



Keynote Presentation | [Conquering Migration Fears] Streamlining Your Martech Transition



CARLOS MARRUENDA

General Manager, Spain
TBSCG

MADRID

Conquering *migration fears*

Streamlining Your MarTech Transition



Carlos Marruenda Molina

Business Consulting Practice Lead, TBSCG

Migration overview

35

internal and external
websites

18

(headless)
web-applications

17

traditional
sites

20k

assets

6k

pages

across

Common fears with migrations

Costs

Content

Compliance


Legacy Systems

Unknowns

Managing costs



Assess your current
and future needs



Choose the right
migration strategy




Utilize cloud cost
management tools

Managing costs



Engage an experienced migration partner



Consider long-term benefits

Content strategy

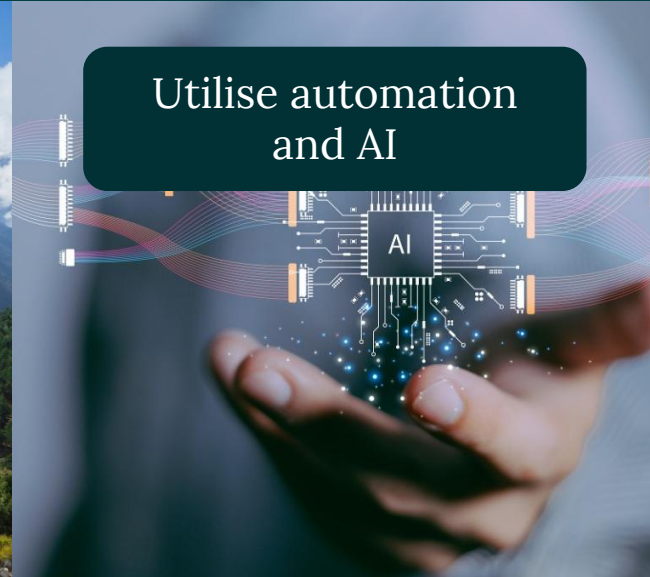
Audit your content



Develop a content migration plan



Utilise automation and AI



Maintaining **compliance**

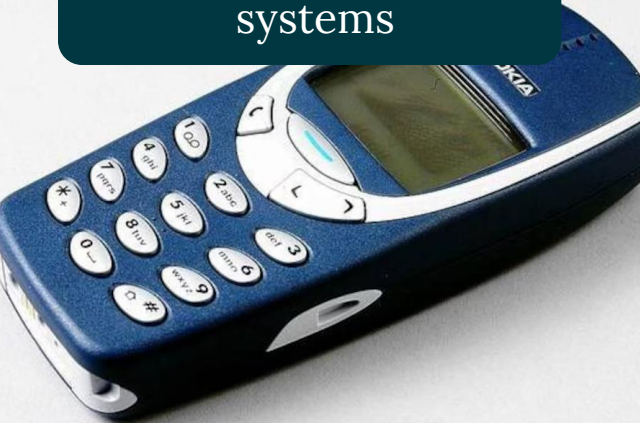
Establish a data
governance strategy

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



Back to the beginning





Legacy setup

A soccer ball is shown hitting a goal net. The background is a deep teal color with a network of white lines, resembling a goal net or a digital grid. The word "GOALS" is written in white, serif capital letters inside a green rectangular box that is centered over the soccer ball.

GOALS

ZERO DOWNTIME







Following **solid foundation**

Pick your battles

Plan for day 2

A group of about ten people are gathered on a rocky mountain peak, facing away from the camera and looking out over a vast, hazy landscape of mountains and valleys. They are all raising their arms in celebration or triumph. The scene is set during sunset or sunrise, with warm, golden light and soft clouds in the sky. The overall mood is one of achievement and teamwork.

Success doesn't come without strategy

& the team
to execute
the strategy.

A full-page background image of a surfer in a black wetsuit riding a white surfboard inside the barrel of a massive, curling blue wave. The surfer is positioned in the lower center of the frame, looking towards the camera. The wave's crest is high and white with foam, creating a dramatic, tunnel-like effect around the surfer. The water is a deep, vibrant blue.

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

Thank you!



Carlos Marruenda **Molina**

Business Consulting

practice Lead @ **tbscg**