

DIGITAL EXPERIENCE PLATFORMS

Building Connected, Intelligent Digital Experiences with Liferay

DXP Capabilities Overview | Protiviti Middle East

Liferay Advisory Board Member · Platinum Partner · Innovation Partner



protiviti[®]
Global Business Consulting

ABOUT US

A global consulting partner, delivering digital platforms across the region

\$2.10Bn

Global revenue (2024)

90+

Offices worldwide

25+

Countries

11,000

Professionals globally

Protiviti is a global consulting firm delivering deep expertise across finance, technology, operations, data, digital, and risk. We are a wholly owned subsidiary of Robert Half Inc. (NYSE: RHI), a Fortune 500 company, named to Fortune's "100 Best Companies to Work For®" for ten consecutive years.



Regional Reach

Trusted by 90% of Abu Dhabi government entities over the last three years

Your partner to unlock the full power of the Liferay platform



01

We Know Liferay

Advisory board member and Platinum Partner, our Liferay capabilities are second to none.



02

We Know the Region

10+ Liferay programs for Abu Dhabi government entities and regional enterprises.



03

We Deliver at Scale

Global delivery centres bring the right talent mix, agility, and scalability.



04

We Invest in Your Success

A long-term partner through managed services, optimization, and innovation.

We know Liferay – Our Liferay capabilities are second to none

Protiviti is
Liferay's
**ADVISORY
BOARD MEMBER
&
Recognized as
INNOVATION
PARTNER**





25+
Implementations
in Liferay

Developed
100+
sites using
multi-tenant
architecture

We have
50+
Liferay
professionals

Our Liferay Offering

- Liferay Consulting and Implementation Services
- Liferay Performance Tuning and Support
- Liferay DevOps
- Liferay DXP Upgrade and Migration
- Liferay Application Support and Maintenance

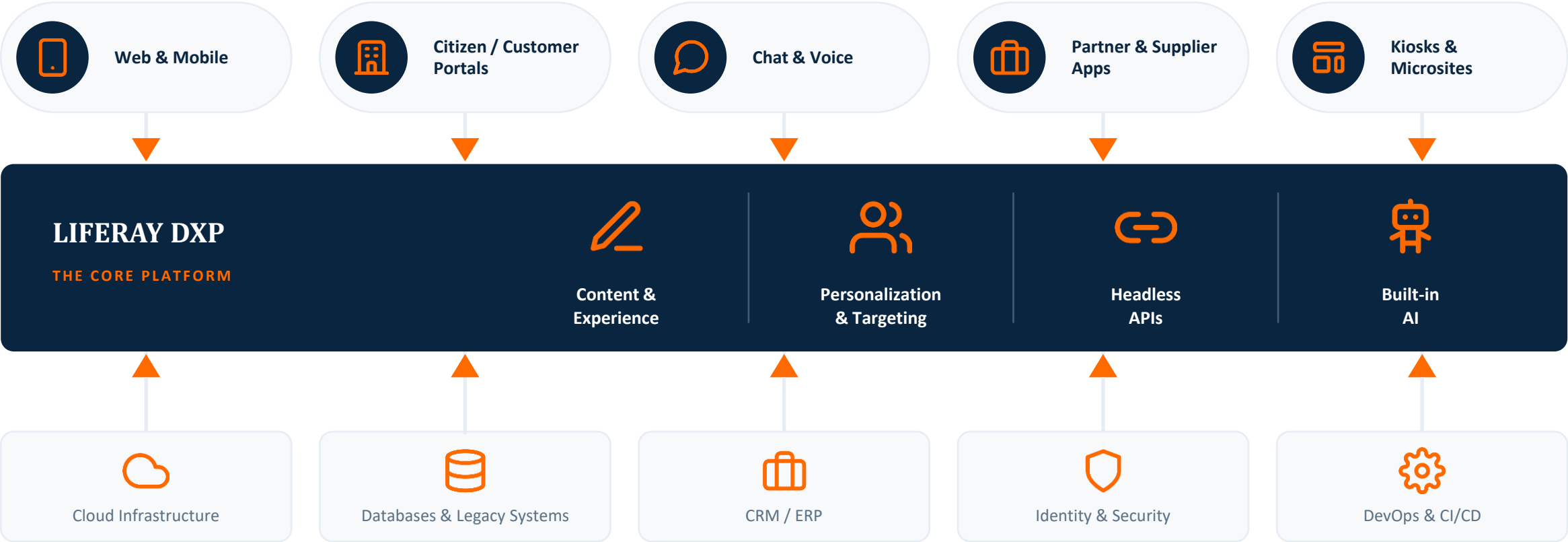
Team of **Liferay Architect**,
Certified **Liferay Developers
& DevOps Engineers**,
Designated as **Platinum
Partner**

