



Panel Discussion | **[Breaking Free from Legacy]** The Hidden Costs of Sticking with Yesterday's Technology



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Poll Question (here is just a placeholder) - to be created on ON24

What is the biggest barrier to adopting predictive analytics widely within your business?

- > Accessing organising and cleansing the data sources needed
- > Organisational & governance structures within your business
- > Democratising and making capabilities available to business users
- > Lack of data science resources
- > All of the above



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Question 1

- **What are the most significant challenges or risks you've experienced when relying on legacy systems, and how have they impacted your ability to respond to customer needs and market shifts?**



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Question 2

- **When considering modernisation, what are the key factors organisations should prioritise to ensure their technology investments lead to scalable, data-driven, and customer-focused outcomes?**



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Question 3

- **Can you share examples of successful transitions from legacy systems? What were the biggest hurdles, and how did those organisations ensure the changes drove measurable marketing innovation and agility?**



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Q & A

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