DEVCON '26

One use case, end to end

Agentic Sales Funnel on Liferay

Where AI Hub does the thinking and DXP does the governing.



José Abelenda
Staff Software Engineer
Liferay

Liferay®

Liferay Discuss

Scan to join the discussion.



Everyone in this room can get an agent to classify a lead in an afternoon.

What stalls the project is the next question: when it is wrong at 2am on a Saturday, **who is accountable, what did it touch, and how do you know?**

Why governance

Easy to demo. Hard to keep alive

40%+

of agentic AI projects will be canceled by the end of 2027

GARTNER'S THREE REASONS, AND WHERE THIS TALK ANSWERS EACH

Escalating costs	The AI Hub records the tokens and duration of every run, per customer account.
Unclear business value	A lead answered in seconds, and a channel opened on the record.
Inadequate risk controls	DXP permissions, one status field, and the audit trail bound every step.

Gartner, press release, 25 June 2025. A prediction, not a measurement.

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The promise

By the end you will know exactly where the line is

You get it	What the DXP gives you	Objects, forms, Object Actions, headless APIs, permissions and the audit trail. Configured, not coded.
You write it	What the customer builds	One Client Extension that calls the agents and writes the result back. Runs on SaaS.
AI Hub runs it	What the studio gives you	Agents as workflow definitions, guardrails, and the cost of every run.

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Why this use case

Almost nobody answers a lead in five minutes

<1%

replied to a demo request within five minutes

~12 h

average wait for a personalized email reply (11 h 54 min)

1 in 5

never replied by email at all

Workato requested a demo on the websites of 114 B2B companies and timed the replies.

This funnel answers every lead with no one at a desk. In ten minutes you will time it on your own.

Workato, “B2B Lead Response Times: What We Learned from 114 Companies”, March 2026.

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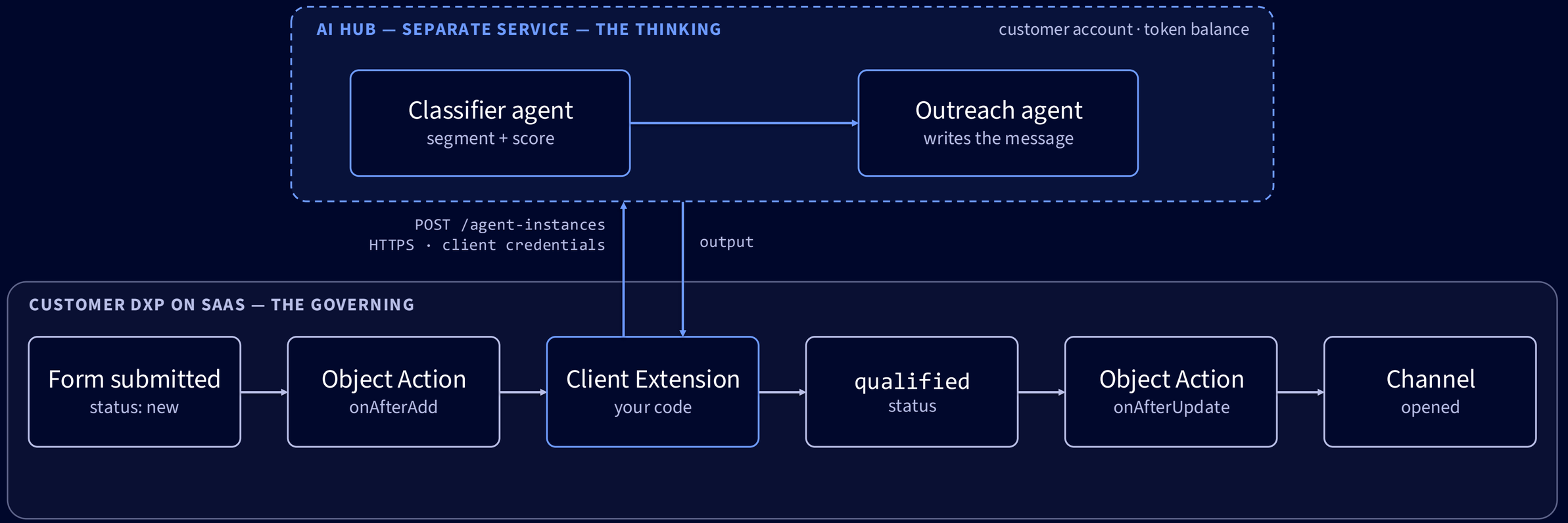
The use case

One lead, end to end. No clicks



From the form to the channel, nobody clicks anything. Every step is bounded by the DXP: two scopes, one status field, and the audit trail.

