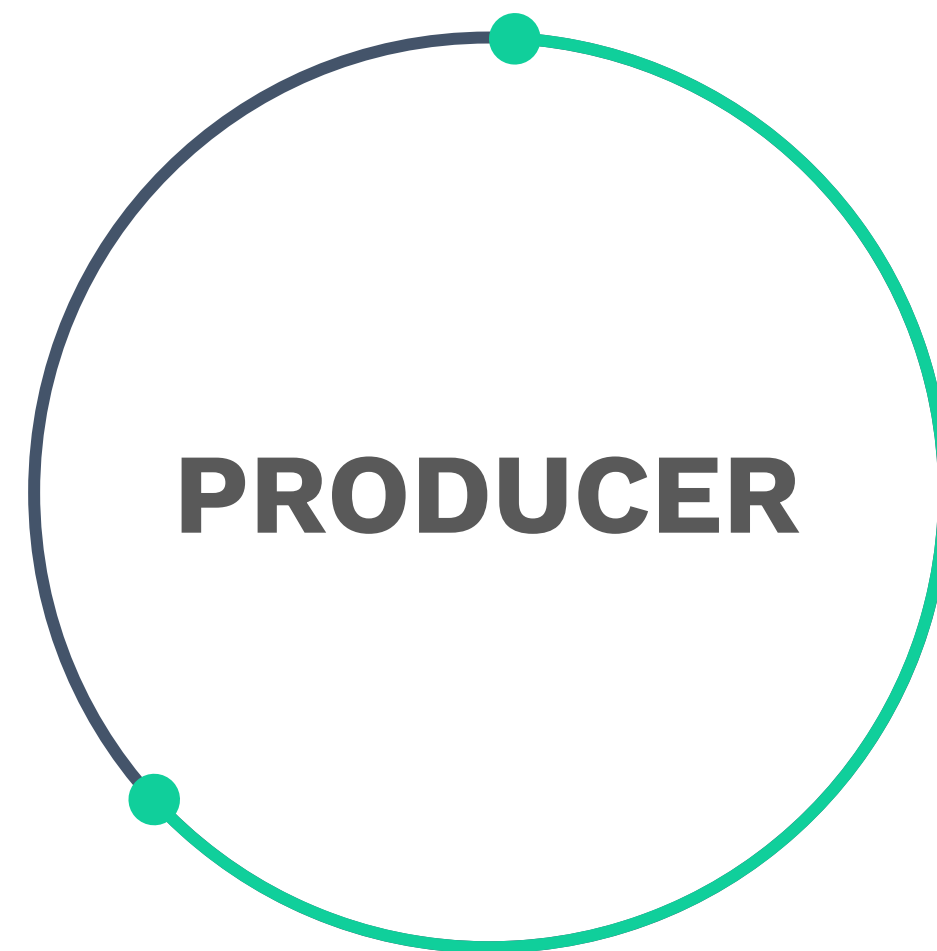
How do we create a cohesive, compelling experience?