Liferay consulting
and performance
tuning services –
Code reviews, LR
adoption for Digital
Transformation

What is Liferay DXP?

More than a CMS, a commerce tool, or a low-code platform, one composable platform combining all of them

EVERY CHANNEL, ONE EXPERIENCE



CONNECTS INTO YOUR ENTERPRISE ECOSYSTEM

One all-in-one platform, three capability sets

Build websites, portals and personalized experiences — unite content and commerce — know your customer, on your preferred hosting



EXPERIENCE

DXP Core

Build websites, portals, and personalized experiences with low-code and no-code capabilities.

- ✓ Sites & page building
- ✓ Content & personalization
- ✓ Low-code apps & workflow



TRANSACT

Commerce

Unite content and commerce with B2B and B2C capabilities on the same platform.

- ✓ B2B / B2C storefronts
- ✓ Catalog & order management
- ✓ Contract pricing & workflows



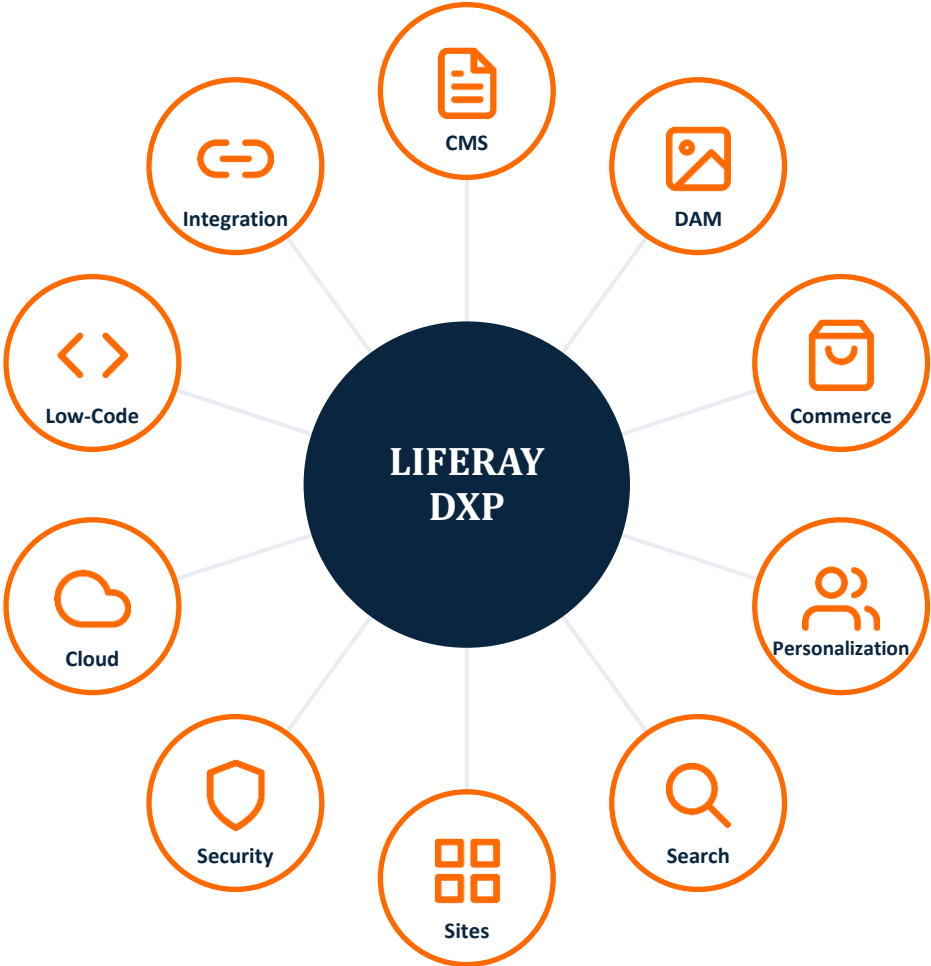
UNDERSTAND

Liferay Data Platform

Know your customer with a unified 360° profile that powers targeting and insight.

- ✓ Unified customer profiles
- ✓ Behavioral segmentation
- ✓ Audience activation

Ten capabilities, one platform — out of the box



CMS Create, publish & manage content across channels
DAM Central store for all digital assets, reusable anywhere
Commerce B2B/B2C ordering, catalog & recommendations