An agent definition is a file. This file

agents/lead-classifier/workflow-definition.xml

```xml
<workflow-definition
    xmlns="urn:liferay.com:liferay-workflow_7.4.0">
    <name>DEVCON Lead Classifier</name>
    <llm>
        <name>classifyLead</name>
        <input-variables>icpDefinition,
            leadJSON, leadReference</input-variables>
        <output-variables>classification</output-variables>
        <prompt>You are a lead qualification
            analyst…</prompt>
        <transitions>…</transitions>
    </llm>
</workflow-definition>
```

workflow-definition.json

```json
{
    "active": true,
    "externalReferenceCode":
        "DEVCON_LEAD_CLASSIFIER",
    "name": "DEVCON Lead Classifier",
    "scope": "ai"
}
```

A Liferay workflow definition with `<llm>` nodes where you would expect `<task>`.

The reveal · 2 of 2

So an agent instance is a workflow instance

ai-hub-impl · internal/agent/DefaultAgentImpl.java · resume()

```
WorkflowInstance workflowInstance =
    _workflowInstanceManager.getWorkflowInstance(
        agentContext.getCompanyId(), agentInstanceId);
```

AI Hub governs

The reasoning

Every run is a Kaleo instance under the customer's account: history, inputs, outputs, and the tokens it spent from that account's balance.

Customer DXP governs

The decision

The lead, its permissions, the audit trail of who changed what. A leadReference on every run joins the two trails.

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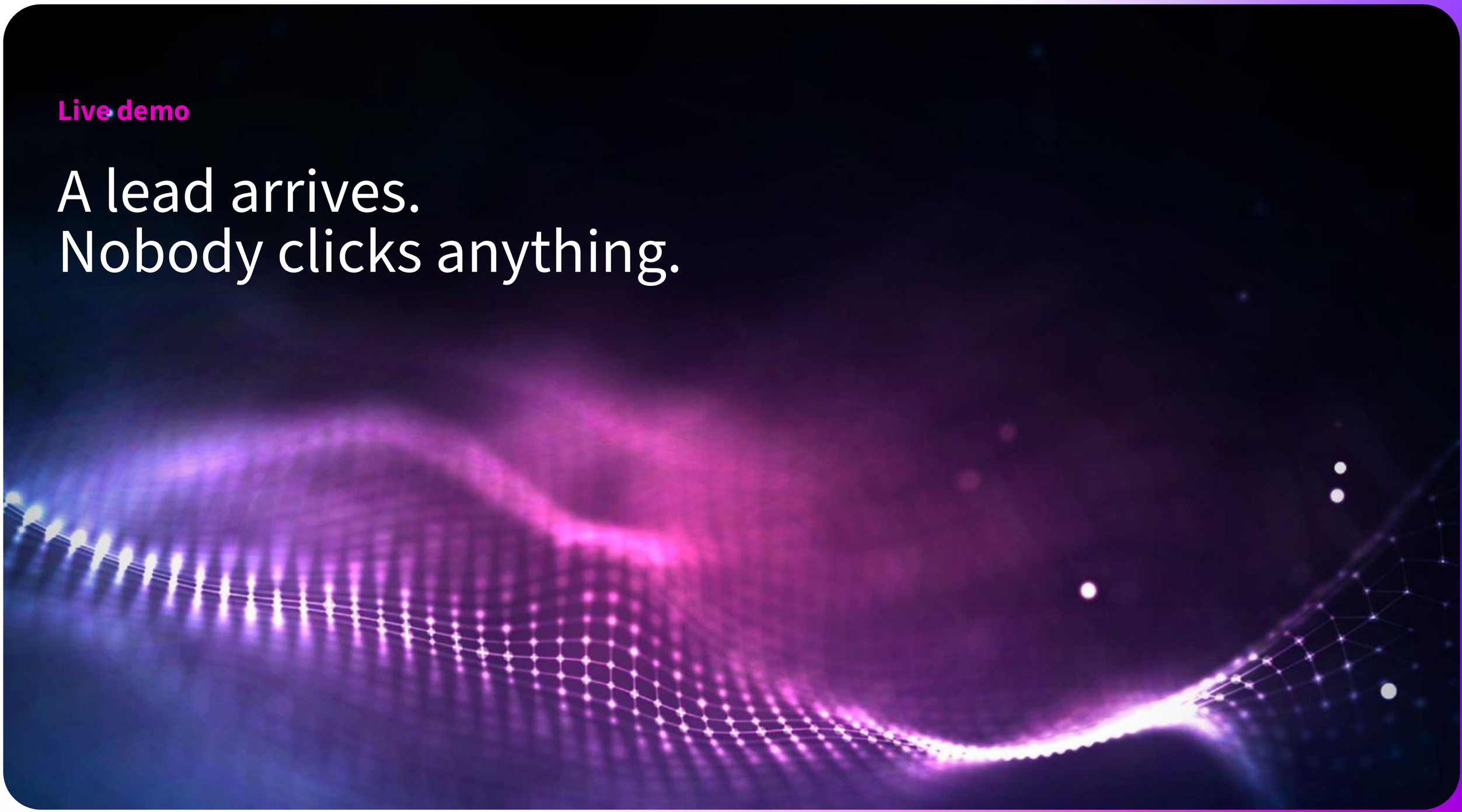
Live demo