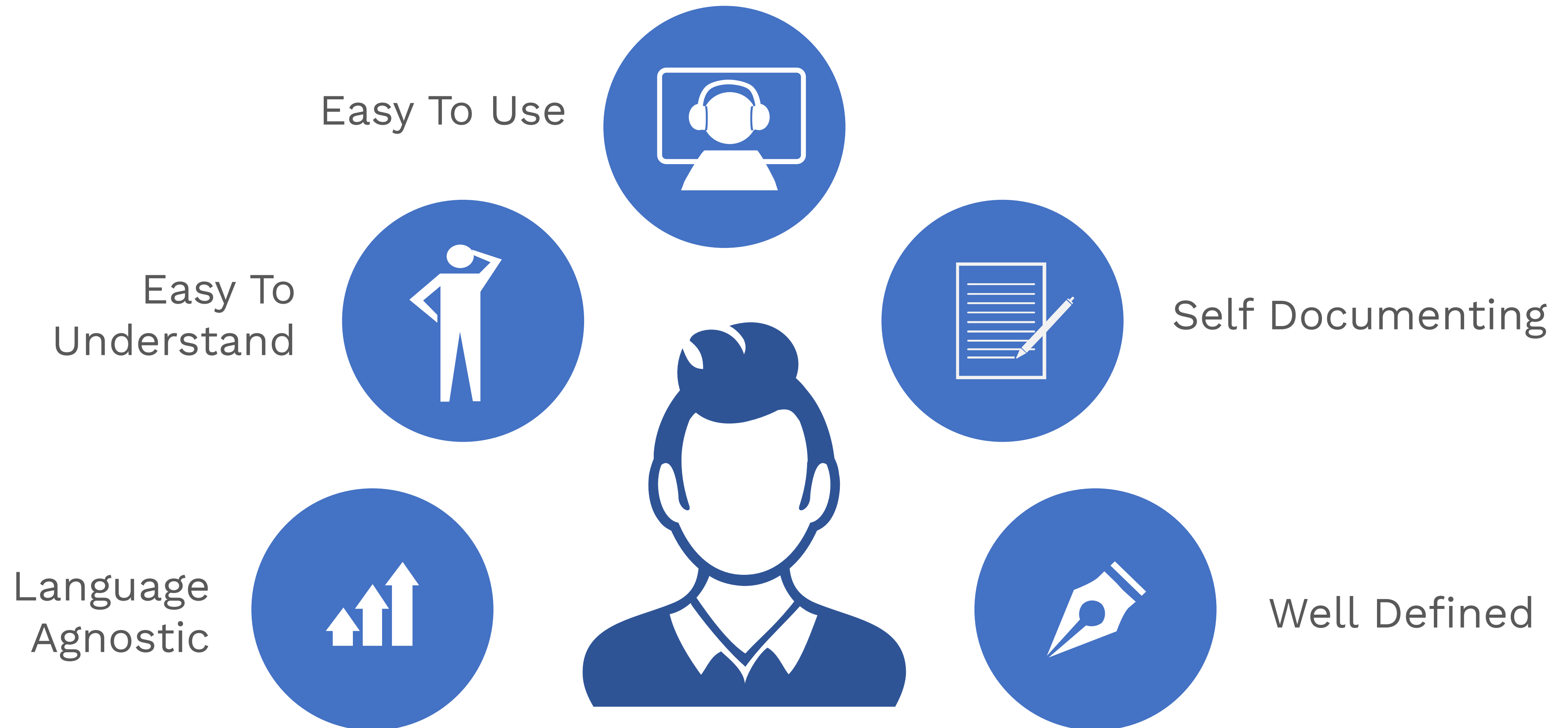
The answer



Which way will you use APIs?