Personalization Segmentation, AI recommendations & A/B testing
Search Personalized, semantic, AI-powered discovery
Sites Multi-site, 50+ languages out of the box
Security Enterprise-grade; ISO, SOC 2, HIPAA certified
Cloud SaaS, PaaS, self-hosted, your choice
Low-Code Digitize processes without heavy IT effort
Integration APIs & pre-built connectors to any system

AI, woven through the platform

From content creation to search and automation, applied AI is built into Liferay DXP, not bolted on



AI Content Generation

Draft web content in-context via ChatGPT integration, tuned per item



AI Image Generation

Generate on-brand images inside DAM through OpenAI integration



ML Auto-Tagging

Auto-classify assets with TensorFlow, Vision & NLP services



Semantic & Vector Search

Understand intent, not just keywords, with LLM-powered search



AI Translation & Assist

Auto-translate and assist authoring across 50+ languages



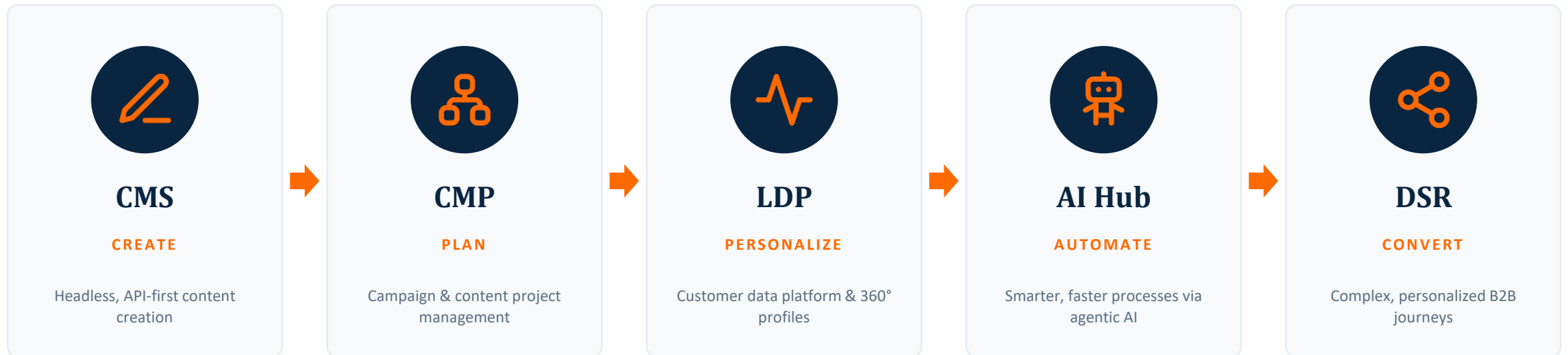
AI Hub & MCP Server

Agentic layer connecting Liferay modules to automate processes

WHAT'S NEXT

A connected ecosystem for the full content cycle

Adopt each module on its own, or connect them: create → plan → publish → personalize → automate



All modules share one core — unifying content, commerce, and data for a single, intelligent experience layer.