A lead arrives.
Nobody clicks anything.



Live demo · your turn

Scan it. Send us a lead.

Tell us about your company.

Your lead is classified, answered and given a channel while you watch. **Nobody clicks anything.**

`webserver-aihubdevcon26-dev.lfr.cloud/web/devcon-2026-lead`

Keep your phone. Next: the live demo, with your leads on the board.



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Live demo · the channels

Same funnel, any channel

Website and landing pages

LIVE TODAY

Form Container mapped to the Lead object. No code.

Instagram and Facebook campaigns

`Meta Lead Ads webhook → integration → POST /o/c/devconleads`

WhatsApp

`WhatsApp Business Platform webhook → integration → POST /o/c/devconleads`

CRM and marketing automation

`Sync through the headless API, OAuth2 client credentials`

Events and partners

`Badge scans or partner referrals posted to the same API`

Lead object

`sourceChannel`

`webForm · instagram`
`whatsapp · crm`
`event · partner`

The same

two Object Actions

two AI Hub agents

rules, scopes and audit trail

The funnel starts at the Lead object, not at the form. A new channel is one more producer: no new agent, no new logic. The outreach agent reads sourceChannel and opens with it.

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Beyond leads

Same pattern, higher stakes

USE CASE	THE CLASSIFIER AGENT	THE OUTREACH AGENT
INSURANCE Underwriting	Profile, risk tier, a suggested price band	A recommendation for the underwriter
INSURANCE Claims	Severity, fraud signals, simple or complex	The reply to the policyholder, the missing documents
BANKING Credit	Profile, missing documents, a risk band	A document request, or a recommendation
BANKING Complaints	Topic, urgency, the regulatory deadline	The first reply

When the decision is regulated, the agent recommends and a person decides. The DXP already has the pieces: a workflow approval on the object, permissions per role, the audit trail.

