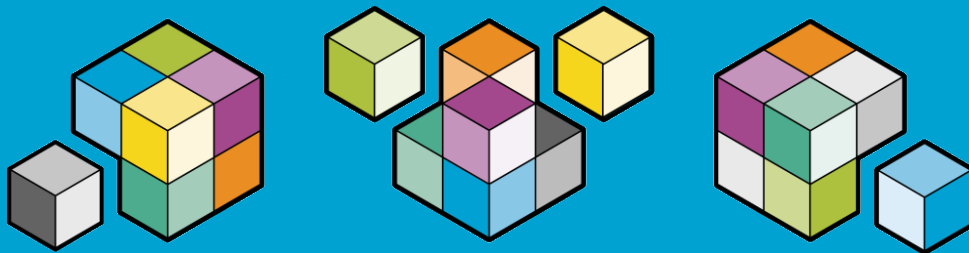
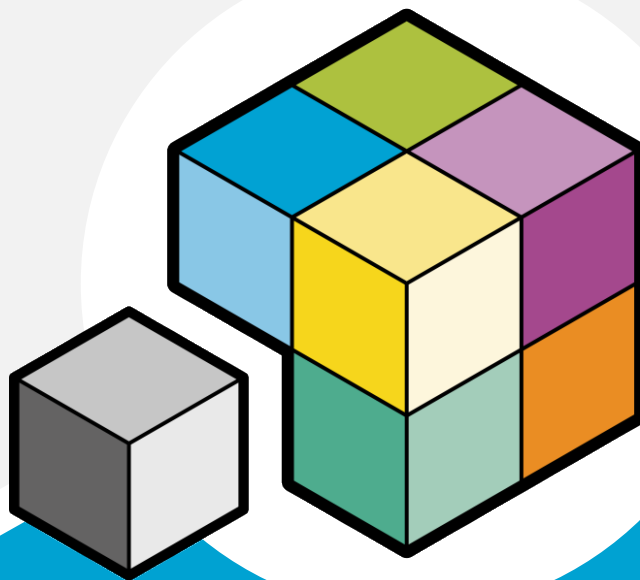


Liferay Digital Experience Platform (DXP) Enterprise

G-Cloud 15 **Service Definition**
January 2026



www.placecube.com

G-Cloud 15 Service Definition

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Liferay Digital Experience Platform (Enterprise)

G-Cloud Service Name

Liferay Digital Experience Platform (Enterprise).

Service Overview

Industry leading (Gartner) open source, Digital Experience Platform from Liferay. Used by organisations, worldwide, to transform service outcomes and engagement with citizens. As Liferay's preeminent Service Partner, Placecube's accredited services enable you to accelerate your digital transformation program and optimise return on investment.

Service Features

- Feature-rich, highly flexible and interoperable Digital Experience Platform
- Fully responsive, out-of-the-box
- Integrated CMS, enterprise Forms builder and Workflow engine
- Case Management, CRM, Intranet/Extranet and low-code extensions from Placecube
- Personalisation through audience targeting and segmentation
- Includes Elasticsearch or Solr search tier options
- Headless API
- Low code functionality
- Native App Builder and create microsites in a few clicks
- Optional E-commerce and Analytics Cloud functionality

Service Benefits

- Accelerate your transformation with feature rich, proven, Digital Experience Platform
- Secure. Trusted by the public sector. DPA and GDPR compliant
- Mobile ready and fully responsive to drive citizen engagement
- Reduce service delivery costs whilst improving service outcomes
- Flexible; select the features that deliver your user requirements
- Graphical workflow designer to build processes and workflow, low code
- Open APIs to extend capability across your organisation
- Unified document repository integrations, Google Drive, SharePoint, Documentum Alfresco
- Hosted in a dedicated public cloud and built to scale
- Delivered by Placecube, Liferay's premier Service Partner in the UK

About Placecube

Now it's easier to build open, integrated services.

Our open platforms are co-created with the public sector for the public sector. We make it simpler for you to create services, integrate systems and personalise user experiences. Together we make your users' digital journeys easier, faster, and better connected.

We work with you to build your Digital Place – your open and connected platform. We accelerate your digital journey through the reuse of existing digital services. We work collaboratively, ensuring that our clients never pay twice for the same development. And we differentiate ourselves through our actions and behaviours, living by the core principle of 'Doing the right thing'.

