



# DOMINOS PERSONALIZATION: LIFERAY SOLUTION

## SUMMARY

### DOMINOS PERSONALIZATION

As part of this engagement, XTIVIA helped a global pizza restaurant and delivery chain implement our proprietary personalization solution to surface relevant content to users based on his/her role in the company, department, location, and many other attributes. The XTIVIA solution provided a flexible, easy-to-use, performant approach to rules-based personalization of various Portal artifacts, such as web content, documents, portal pages, and more.

The solution allows business users to create user collections based on the entire universe of available user profile attributes, enabling them to target very specific user population segments—for example, “all franchise owners in the U.S.” or “all corporate managers in Michigan.” Once the user collections are defined, they can be used to personalize various aspects of the user experience, including site navigation, web content, documents and more. One of the key areas in which the solution shines: creating personalized lists of content from hundreds of thousands of content items and thousands of user collections. This is an area where performance of other personalization approaches tends to suffer.

## XTIVIA OVERVIEW

Since 1992, XTIVIA has established a proven, global reputation as a company delivering cutting-edge professional solutions to our clients’ specific requirements, regardless of the complexity of the projects. Our success has stemmed from a proven ability to deliver quality professional services, allowing the client to leverage technology successfully, competitively, and profitably. XTIVIA has received additional awards this year from Liferay, CIO Review and Inc. 5000. Our services and solutions include Apps, BPM, BI/DW, Big Data, Cloud, CRM, Database, Portal, Mobility and SOA. We have offices Colorado, Missouri, New Jersey, New York, and Texas.

## PORTAL OVERVIEW

XTIVIA offers a full suite of Liferay services—including architecture, consulting, staffing, tuning, and end-to-end project implementation. With more than 15 years of experience in portals, content management, collaboration and enterprise integration, and an undisputed record of successful Liferay deployments since 2006, it’s no wonder XTIVIA is the current and three-time winner of the prestigious Liferay North America Partner of the Year award.

On end-to-end projects, XTIVIA will work with you using a team approach that emphasizes transparency and ongoing Liferay knowledge transfer to your team. You will learn not just the how, but also the why behind key Liferay implementation choices on various topics— including identity management, SSO, personalization, enterprise integration, and more.

Our proven phased approach is designed to help your company realize ROI quickly while improving both self-service capabilities and end-user satisfaction. Our top-notch software practitioners, combined with our deep knowledge of enterprise portal solutions, helps us deliver a superior product—every project, every time.