Choosing an API standard



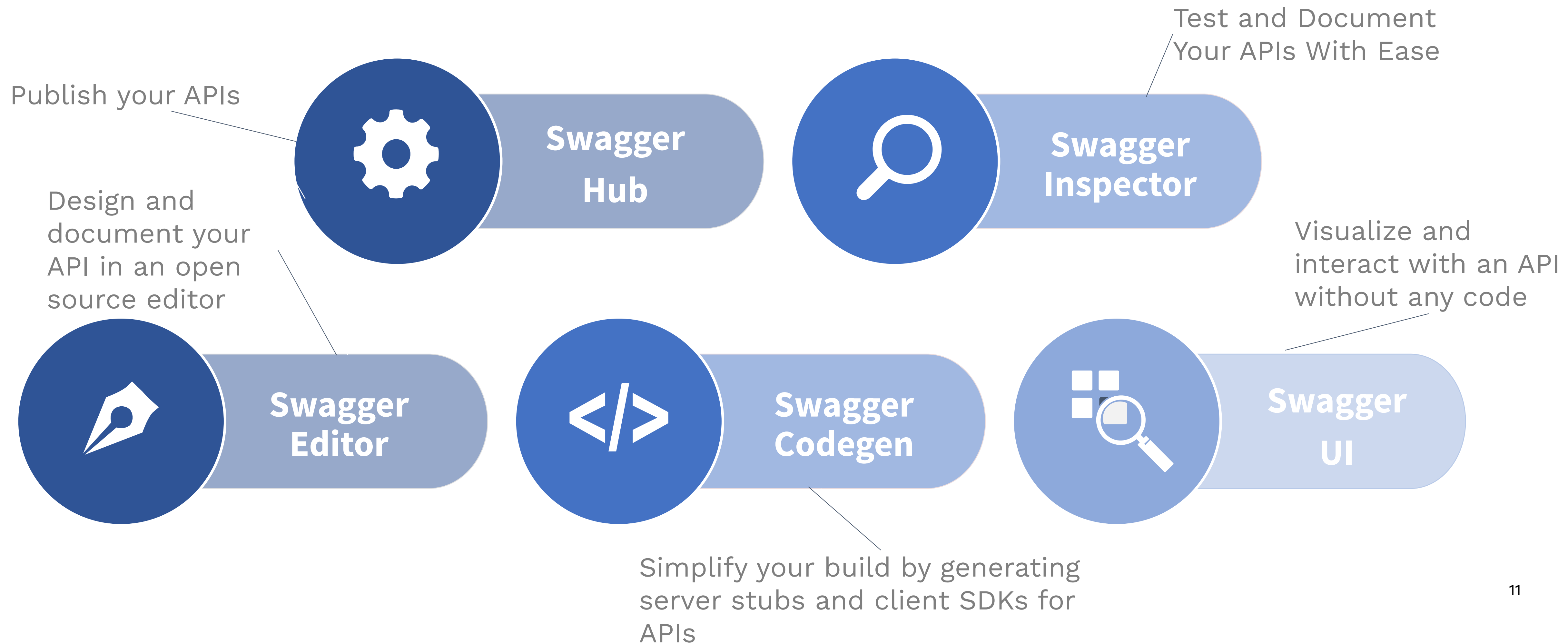
OpenAPI



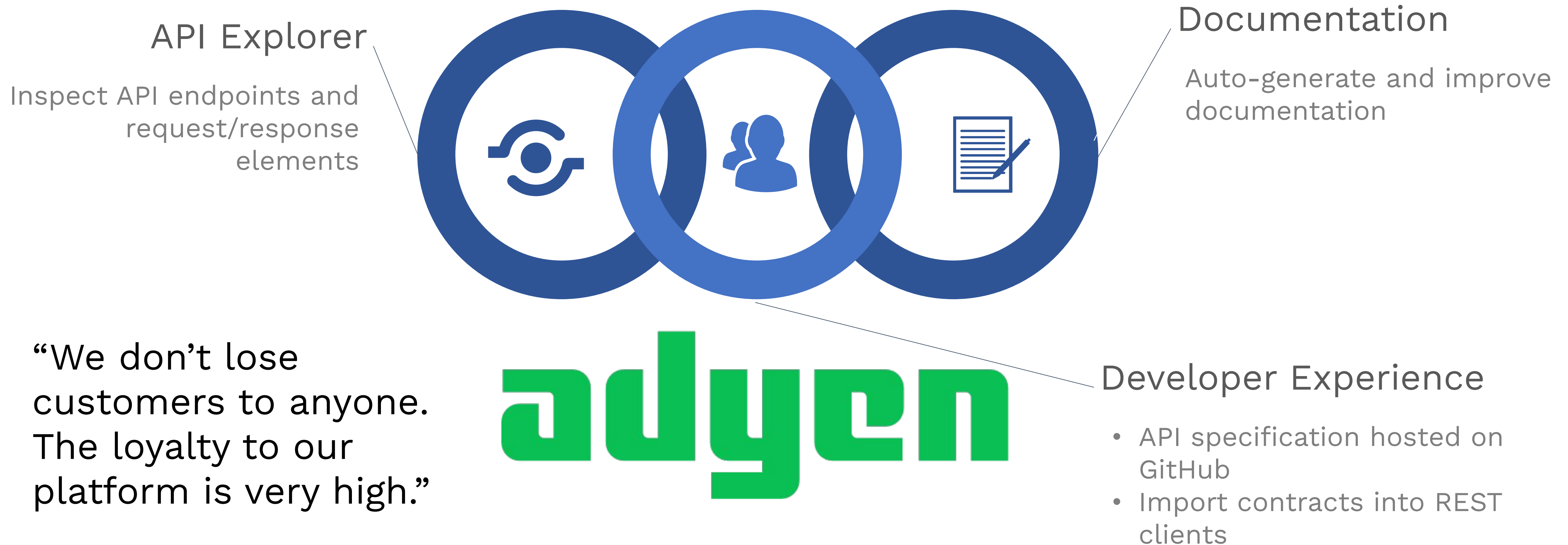
API-driven companies who have adopted the OpenAPI standard

- ✓ Founded in 2010
- ✓ Formerly known as Swagger
- ✓ A variety of companies, including Google, IBM, Microsoft and SmartBear are founding members.
- ✓ Available tools for generating clients for multiple languages: javascript, php, java, etc.
- ✓ Supported by many Data integration products out of the box.

