Nirvana Lab

Crafting Next-Gen Digital Engineering

BARBRI CASE STUDY

Client Overview

A Dallas-based global leader in legal education sought to modernize its digital ecosystem to support its expanding portfolio of brands and improve overall marketing performance. With a mission to deliver exceptional learning experiences and digital engagement across multiple audiences, the organization recognized the need to transform its legacy infrastructure into a cohesive, scalable, and future-ready platform.

Challenges

Despite its strong market reputation, the client faced significant technical and operational hurdles that limited its digital growth. The previous implementation built primarily on WordPress and Salesforce Commerce was fragmented and unable to support dynamic integration with marketing and identity systems.

Key challenges included:

Limited integration between existing marketing platforms (Marketo and HubSpot) and Salesforce Commerce Cloud, which led to inconsistent customer journeys and inefficient lead management.

Disjointed identity management, with Okta not fully integrated across user touchpoints.

Brand inconsistency, as maintaining multiple websites across 12 planned brand migrations was proving resource-intensive.

Lack of scalability, making it difficult to manage campaigns, content, and user data across regions.

Operational inefficiency, with marketing and IT teams relying heavily on manual processes to launch campaigns or make content updates.

The client needed a unified platform that could seamlessly integrate all systems, simplify brand management, and enable the marketing team to operate independently with greater agility.

Our Approach

Nirvana Lab collaborated closely with the client's marketing, technology, and operations teams to design a robust, future-ready solution. The engagement began with a deep dive into their existing architecture, followed by a proof-of-concept and discovery phase aimed at aligning business goals with technical capabilities.

Key steps in the approach included:

Proof of Concept (PoC)

Developed a headless commerce PoC combining Salesforce Commerce Cloud and WordPress to evaluate the feasibility of a hybrid digital experience approach.

Discovery & Requirement Gathering

Conducted detailed discovery sessions with marketing teams to identify integration priorities, content workflows, and data flow gaps across systems.

Platform Evaluation

After assessing multiple digital experience platforms (DXPs) for scalability, personalization, and marketing empowerment, Liferay DXP was selected as the most strategic fit for delivering a unified, connected experience.

Impact

The implementation of Liferay DXP has transformed the client's digital environment, enhancing teamwork and optimizing e-commerce operations. This strategic move positions them for a successful transition of their 2 brands, elevating their marketing and operational capabilities.

Tech Stack

Liferay DXP 7.4, Salesforce Commerce Cloud, Marketo & HubSpot, Okta IAM, Kubernetes & Azure