1. Making digital government more affordable.

By re-using well-designed services, already co-created with the public sector and their users, we make it easier to launch digital strategies that bring people, communities, businesses, and infrastructure closer together for a more connected place. Multi-agency use comes as standard.

2. Open standards confidence, open-source flexibility.

Liferay DXP is our preferred open digital platform for making and re-using services that provides a sustainable way for local public services, health, housing, and communities to rapidly adopt open standards and open source-based digital services in a new style of partnership designed to connect places and communities.

3. Reusable cube components avoid unnecessary redevelopment.

Clients use this capability to accelerate transformation, avoiding duplication and cost, using integrated tools to enable personalised

services, engaged communities and secure collaboration.

4. 20+ years working with the public sector.

Placecube has a wealth of government digital experience and has been working with public sector organisations, across Central and Local Government, Health & Policing for over twenty years.

5. Leading Liferay Service Partner.

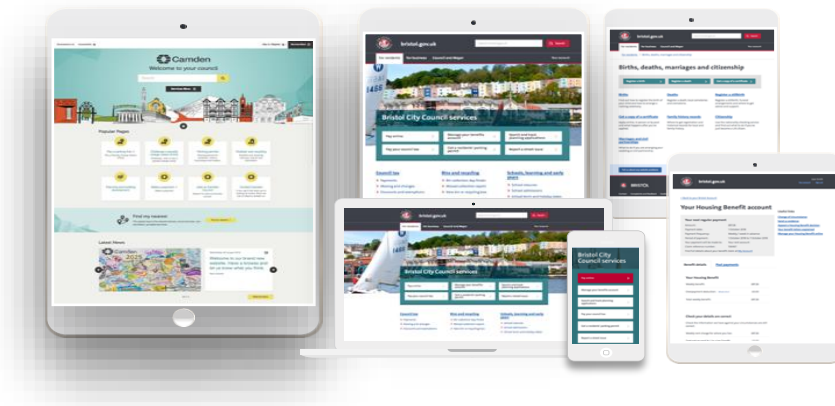
As the UK's preeminent Liferay Service Partner, the Placecube team is highly regarded as a specialist in creating, migrating, and deploying the global leading open-source DXP (Digital Experience Platform).

6. Provider of Knowledge Hub, the open knowledge platform for public service communities everywhere.

A platform to collaborate and share across teams, organisations, and communities. Co-designed with the public sector and used by more than 100,000 users from 5,000 organisations across 80 countries.

About Liferay DXP

Liferay DXP uses a modularised platform approach to provide clients with a scalable, extensible, true Digital Experience Platform (DXP) that provides out-of-the-box tools to help teams create and maintain their own digital services and design consistent digital experiences quickly and easily.



The Liferay DXP platform contains powerful tools and a framework designed for integration across places, giving clients:

- A digital platform that offers full end-to-end integration of the customer's digital experience
- Control of digital development in achievable outcome-producing stages
- Capability to solve local business problems and create digital applications quickly
- A way to prototype quickly and test digital solutions by engaging users earlier in design
- A solution built with Open Standards that promotes interoperability of systems and data
- Flexibility to buy and mix best-of-breed, fit-for-purpose tech from a variety of providers
- Integration with legacy systems so they don't have to be replaced
- Independence from proprietary software that keeps you 'locked in'
- Freedom from inflexible suppliers for whom change is difficult, costly and slow

Liferay DXP is the global leading (Gartner-rated) open source Digital Experience Platform that is designed to make it easy to create, manage and optimise digital experiences across multiple customer touchpoints to deliver personalised experiences at scale. In order to achieve this, Liferay DXP provides an integrated suite of software tools and components that are designed to connect and integrate with your existing systems, such as multi-site content management, roles, personalisation, forms, publishing, workflow, document management, collaboration, permissions and analytics. This powerful, integrated toolset provides the ability to construct complete end-to-end services quickly and consistently. A more detailed summary of the key features of Liferay DXP can be found in the Appendix to this document.

Integration, Deployment & Management

Concentrate on developing the digital services for your organisation. Leave the infrastructure and software stack to us. You don't have to invest in physical assets; being able to 'rent' virtual infrastructure and software has both cost benefits and practical benefits.

Out-Of-The-Box Integration: Liferay DXP is designed for business speed and productivity with pre-built connectors and templates, out-of-the-box management and an architecture that can scale up and scale out as your needs evolve. Our platform lets you quickly enable service assets or design enterprise grade integrations. Optional integrations are available for Active Directory, Google Drive, Documentum, SharePoint, Alfresco, Tableau, JasperReports, Shibboleth and more. Please ask for more details.