OpenAPI



OpenAPI Example



Adyen CEO **Pieter van der Does**

Sources: [Aleksei Akimov](#) (2018) [Pyments.com](#) (2019)

Liferay DXP: Headless / Decoupled

Decoupled CMS

Web Sites/Pages

Page/Site

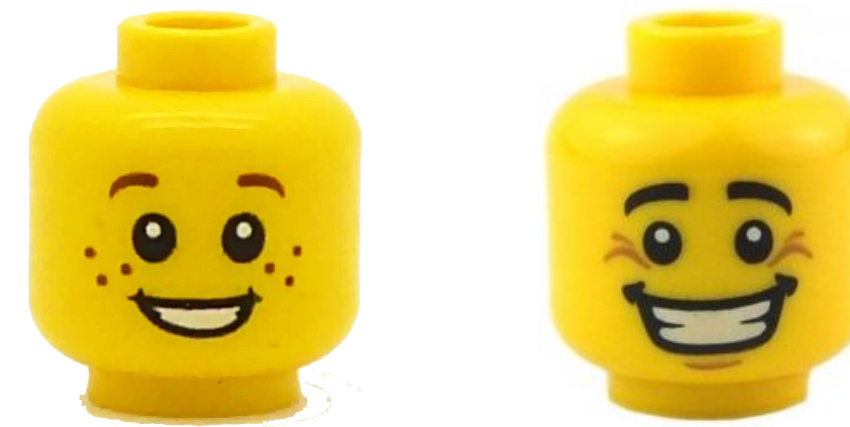
Mobile

Headless CMS

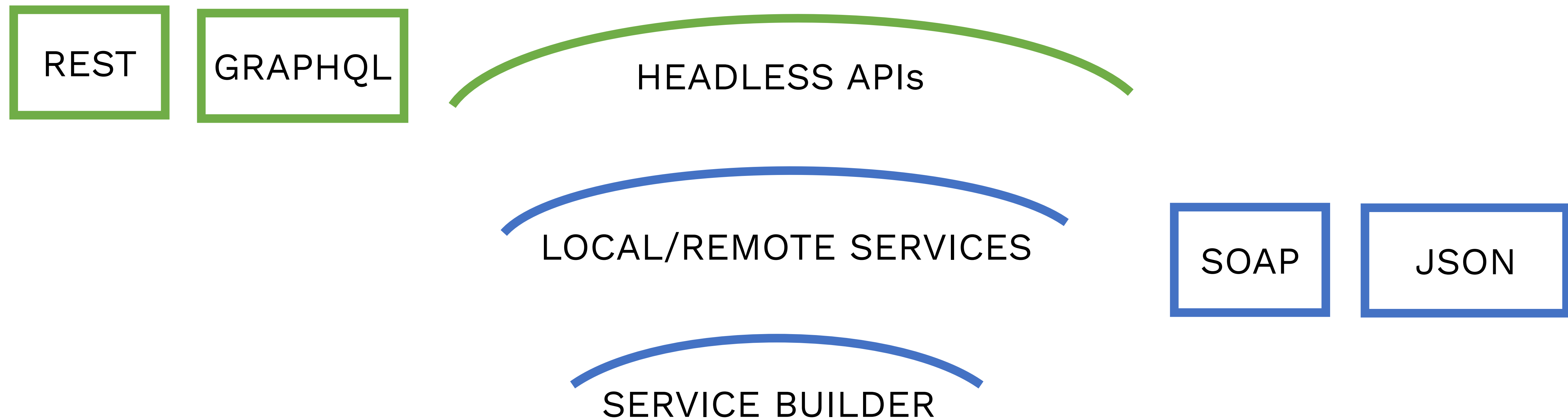
Content Authoring Interface

Web API

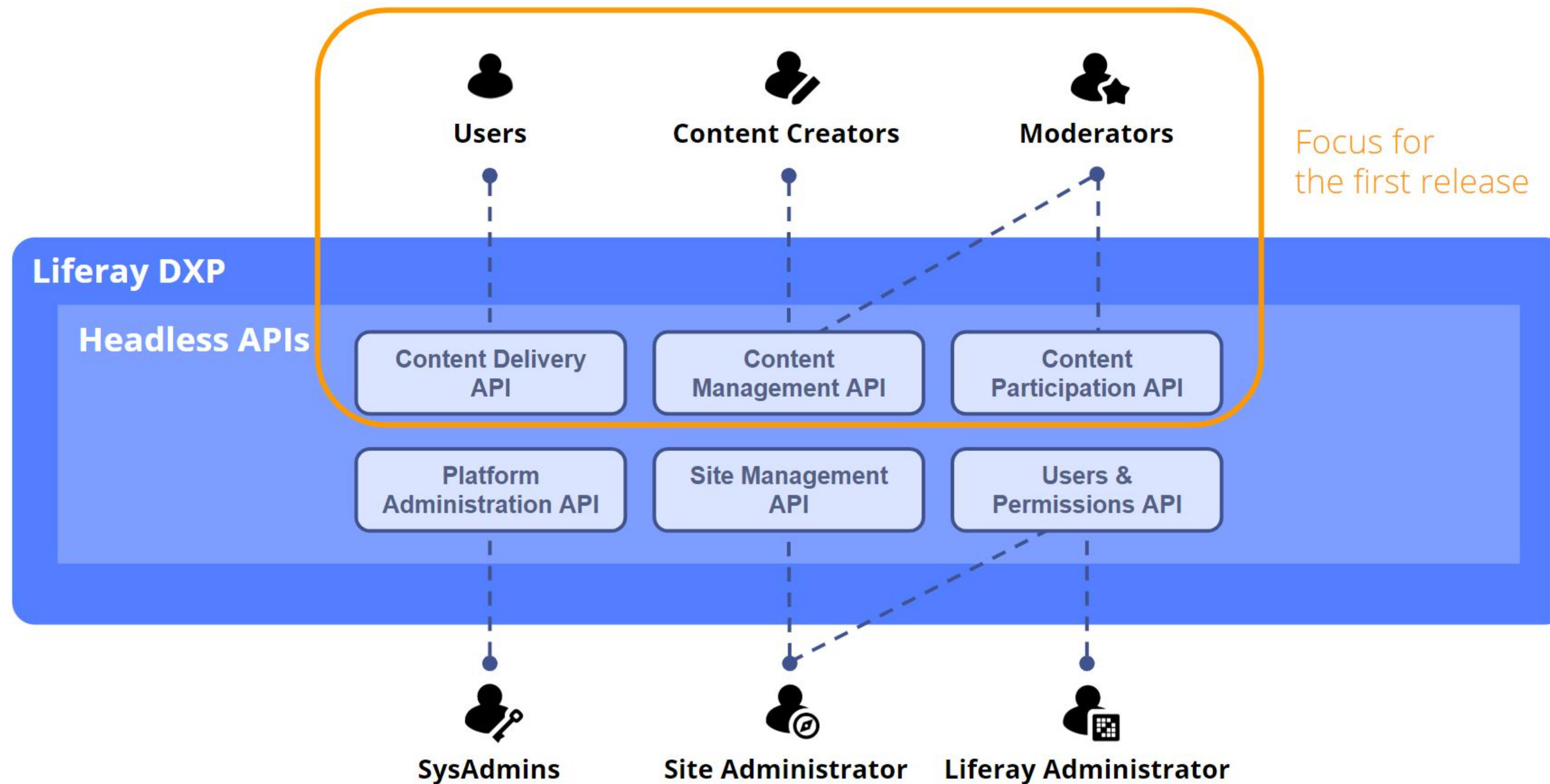
