

## WHO IS LIFERAY?

Liferay, Inc. is a leading provider of enterprise open source portal and collaboration software products, servicing Fortune 500 companies. Clients include Allianz, BASF, Cisco Systems, Lufthansa Flight Training, Rolex SA, Siemens AG, The French Ministry of Defense, and the United Nations. Liferay offers Enterprise Edition subscriptions, which provide access to emergency fixes, software updates, 24/7 support SLAs, and subscription-only features. Liferay also offers professional services and training to ensure successful deployments for its customers. Liferay Inc. is headquartered in the US and Liferay Portal is recognised as a leader for Portal by Gartner for five years in a row.

## WHY PUFFERFISH PARTNERS?

Liferay is a tremendously popular product in ASEAN countries with many live implementations in government organisations and MNCs. However, further penetration and success in the region brought several challenges. While the product itself was well known, Liferay as a vendor was not. Also, its partner ecosystem in the region was relatively small, thereby limiting its ability to reach potential users and support existing ones.

While Liferay knew that establishing a direct presence in the region was the ultimate strategy, evidence to build a business case to justify this was needed. Also, assistance to help jump-start business in the region in advance of establishing its own operation was desired. Pufferfish Partners was contracted to help with these two initiatives.

## THE RESULTS

Pufferfish Partners started an awareness campaign focused in Singapore to position Liferay value proposition and understand the local customer needs. More than 50 developers, managers and C-level executives were approached to understand their vision of Digital Content Marketing, Content Targeting, and Enterprise Portal within their companies. Growth pockets were identified by harnessing Liferay CRM database and value added resellers were on-boarded and trained.

In the course of 9 months, 4 fully attended training sessions were organised; 3 new value added resellers join the Liferay Partner Program to cover Singapore, Malaysia and Indonesia. Several new customers were acquired and a solid pipeline was created thanks to the Pufferfish Partners Sales Acceleration Framework.

Pufferfish Partners was also instrumental in leading strategic conversations with Tier-1 System Integrators and Software Vendors. Liferay Singapore Pte Ltd is now fully operational with dedicated staff to face the growing demand of customers and partners.



"Pufferfish's knowledge and skills in the ASEAN IT market allowed us to hit the ground running in region. We now have a foundation for continue success in the region."

—Brian Endo, VP APAC Liferay

## WHO IS PUFFERFISH PARTNERS?

Pufferfish Partners is an acceleration partner for technology oriented businesses looking to expand in Asia Pacific.



**Pufferfish**  
Partners