Platform-as-a-Service (PaaS): The Liferay DXP Platform-as-a-Service solution consists of a pre-configured set of environments with the relevant software applications setup and running. At the click of a button, you can have a fully functional platform live and ready to use. You may choose to use the platform as-is, or you may decide to configure the service differently or develop your own extensions to customise the service - the choice is yours!

Management of the Service: Your Liferay DXP Platform-as-a-Service is managed by you from the application stack upwards, and by us for everything else. You'll be provided with full administrative access via a web-based interface, allowing you to configure the service, develop and deploy new functionality, manage users and access permissions, and a whole lot more. You connect your source code repository to the platform, and can initiate deployments through merge events and/or Jenkins jobs.

Training

Comprehensive, bespoke training is a standard component of our implementations and it has been developed to support our clients' in becoming self-sufficient.

Training commences well ahead of live deployment with in-house staff using the system for testing, accelerating their efficiency and ability to react to future business and legal requirements.

We are able to enhance initial on-site training with scheduled refresher sessions. Ongoing knowledge transfer can be provided through ad-hoc 'ask-the-expert', written guidance and virtual Communities of Expertise; all geared to creating self-sufficient, in-house expertise. A knowledge base is provided to help staff with day-to-day tasks and processes.

Onboarding & Offboarding Support

Our solution is ready-to-use and can be deployed at pace.

Firstly, we will work with you in person and via virtual meetings to discuss branding, design and the tools you want to use. We will then set up sessions to walk through the service, demonstrating the various administrative and end-user interfaces. You will have opportunities to practice, test and ask questions.

Once deployed, we provide a dedicated web-based support desk, available from 09.00-17.30, normal business days as standard. Our support team consists of highly skilled, experienced professionals, who can help troubleshoot any problems.

Additionally, we have an expert technical and content team who will advise on how to optimise your platform and develop your inhouse skills. They can offer additional training days at extra cost.

If you no longer wish to use the service, we can provide an encrypted archive of all client-owned data stored within the platform.

Security & Privacy

We are committed to keeping your data safe and secure and adhere to extremely strict security standards. This includes operating from SOC-1/ISAE-3402/SOC-2/SOC-3 compliant datacentres run by Amazon Web Services (AWS) and maintaining ISO27001 certification covering both our corporate and datacentre environments. We also hold Cyber Essentials Plus accreditation.

Our cloud software solutions are hosted by AWS in the UK in some of the most highly specified datacentres available. They're built to exacting, rigorous standards and deliver unparalleled security, power, connectivity, and environmental control. It's a world-class infrastructure and keeps our servers running uninterrupted 24*7. The datacentres are engineered with fully redundant connectivity, power, and HVAC to avoid any single point of failure. Each datacentre is staffed by highly trained technical support staff.

We manage the infrastructure for you, so you can concentrate on managing your platform and your users. We ensure that all software within the environment, including operating systems, databases and application-level software is fully patched. We use enterprise-grade monitoring solutions on all our cloud environments to allow us to pre-empt and react to system events and resource usage.

The platform goes through weekly vulnerability scanning at the web application and infrastructure level, and is penetration tested at least annually by an independent CHECK service provider. The underlying software of our solution, Liferay DXP, is also regularly penetration tested and verified by a third party.

We are an ICO-registered data controller and have appropriate data processing agreements in place with all clients to meet the requirements of the General Data Protection Regulations and Data Protection Act.

Service Levels, Performance & Availability

We aim to provide at least a 99.9% uptime service availability level. The service is fully resilient, with no single points of failure throughout the technology stack. The service comes with a 4-hour recovery time objective (RTO) and a 15-minute recovery point objective (RPO). This means that in the event of a major loss of infrastructure, the service would be available again within 4 hours, with a data loss of no more than 15 minutes.

Availability excludes agreed scheduled maintenance events, customer-caused or third party-caused outages or disruptions, or outages or disruptions attributable in whole or in part to force majeure events. Any service-impacting planned maintenance work is always performed outside of UK business hours, with adequate notification to our clients.

Incremental database backups are taken continuously throughout the day, configured with a 35-day retention period, with support for point-in-time restore within that period. The file storage solution is backed up daily and offers support for point-in-time restore. Backups are stored across multiple data centres and are fully encrypted.