Core Services



Liferay DXP: Headless / Decoupled



Liferay DXP: Headless / Decoupled



Key Scenarios

1

Backend of a custom frontend

Enable your developers to create experiences with the technologies of their choice.

2

Enabler of omnichannel experiences

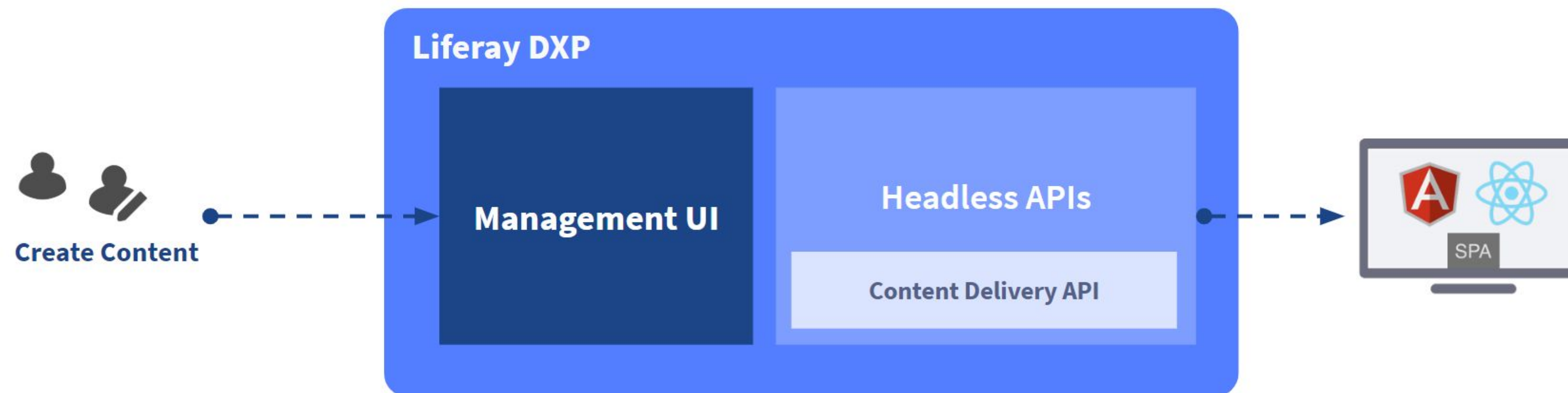
Provide your users with a continuous experience from a single source of data.