Build digital experiences, your way

One platform that flexes to your architecture, capabilities, delivery model, deployment, and audiences



Flexible Architecture

Extensible & composable —
integrate existing tech and
data sources



Flexible Capabilities

Broad OOTB set, or swap in
your preferred technologies



Flexible Delivery

IDC Leader in Hybrid Headless
CMS — headless & hybrid
scenarios



Flexible Deployment

Cloud Native (SaaS/PaaS), on-
prem, or private cloud



Flexible Experience

Secure B2B, B2C & B2E
experiences on one platform

One platform, many solutions



Customer & Citizen Portals

Attract, serve and empower customers with self-service



Supplier Portals

Simplify purchasing, support vendors, boost profitability



Partner Portals

Collaborate, support and grow partner revenue



Intranets

Keep employees productive, self-sufficient and connected



Enterprise Websites

Deliver a smooth digital journey that drives loyalty



Digital Commerce

Simplify buying and encourage repeat B2B/B2C orders

PROVEN ACROSS SECTORS

Trusted across regulated, complex industries

Over 1,200 enterprises worldwide run on Liferay, with deep penetration in the sectors that matter most in the region



280+

Manufacturing

B2B commerce, distributor & supplier portals



170+

Healthcare

Patient & provider portals, secure records



120+

Financial Services

Client & advisor portals, wealth management



90+

Energy & Utilities

Self-service account & billing portals



60+

Insurance

Agent & policyholder self-service

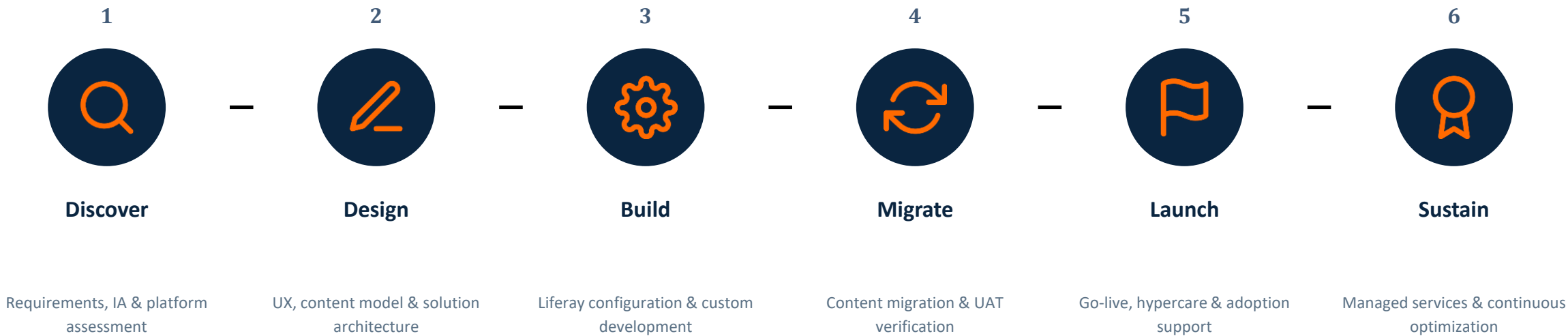


50+

Public Sector

Citizen portals, intranets & websites

A proven delivery methodology, start to scale



A single accountable team from discovery through sustained operations, backed by a Center of Excellence model that scales from your first site to dozens.