Incremental database backups are taken continuously throughout the day, configured with a 35-day retention period, with support for point-in-time restore within that period. The file storage solution is backed up daily and offers support for point-in-time restore. Backups are stored across multiple data centres and are fully encrypted.

Governance

Across our organisation, we have established systems to enable us to monitor and report against our performance quickly and effectively. We are proud of our track record in which we consistently exceed all these required standards for our existing clients. However, we are not complacent about this, and are constantly reviewing technology, processes and controls in order to ensure we maintain or improve these standards.

Our clients' requirements are typically aligned with our own well-established service standards, so we know we can provide an appropriate level of service having done so for other similar clients for a number of years. Priority classification is also a well-understood prioritisation model, which provides additional assurance that we will deliver reliable support service based on established best practices.

In addition to operating a responsible governance model, and providing outstanding support to our clients, our clients receive additional peace of mind through the eight stated commitments that we openly make about how we will continue to operate.

These eight commitments are just a part of how we uphold our reputation for doing the right thing.

1. Our subscription pricing will be transparent and fair – we will not surprise you with hidden costs or seek to charge you extra to keep features, services or integrations working in the way we have committed to you throughout our contract with you. We will only seek a fair return for providing genuine additional benefit and value to your organisation.

2. We will not charge you a premium to integrate with our software or any digital services we provide – we will facilitate this through the use of open APIs. When we develop a new interface it will automatically become part of your existing subscription unless we agree with you in advance that it may put either party at a disadvantage to do so or that, as a prerequisite, another third party must also be consulted and asked to contribute to the cost.

3. We will use and support open standards – we will strive to reuse, develop, and contribute to a growing library of open source code and supporting collaborative initiatives to develop open standards. We require third party partners to meet these standards. This includes a commitment to publish open source code so that it is accessible to others who may wish to adopt it, and to support growing open source communities in which we participate. Our intention is always to promote re-use wherever possible and avoid duplication of investment and costs on the part of our clients and partners.

4. We will uphold the principles of data protection, security and privacy by design – personal data will remain private, open data will be open to share and any data services we provide will be designed for the benefit and improvement of your services. We will never seek to undermine the trust users place in services we provide through inappropriate collection, manipulation, or exploitation of user data.

5. We believe web accessibility is essential, always – we will strive to meet leading standards of accessibility in any services we provide or websites that we build, and we will uphold this principle in any quality review we undertake. This includes conformance with Web Content Accessibility Guidelines standards as a minimum.

6. We will always seek to minimise the impact or disruption of any change – when you entrust us to provide software and services on your behalf, we will always seek to coordinate and communicate any changes, updates or new releases so that your services are not disrupted. Where a fault occurs, we will remedy this fault according to the highest professional standards, by communicating openly with you and rectifying the issue as quickly as possible.

7. We believe you have a right to know how your service is performing at all times – we will share performance data summaries with you at no additional cost and will be open to discussing any additional detail you may require where it is reasonable and practical to do so without imposing any further charges. We will only seek to charge for requests that require significant development effort to provide.

8. We are committed to Place by design – our investment in place-based initiatives, through our solutions and technology, will always be designed to bring government, businesses and communities closer together to promote healthy, thriving local ecosystems with improved outcomes and sustainability for the Place. We will act responsibly and make a positive contribution to society.

Appendix – Liferay DXP Feature Highlights

Content Management

Leverage content management tuned for enterprise teams, with tools to better manage and deploy content to any digital channel.

Decoupled CMS: Because content management is detached from the front-end with an API, users can publish content across multiple channels freely without needing new front-end templates every time. Developers can leverage the freedom of a headless system while business users still have the comfort of traditional content management tools.

Structured Content: Manage and create different content models as needed, to make sure your case-specific content management becomes a reality. This also includes an improved content authoring interface, and streamlined structured content authoring - both of which are based on the same builder used for Forms and Document Types. Structures provide easy visibility to web content usages and reusable collections. Web content authors also have the ability to preview content before it's published, at any stage in the workflow and can also preview with any desired template or within a specific page.

Auto-tagging: Liferay DXP enables content teams to work more efficiently by automatically adding tags to images, web content, and documents upon upload through a machine learning service for improved search.