3

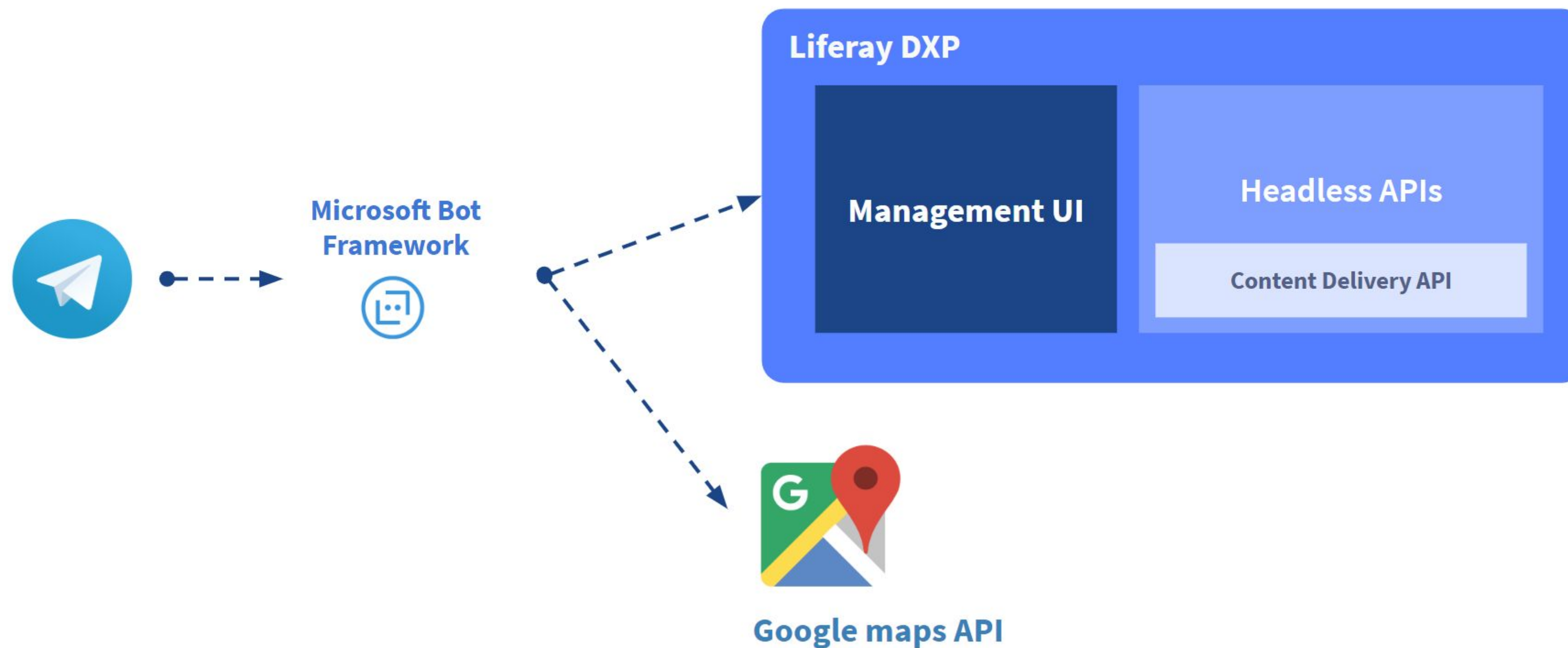
Data integration & platform administration