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The code · 1 of 2

The whole contract, in thirty lines

client-extension.yaml

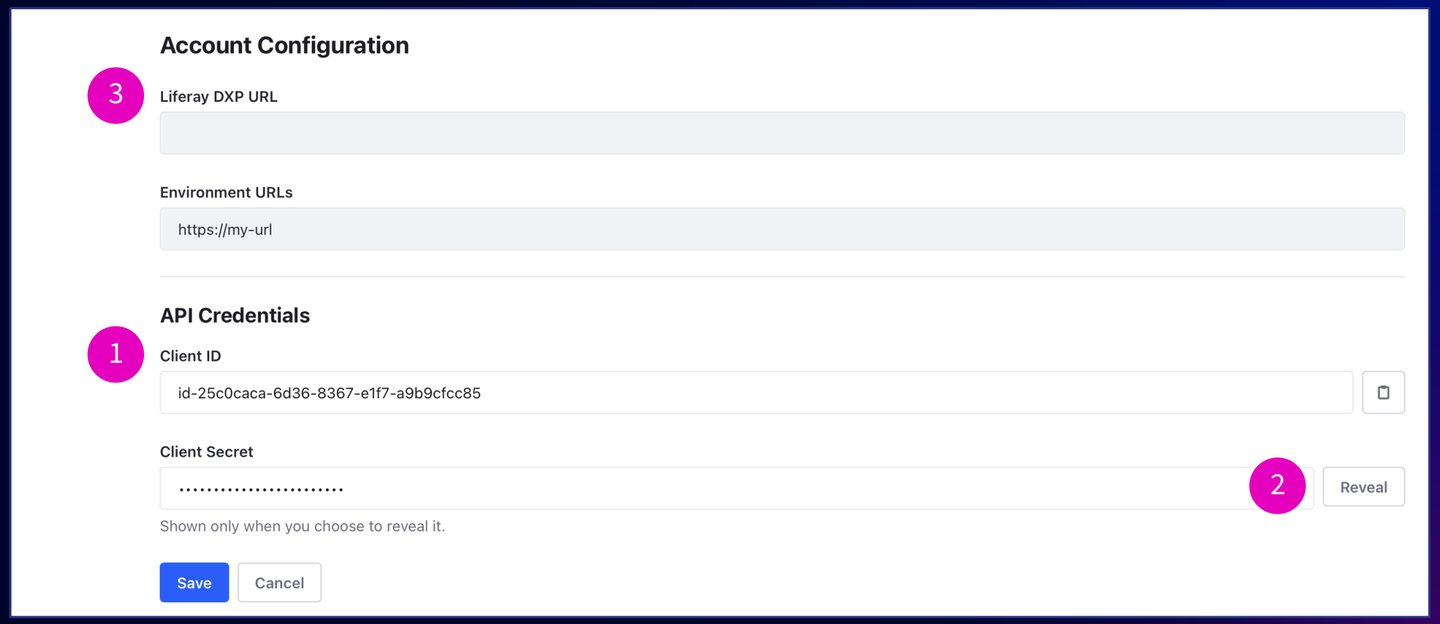
```
agentic-funnel-etc-spring-boot-oahs:
    scopes:
        -   C_DevconChannel.everything
        -   C_DevconLead.everything
    type: oAuthApplicationHeadlessServer
agentic-funnel-etc-spring-boot-oaua:
    type: oAuthApplicationUserAgent
agentic-funnel-etc-object-action-triage-lead:
    oAuth2ApplicationExternalReferenceCode: …-oaua
    resourcePath: /object/action/triage-lead
    type: objectAction
```

LCP.json · env

```
"COM_LIFERAY_DEVCON_FUNNEL_AI_HUB_URL":
    "@ai-hub-url",
"COM_LIFERAY_DEVCON_FUNNEL_AI_HUB_CLIENT_ID":
    "@ai-hub-client-id",
"COM_LIFERAY_DEVCON_FUNNEL_AI_HUB_CLIENT_SECRET":
    "@ai-hub-client-secret"
```

Two scopes are everything this automation can touch in the customer’s DXP. The AI Hub is reached with the client credentials its provisioning issued for this customer’s account.

Where the credentials come from



1 **Client ID and secret**

Issued when the provider provisions the account: an OAuth2 app with client credentials and the Liferay.AI.Hub.REST.* scopes.

2 **Reveal, then store**

The secret is shown only when you reveal it. It goes straight into a secret store, never into a properties file.

3 **Liferay DXP URL and environment URLs**

The DXP URL becomes the OAuth2 app's home page URL. The environment URLs become the AI Hub's CORS allowed origins.

AI Hub › Configurations.