Content Dashboard: Streamline the content audit process and minimise the effort of finding gaps in your company's content strategy execution. Content Dashboard is a one-stop-place where content authors can access all Web Contents and Documents, not only for a given site, but for all the sites and asset libraries in a Liferay instance. Content Dashboard includes the Content Audit Tool to make it easier for content teams to run content audits.

Content Performance: Integration with Liferay Analytics Cloud provides on-page reports for all page types, that help users understand the content engagement level through metrics like the number of views and reads, as well as insights about the main traffic acquisition channels and keywords.

Content Promotion: Liferay DXP provides a variety of tools for content to be workflowed, staged, and deployed to production as required by your business use case.

Display Pages: For content-heavy sites, Display Pages provide a simple, but powerful approach to enable the automatic creation of a page for each Web Content, Document, Blog, and Category. Each asset obtains a friendly URL which, when accessed, displays the asset in a predefined Display Page Template ensuring consistent look and feel across all like assets.

Collections: Manually or dynamically define groups of information items, which can be displayed easily through Collections Pages, in the Collection Display fragment, and through Asset Publisher.

Predefined and custom Collection Providers and Related Item Collection Providers provide pre-set but configurable collections like Most Viewed Assets, Related Assets, and so on.

Information Templates: Use freemarker-based scripts to ensure uniform presentation of information for Web Contents, Documents, Blogs, Categories, and Assets. Templates can render an entire item, or as little as an individual field, and can easily be mapped to Fragments when designing pages.

Automated Translation: Web Contents and Pages can be automatically translated using out of the box integration to ML-based Translation Services like Google Translate.

Digital Asset Management

Enterprise DAM: Efficiently organise and share enterprise assets on one central system with features such as bulk editing and tagging, peer-to-peer document and asset sharing and editing, automatic versioning policies and integrated online document editing with Google Docs and Office 365.

Documents and Media: The Documents and Media repository supports the storage of any type of digital file, provides auto-generated thumbnails, video and audio previews, and can link to video content stored in YouTube, Facebook, Vimeo, and Twitch.

Asset Libraries: Asset Libraries allow the creation of distinct collections of Assets (Web Content, Documents etc.) to support sharing across multiple sites, as well as task-based content and asset management - for example collections of assets for a specific campaign.

Experience Management

Build and customise digital experiences that are tailored for your users' needs easily with the following capabilities on Liferay DXP.

Fragments: Easily and quickly build new pages with designed, reusable components. Fragments use in-line editing to change text and images and map to content fields and templates, and can be tailored for, or even hidden from, specific display viewports. Page authors can save their own Composed Fragments from any deployed collection of fragments, while Developers can create custom fragments composed of HTML, CSS, and Javascript.

In-Context Creation: Drag and drop to create page layouts with content, fragments, and widgets. Business users can even define complex custom page layouts with Master Pages. In addition, map content to individual sections with information templates. Integration with Analytics Cloud also helps provide insight into users, referrals, and engagement.

Widgets: Empower business users to drag and drop from a generous collection of out-of-the-box widgets for different business needs that can be easily added to any page, including a JavaScript widget creator that can easily build front-end apps using the latest libraries through a CLI tool.

Site Navigation: Create any number of flexible menus from Pages, URLs, Submenus, and Display Pages, then incorporate these easily into pages using the Menu Display, or even construct mega menus using the Dropdown fragment.

Multichannel Support

From storefront to mobile to IoT, reach customers wherever they are with multichannel experiences that can adapt to your channels and target segments with ease.

Headless APIs: Give front-end developers headless freedom from back-end conventions and structures. Developers can now focus on building great experiences and do it simultaneously alongside content teams using content delivery, management, and participation APIs built on the OpenAPI and GraphQL standards.

Adaptive Media: Liferay DXP dynamically adjusts images to best fit the screen size and network speed of each device, addressing experience and performance issues for all page types and for Products.

Mobile Support: Rapidly develop native and hybrid apps, create mobile experiences and define mobile device rules using Liferay DXP as a mobile back end.

Segmentation, Personalisation, and Optimisation

Meet customer demands for meaningful and seamless experiences across touchpoints with robust segmentation and personalisation tools. Continually improve these experiences with content and user insights provided by Liferay Analytics Cloud.

Enhanced Segmentation: Easily personalise anything on a page for different segments. Liferay DXP provides improved segmentation which includes a rule builder that can accommodate complex rules, session rules to target visitors based on cookies, device, or URL, and extension points for use case-specific segmentation rules. In addition, integrate advanced segmentation rules provided in Analytics Cloud. It is possible to reuse existing segments and combine them with complex rules to target new audiences. In DXP, this allows marketers to mix DXP and Analytics Cloud segments to create new and more powerful criteria.