Automate the integration with other systems thanks to the OpenAPI support

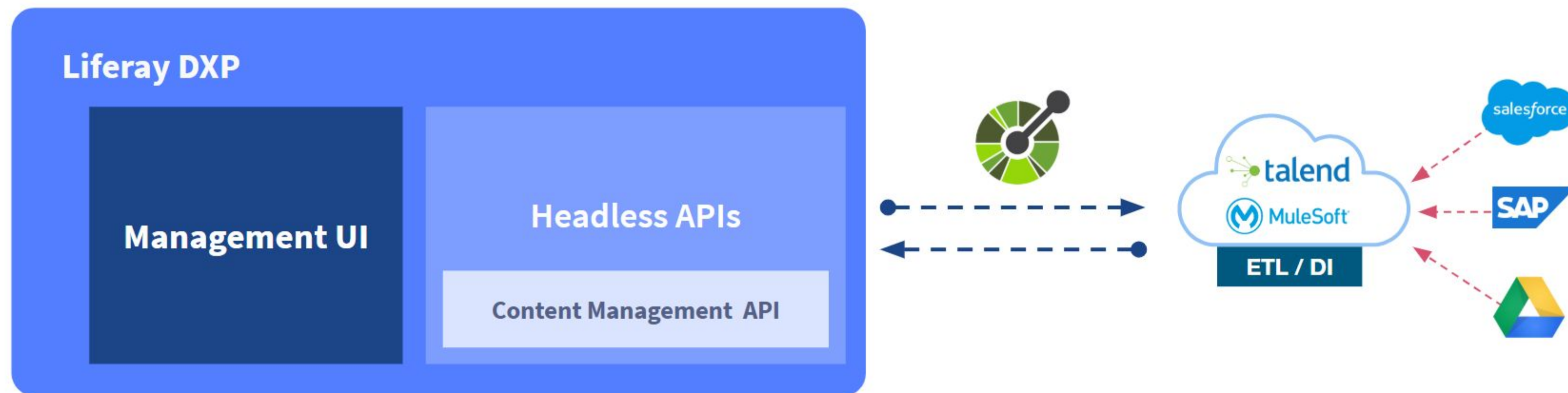
Backend of a custom frontend



Headless DXP as enabler of omnichannel experiences



Data integration and platform administration



Delivery API. Structured Web Content

- ✓ Retrieve both the raw data and the rendered content with all the templates defined.
- ✓ Translations
- ✓ Filter and sort your contents
 - Fields of the structure
 - Structure used
 - Title
 - Dates
 - Tags
 - Categories
- ✓ Create, update, delete structured content.

ContentStructure		▼
GET	/content-structures/{contentStructureId}	
GET	/sites/{siteId}/content-structures	
StructuredContent		▼
GET	/content-structures/{contentStructureId}/structured-contents	
GET	/sites/{siteId}/structured-contents	
POST	/sites/{siteId}/structured-contents	
GET	/sites/{siteId}/structured-contents/by-key/{key}	
GET	/sites/{siteId}/structured-contents/by-uuid/{uuid}	
GET	/structured-content-folders/{structuredContentFolderId}/structured-contents	
POST	/structured-content-folders/{structuredContentFolderId}/structured-contents	
DELETE	/structured-contents/{structuredContentId}	
GET	/structured-contents/{structuredContentId}	
PATCH	/structured-contents/{structuredContentId}	
PUT	/structured-contents/{structuredContentId}	
DELETE	/structured-contents/{structuredContentId}/my-rating	
GET	/structured-contents/{structuredContentId}/my-rating	
POST	/structured-contents/{structuredContentId}/my-rating	
PUT	/structured-contents/{structuredContentId}/my-rating	
GET	/structured-contents/{structuredContentId}/rendered-content/{templateId}	

More APIs on: <https://app.swaggerhub.com/organizations/liferayinc>

Demo – Digital Signage

- ✓ Digital Contents sent to totems, LCD, LED and projection to provide wayfinding, exhibitions, marketing and outdoor / indoor advertasing.
- ✓ Manage contents on a single backend
- ✓ Expose contents through APIs and consume those from the totems, LCD, LED, etc.
- ✓ Gain online control instead of static, asynchronous, outdated content.