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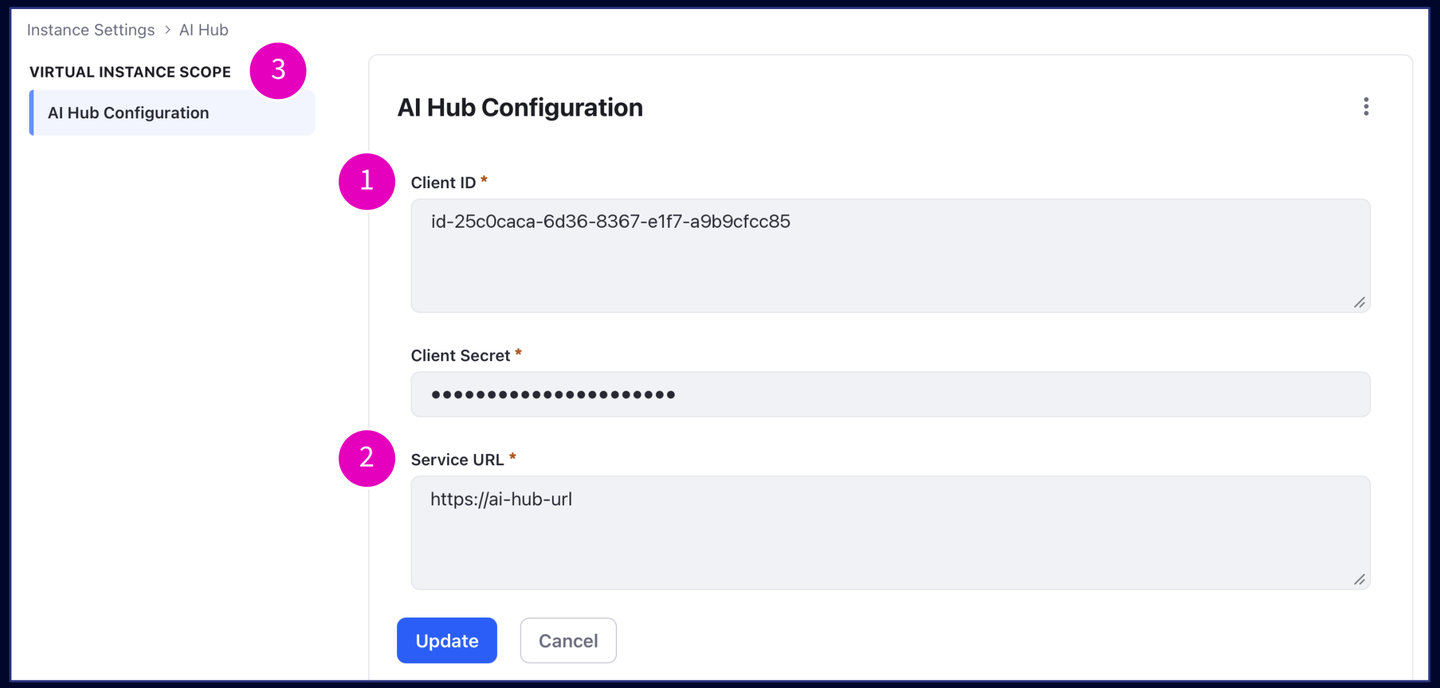
The connection · 2 of 3

Where the customer’s DXP keeps them



1. **The same client ID and secret**

   Pasted from the AI Hub. This is the product’s own connection to the AI Hub.

2. **Service URL**

   The AI Hub’s address, as this DXP sees it.

3. **Virtual instance scope**

   Configured per virtual instance, under Instance Settings › AI Hub.

Instance Settings › AI Hub › AI Hub Configuration.

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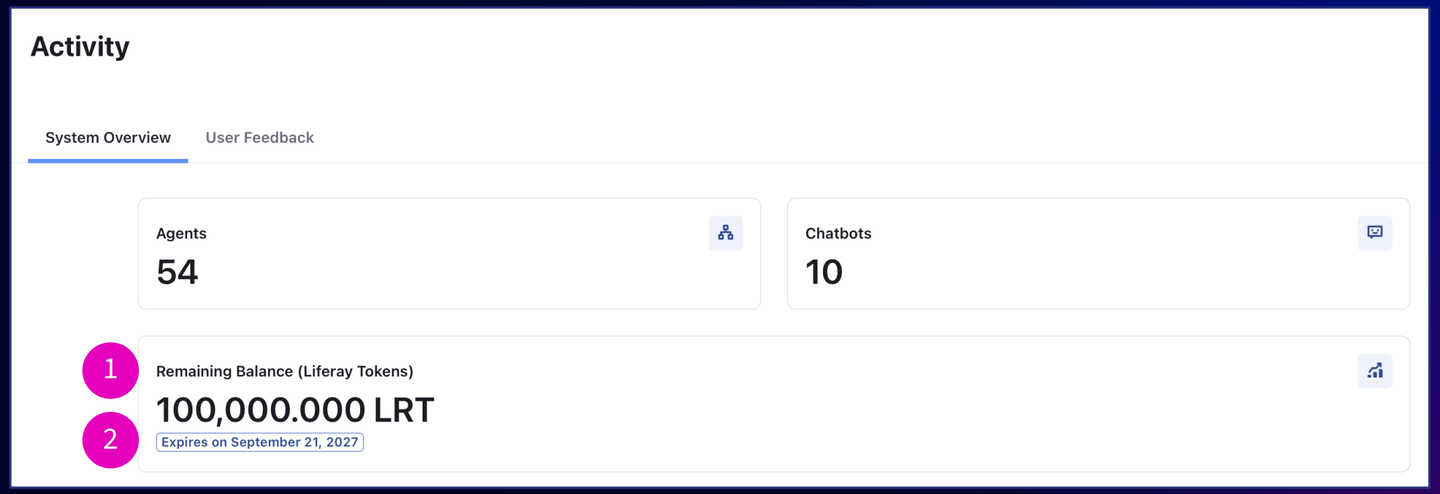
The connection · 3 of 3