Personalised Experiences: Once segments are defined, practitioners can create any number of Experiences for each page, with each Experience mapped to a user segment. Each page Experience can offer an entirely different set of content, fragments, widgets etc., to meet the specific needs of the target audience.

Content Recommendations: Automate personalisation of content based on a user's past behaviour powered by Liferay Analytics Cloud integration, such as behaviour-based and interest-based recommendations.

Personalised Collections: Define content that can be reused through site pages and across different channels. Easily execute personalised variations to display different content depending on segmentation.

Analytics and Insights: Deliver the right content to the right audience with insights about your pages, content and users from Liferay Analytics Cloud. The latest version of Liferay DXP includes engagement and SEO metrics in the very context of the display pages.

A/B Testing: To identify the most successful variant of content or pages, A/B Tests can be created. Users are randomly directed to one of the variants, with their behaviour - clicking on a clickable element or tracking the bounce rate - monitored in Analytics Cloud. Once the test is complete, the winning variant can be set as the default page presentation.

Search Engine Optimisation: Marketers can map multiple metadata fields to each SEO and Open Graph meta tag to ensure that the desired information is indexed by Search Engines and reflected in Social Networking.

Page Audit: Liferay provides out-of-the-box integration with Google PageSpeed Insights to enable marketers and site builders to easily identify failing SEO elements and accessibility issues.

Search Experiences: Search Blueprints, a feature of the new Search Experiences application, enables search administrators to tweak Liferay's default search behaviour to build completely custom search algorithms using a no-code visual query builder. Each Blueprint consists of one or more elements which can boost results, hide results, and more, in addition to the creation of personalised search results.

Integration and Interoperability

Liferay DXP can integrate across multiple back-end systems for a unified user experience.

Improved Frontend Toolkits: Liferay JS Themes, Bundle, and Fragment Toolkits help developers create, update, and maintain themes built on Liferay DXP as well as help produce an OSGi bundle containing the needed NPM dependencies to ensure that it runs when deployed to Liferay DXP.

Integration Framework: Liferay DXP is a central presentation layer platform for integrating content and services from back-end or legacy applications. Liferay DXP supports multiple methods to integrate, including SOAP, REST, RSS, as well as proprietary APIs.

Upgrade Tool: A revamped Upgrade Tool simplifies the upgrade process from previous versions of Liferay, reducing the amount of time spent troubleshooting.

REST API Builder: This tool helps accelerate development by generating scaffolding needed for business logic used for custom REST and GraphQL APIs.

Remote Apps: Micro frontends may be registered, and become full functioning widgets either through iframes or as custom Web Components. The JS Client SDK enables communication between the app and Liferay, providing user details, access to styling, APIs, and more.

DocuSign and Click-to-Chat: Liferay provides out-of-the-box integration with DocuSign, for electronic document signature processes, and 10 popular click-to-chat providers. Administrators simply configure the system with the required provider login/ID details, and the integration even supports different chat providers on different sites.

Forms, Workflows, and Business Process Automation

Accelerate and streamline business processes with robust features for creating objects, forms and workflows, and for managing accounts.

Objects: Create and manage the Data Model, Relationships, Layouts, and Actions for custom and native objects, to build and deliver unique business applications without the need to develop any custom code. Map Objects to Forms to enable users to gather data for the object. Each Object auto-generates a Collection Provider to enable the results to be presented by mapping objects to Fragments and Pages. Each Object also auto-generates REST APIs to enable full CRUD interaction from multiple channels.

Form Creation and Rules: Design forms for everything from business process automation to replacing complex paper applications. Create personalised forms with conditional rules, which allows users to introduce dynamic behaviour in forms.

Forms Reports & Analytics: Leverage a built-in summary report of the answers received in a Form, allowing users to not only see the data collected, but also have an overall analysis of answers of each field according to the field type. Use Liferay Analytics Cloud to understand form effectiveness - with metrics on completion, abandonment rate, and form completion progress.

Data Engine APIs: Use data engine APIs to help build flexible business applications. Execute CRUD operations on data definitions to quickly assemble business applications that can scale with flexibility.