SELECT CREDENTIALS

Impact delivered for government and enterprise clients



SELECT CREDENTIALS

Trusted by leading governments & enterprises

END-TO-END ACROSS THE DIGITAL EXPERIENCE LIFECYCLE

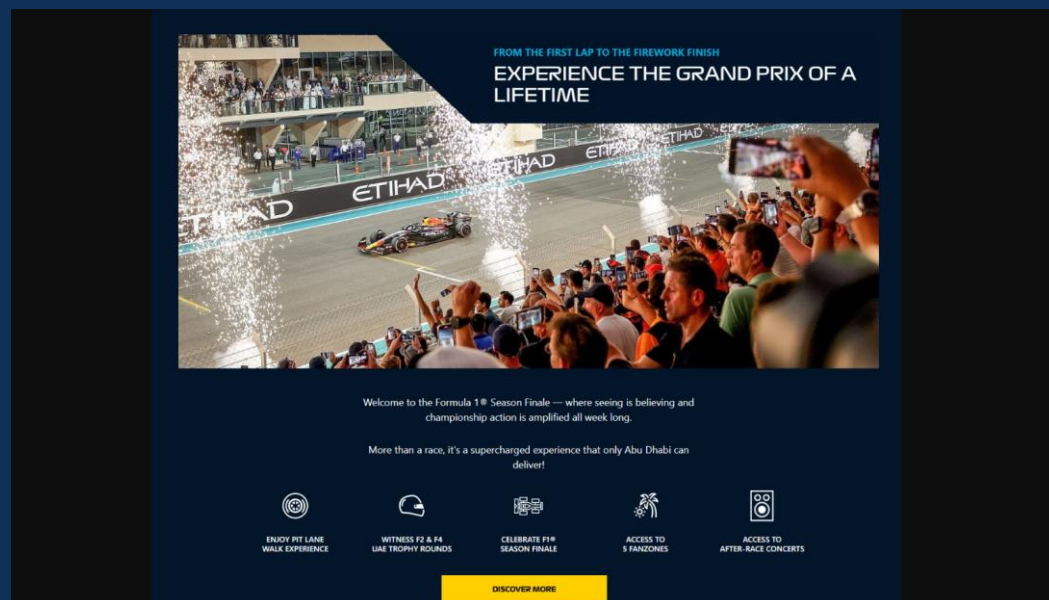


IMPACT ACROSS INDUSTRIES & PUBLIC SECTORS

- Sports & events experience platforms
- Community & loyalty apps
- Government websites
- B2B marketplaces
- Economic Free Zone Websites/ Apps & Portals
- Platform modernization

TRUSTED BY LEADING GOVERNMENTS & ENTERPRISES

World-class experience for the Abu Dhabi Grand Prix



CLIENT NEED

A leader in sports and entertainment set out to create a comprehensive, world-class experience for guests and partners across sports, music, and cultural events.

OUR APPROACH

As trusted advisor, Protiviti recommended Liferay DXP, then delivered end-to-end, building and launching the platform as the client's extended arm.

IMPACT

- ✓ Unified experience across every digital touchpoint
- ✓ Operations transformed through a centralized CMS
- ✓ New revenue from higher spend and new customers

Unified digital presence for an integrated economic free zone



CLIENT NEED

DAFZ, Dubai Silicon Oasis, and Dubai CommerCity — under DIEZ — set a major goal: harness digital to enhance customer experience and build sustainable competitive advantage.