Where the tokens go



1 **Remaining balance, in Liferay Tokens**

Held by the customer's account. Every model call is debited from it through a conversion table.

2 **It expires**

The balance carries an expiry date, like any prepaid plan.

3 **Per account, not per DXP**

Every DXP that connects with these credentials draws from this one balance.

AI Hub › Activity.

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The connection · on the record

On the AI Hub, every run is on the record

Account: DEVCON Demo Customer × Context: ai-hub ×

Illustrative values · event types and fields as the AI Hub audit records them

Time	Event	Details
17:31:02	AI_HUB_AGENT_INSTANCE_START	workflow instance 41207 · from 10.2.0.14
17:31:05	AI_HUB_AGENT_INSTANCE_COMPLETE_PARTIALLY	node classifyLead · 1,842 tokens (1,511 in · 331 out)
17:31:05	AI_HUB_AGENT_INSTANCE_COMPLETE	workflow instance 41207 · 3,796 ms
17:31:06	AI_HUB_AGENT_INSTANCE_START	workflow instance 41208 · from 10.2.0.14
17:31:10	AI_HUB_AGENT_INSTANCE_COMPLETE_PARTIALLY	node draftOutreach · 2,307 tokens (1,902 in · 405 out)
17:31:10	AI_HUB_AGENT_INSTANCE_COMPLETE	workflow instance 41208 · 4,118 ms
17:33:47	AI_HUB_GUARDRAIL_VIOLATION	DEVCON_LEAD_CLASSIFIER · prompt injection blocked

Every event carries the customer's account. Who ran which agent, how long it took, what each model call cost, and what the guardrails stopped.

The connection · what the account enforces

Guardrails and instructions: the account’s rules

GUARDRAILS · GOOGLE MODEL ARMOR

Prompt injection and jailbreak, with a confidence level

Sensitive data protection

Malicious URLs

Harassment, hate speech, dangerous and sexually explicit content

Attached to the account’s agents. A blocked call is an `AI_HUB_GUARDRAIL_VIOLATION` on the audit trail.

INSTRUCTIONS · ACCOUNT-WIDE RULES

Injected into every `<llm>` node, ours included

“Never mention prices or discounts.”

“Write in British English.”

They override the agent’s own prompt. Change a rule and every agent follows; no agent is edited.

Defined in the account, applied to its agents, recorded when they fire. The agents stay the same; the account decides what they may do.

The code · 2 of 2

Invoking an agent is one POST

AIHubAgentService.java

```
String body = new JSONObject(
).put(
    "agentDefinitionExternalReferenceCode",
    agentDefinitionExternalReferenceCode
).put(
    "asynchronous", false
).put(
    "context", contextJSONObject
).toString();

agentInstanceJSON = post(
    _aiHubAccessTokenManager.getAuthorization(), body,
    _agentInstancesURI);
```

`asynchronous: false` puts the output in the response body: no SSE, and no callback endpoint to expose.

The synchronous response carries no instance ID. Every run is tagged with a `leadReference` input variable, and that is how you find it on the AI Hub.