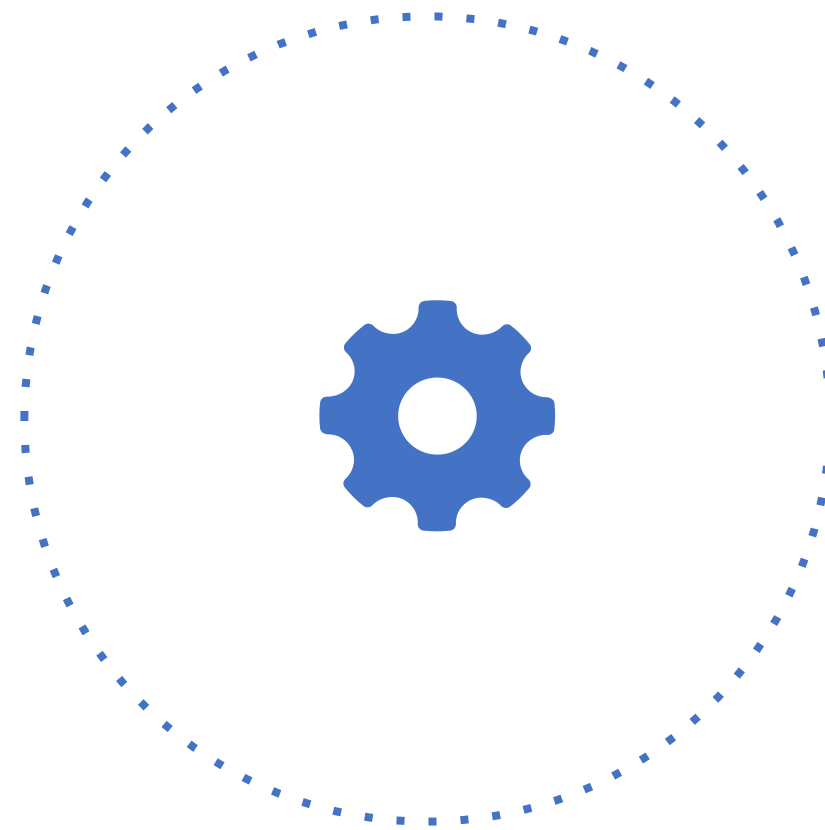


API Trends For 2020 And Beyond



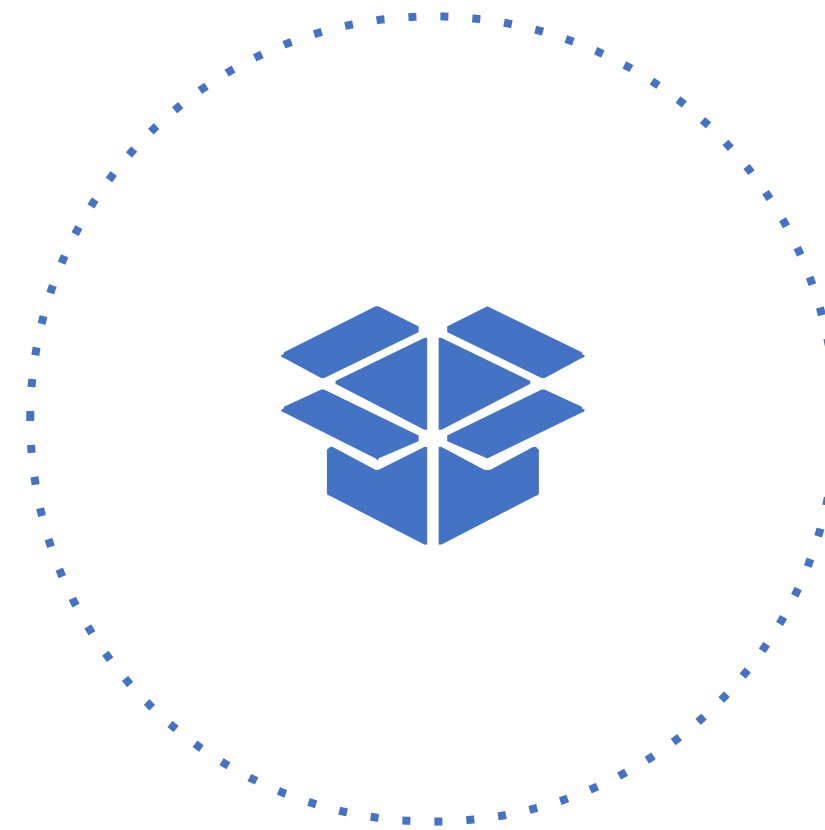
Security

Closely monitor your API and full development life cycle to protect against data breaches and any security vulnerabilities



AI & ML

Big data, visual, location, text, web, network, mobile, NLP, etc.



Headless

Make content accessible via a RESTful API for display on any device



Developer Experience

DX determines whether or not you earn mind share and engagement

Liferay Symposium

13-14 novembre 2019

Talent Garden Milano Calabiana

Per codici sconto contatta
guenda.novena@liferay.com