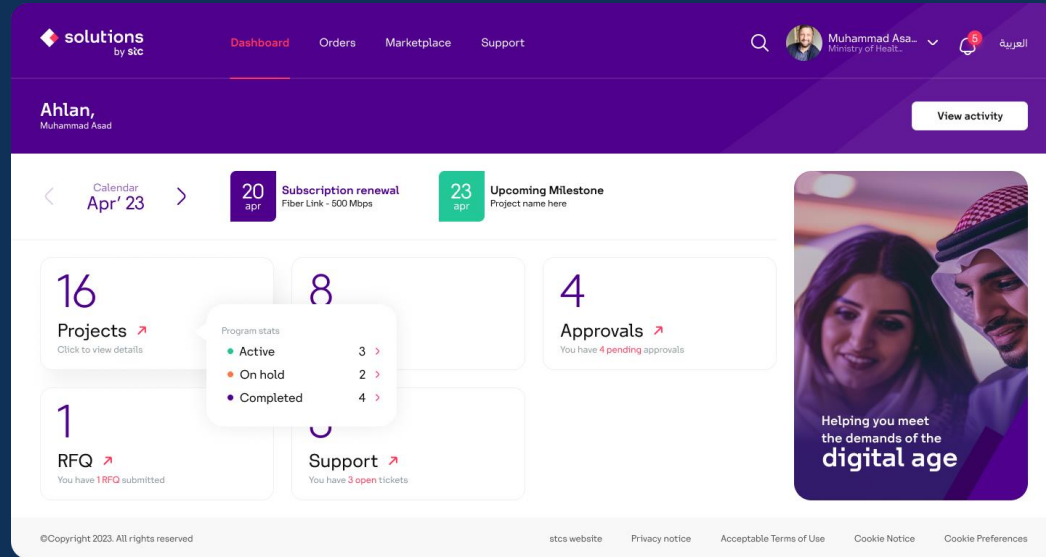
OUR APPROACH

Rationalized the experience layer by re-platforming websites onto Liferay, built customer-centric digital assets, and streamlined backend content operations.

IMPACT

- ✓ Consistent brand and experience across all sites
- ✓ Improved operational efficiency and lower cost
- ✓ New revenue streams through new products & services

A B2B marketplace for a leading ICT provider



CLIENT NEED

A telecom subsidiary needed to sell products and services independently through an online marketplace, with a unified digital layer for self-service, support, and insights.

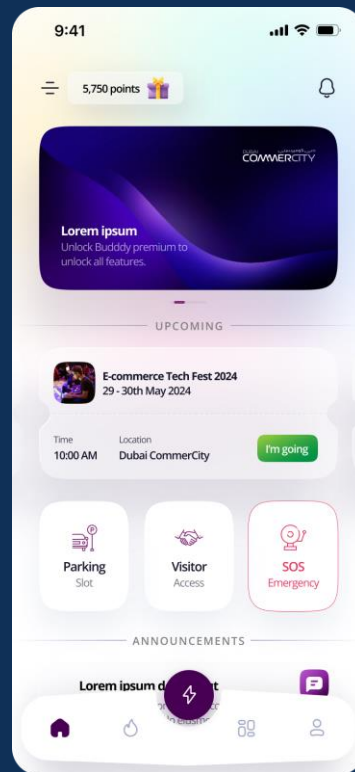
OUR APPROACH

Recommended Liferay DXP as trusted advisor, then built and launched a B2B marketplace with personalization and a 360° customer view.

IMPACT

- ✓ New revenue via cross-sell and up-sell
- ✓ Consistent, unified self-service experience
- ✓ 360° customer view driving personalization

A community app for a leading UAE free zone



CLIENT NEED

The client needed a centralized community platform for real-time updates, event coordination, and resource management — keeping members informed and involved.