Organisation and User-Driven Workflows: Define any number of simple to complex business processes or workflows, leveraging users, groups, and roles defined in Liferay DXP with a graphical workflow designer. In addition to these organisation-wide workflows, users can create individual workflows based on their own requirements.

Workflow Metrics: Gain insight into how long certain workflow events take to complete, with options to filter by Workflow Version. Users can create SLAs to set deadlines on a workflow process's events. Once defined, Workflow Reports can measure compliance with SLAs to help users better understand the throughput performance of processes in a given timeframe and better optimise these processes. Reports can be sorted by Item Subject, Created Date, Created By, Due Date, and Assignee.

Accounts: Accounts empowers both sides of the B2B space by providing companies' a central entity from which to conduct business on Liferay DXP. Accounts provides a digital construct to model and manage the personnel and their respective roles, manage business-critical information (such as Tax ID, Addresses), and ultimately facilitate stellar service experiences through enablement of the various interactions between these businesses.

Liferay DXP's Modular Core

Liferay DXP leverages a modular core, with benefits that include:

Standards Based Customisation: Less reliance on underlying app server technology makes it easier to create applications and extensions that now follow an OSGi based approach.

Incremental Release Cycles: New features and bug fixes can be released on an as-needed basis, eliminating the need to wait for major version releases.

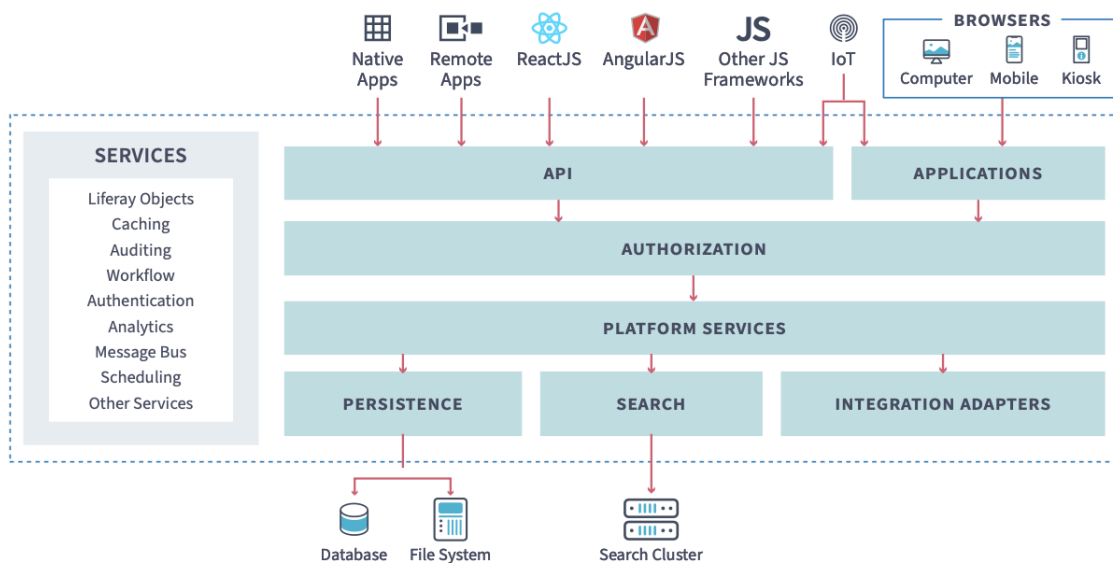
Reliable Deployment: Deploying modules is now independent of underlying app server technology, leading to fewer deployment issues and fewer server restarts.

Modern Development: Leverage modules that are smaller and more concise than legacy portlet plugins. Rest assured since Liferay uses industry-based development standards such as OpenAPI, Portlet 3.0, etc.

Dynamic Dependency Resolution: Modules have built-in dependency resolution, which makes it easier to determine what dependencies the application needs to run and minimises severe consequences from conflicts during deployment.

Authentication: Be assured that only appropriately authenticated users are accessing the system with both a native user repository as well as support for key security standards and frameworks like SAML, OpenID Connect, LDAP, etc. Multi-Factor Authentication (MFA) is supported out of the box, including email-based one-time-password (OTP), time-based OTP, custom factors, and support for FIDO 2.0 hardware devices.

Authorisation: Liferay's granular roles and permissions capabilities ensure that authenticated users can only access information they have permissions for, whether they are accessing through the UI or via APIs. Support for OAuth 2.0 allows authorization across systems and devices.



Liferay DXP Product Architecture