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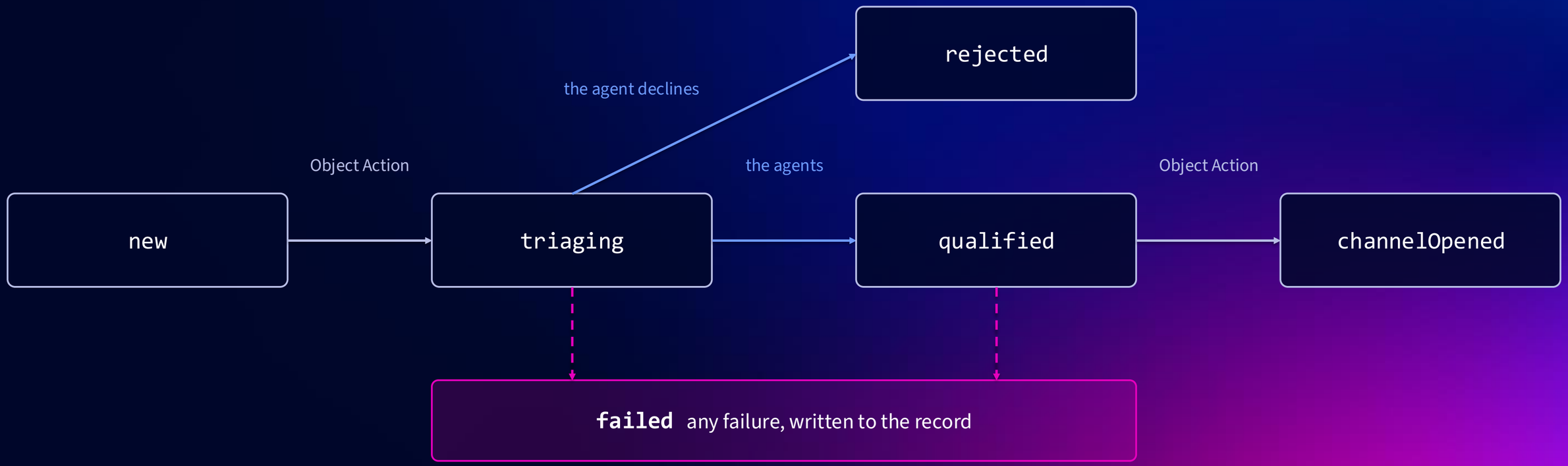
Production-grade · idempotency

One field carries the whole state machine



Nobody moves this field by hand. The agents and two Object Actions do, and every move is on the record. failed is a status anyone can see, not a line in a log nobody reads.

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Production-grade · identity

Who does the agent act as?

In the customer’s DXP

A service account

Bounded by two scopes. Every write the automation makes is recorded against it.

On the AI Hub

The customer’s account

Provisioned with its own OAuth2 application. Every run belongs to it, and every token spent comes out of its balance.

For an inbound funnel this is right: the person who submitted the lead should not bound what triage can see. For an assistant acting for a logged-in user it is wrong.

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Where the line is

Low-code ends here. Code starts here

CONFIGURATION

The Lead object, its form and its permissions

Object Actions with condition expressions

Agents in the AI Hub studio: <llm> nodes, prompts, guardrails

✓ Configured, not coded

CUSTOMER CODE

One Client Extension: call the agents, write back, open the channel

Idempotency, status and failure handling

✓ Runs on SaaS

AI HUB CODE

ServiceNodeDelegate (OSGi) on the AI Hub

New node types and new tools for agents

✗ Never on the customer's SaaS

With an independent AI Hub, the question is not SaaS or self-managed. It is configuration, customer code, or AI Hub code.

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The studio gives you **`<llm>`** nodes. Everything between them is either **a Client Extension the customer writes**, or **Java the AI Hub runs**.

That is the line, and now you know which side your project is on.

Take home

An agent definition is a Kaleo workflow definition with `scope: "ai"`.

Automate end to end, and let the platform bound it: scopes, states, audit, cost.

The AI Hub does the thinking; the customer’s DXP does the governing.



NEXT AT DEVCON '26

Enterprise RAG in Liferay AI Hub

Grounded, Governed and Permission Aware



José Abelenda

Staff Software Engineer

Liferay



Feliphe Marinho

Senior Software Engineer

Liferay

Tomorrow, 4 November · 9:45 · Main Stage

Thank you.

Liferay Discuss

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★★★★★



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