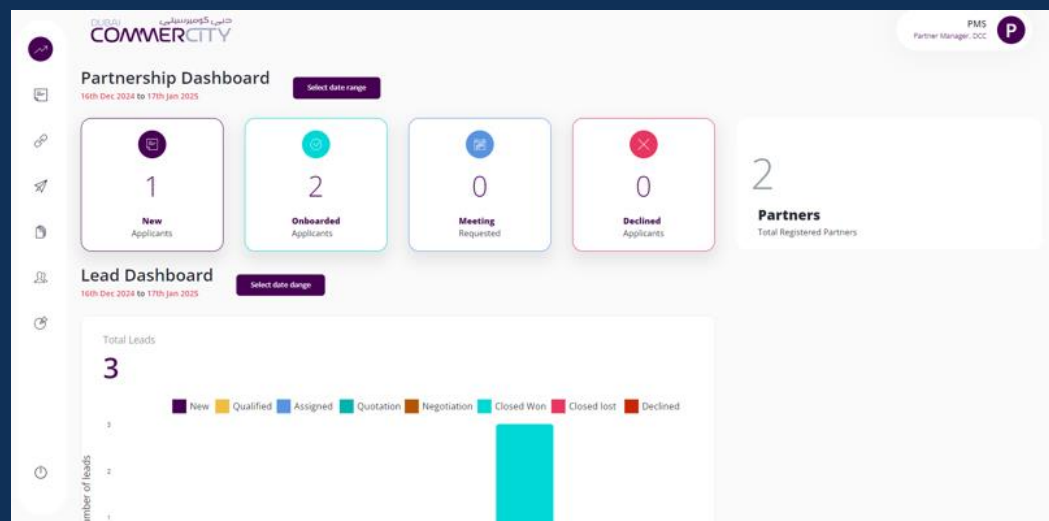
OUR APPROACH

Ran market research, UX and technical design, and user-journey mapping; built high-fidelity mockups, defined the MVP and roadmap, and delivered in phases.

IMPACT

- ✓ Higher engagement across community members
- ✓ Stronger brand perception for the free zone
- ✓ New revenue via retail transactions & loyalty

A partner & lead management system for a UAE free zone



CLIENT NEED

A leading free zone needed to onboard partners, exchange leads, and collaborate to close deals, with future GTM strategy tooling and CRM/ERP integration.

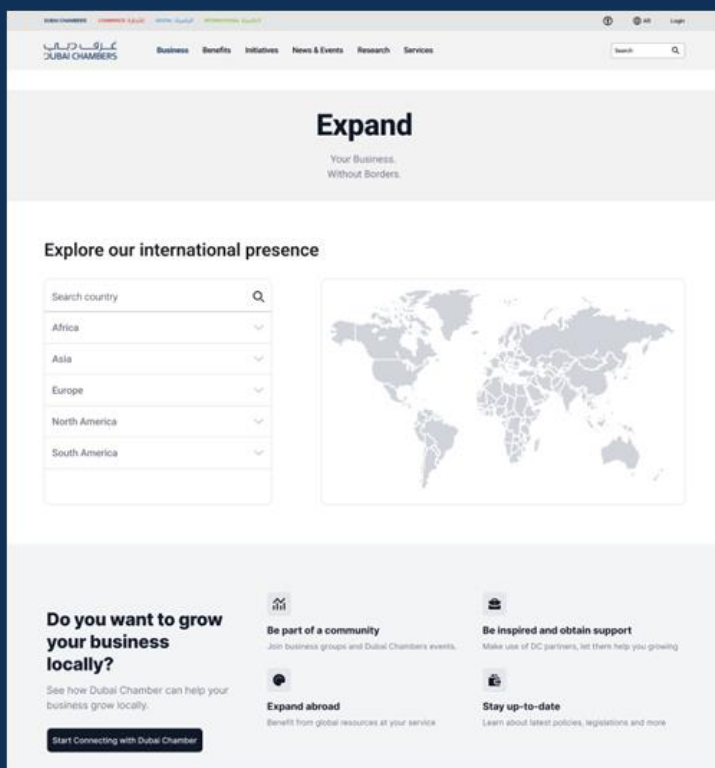
OUR APPROACH

Conducted research, UX and technical design, and journey mapping; built high-fidelity mockups, defined the MVP and roadmap, and delivered in phases.

