



Keynote Presentation | **[Digital Experience Platforms]** Conquering Migration Fears - Streamlining Your MarTech Transition



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Conquering migration fears

Streamlining Your MarTech Transition



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Migration overview

35

internal and external
websites

18

(headless)
web-applications

17

traditional
sites

20k

assets

6k

pages

across



Success doesn't
come without strategy

& the team
to execute
the strategy.

Back to the
beginning





Legacy
setup



GOALS

Common fears with migrations

Content

Costs

Compliance

Legacy Systems

Unknowns

Managing costs

Assess your current
and future needs



Choose the right
migration strategy



Utilize cloud cost
management tools



Managing costs

A photograph showing two hikers on a rocky trail. One hiker is on a higher ledge, pulling a rope down to another hiker who is on a lower ledge. The scene is set against a blue sky with some clouds.

Engage an experienced migration partner

A photograph of a small green plant growing out of a crack in a concrete wall. The plant has several leaves and is casting a shadow on the wall. The background shows a larger, more established tree.

Consider long-term benefits

Content strategy

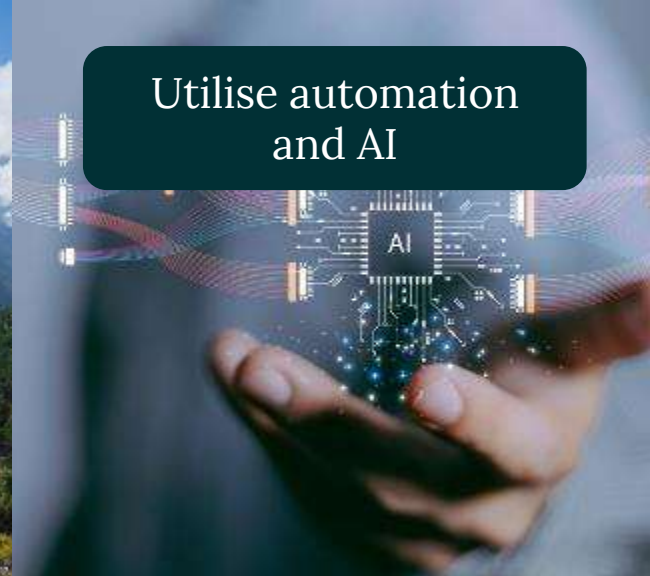
Audit your content



Develop a content migration plan



Utilise automation and AI



Maintaining **compliance**

Establish a data governance strategy

Implement secure data archiving

Align with industry-specific compliance standards

Legacy systems

Assess your legacy systems



Develop a tailored migration plan



Prioritise and phase the migration



ZERO DOWNTIME






A close-up photograph of a hand in a white shirt sleeve moving a gold chess piece on a dark board. The hand is positioned in the upper left, and the piece is being moved towards the center. The background is dark and out of focus, showing other chess pieces.

Following **solid foundation**

Pick your battles

Plan for day 2



magnolia x tbscg

A full-page photograph of a surfer in a black wetsuit riding a white surfboard inside the barrel of a massive, curling blue wave. The surfer is leaning forward, looking towards the camera. The water is a vibrant blue, and the wave's crest is white with foam. The overall mood is one of power and adventure.

*Don't fear migration,
embrace it,
own it.*

Thank you!



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