IMPACT

- ✓ Customizable lead-to-opportunity journey
- ✓ Mutual synergies across the partner ecosystem
- ✓ A new, additional revenue stream for the client

Reengineering a community portal & corporate website



CLIENT NEED

The client ran several disconnected websites that were hard to navigate, with poor user experience and limited functionality that made interaction difficult.

OUR APPROACH

Annotated components by purpose, prototyped to explore ideas, and applied a smart content master-sheet system reused across 15+ UAE digital products.

IMPACT

- ✓ Improved experience across site and microsites
- ✓ Fast, consistent, user-friendly content updates
- ✓ Reduced production timelines across gov websites

Federal Tax Authority: Corporate Website Revamp

Modernizing FTA’s digital presence into a unified, secure, data-driven gateway, delivering trusted, integrated tax services for businesses and citizens, in 100% TDRA compliance.



Design

User-centric by design



Implementation

Agile delivery on Liferay DXP



Marketing

Data-driven reach & engagement



AI Roadmap

Intelligent, AI-powered experiences

Four integrated streams. One unified vision.

Immersive Navigation

Persona-led navigation direction

AI Enabled Experience

AI-guided experience direction

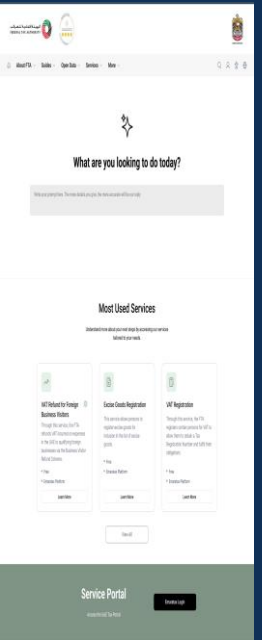
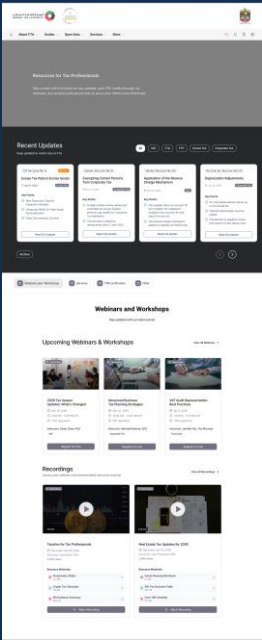
Global & Regional Benchmark

Positioned to be a benchmark for global and regional government websites, fully aligned with the UAE TDRA design guidelines



ON TRACK

Development Phase Underway



Initial design directions

Abu Dhabi Heritage Authority

A unified heritage platform — web & mobile — engaging citizens, artists, and poets worldwide across festivals, programs, and cultural services.



Unified DXP Platform One platform for heritage programs, poetry & Shawate magazine



Immersive Design 5 digital identity concepts across web & mobile



Engagement & Personalization Role dashboards, secure jury voting, live streaming, wallets



Operational Excellence Microservices, reusable components, AI translation



Security & Compliance UAE PASS, 2FA, GDPR & UAE Data Law, WCAG 2.1



Support & Sustainability Hypercare, SLA support, training & governance



FLAGSHIP HERITAGE PROGRAMS

Million’s Poet · Al Mankous · Shawate Magazine ·
Cultural festivals & events

Why Protiviti for your Liferay DXP journey



Liferay Platinum Partner

Advisory board member, Platinum & Innovation Partner, with 25+ implementations behind us.



Regional Authority

Trusted by 90% of Abu Dhabi government entities for digital experience delivery.



Continuity Beyond Go-Live

A CoE-backed managed services model that keeps your platform evolving.

The consulting depth of a global firm, the technical mastery of a Liferay Platinum Partner, delivered locally.

Let's build your next digital experience together

From assessment to managed services, Protiviti partners with you at every stage of the Liferay DXP journey.

- 1 Platform Assessment
- 2 Pilot / Proof of Concept
- 3 Phased Rollout
- 4 Managed Services