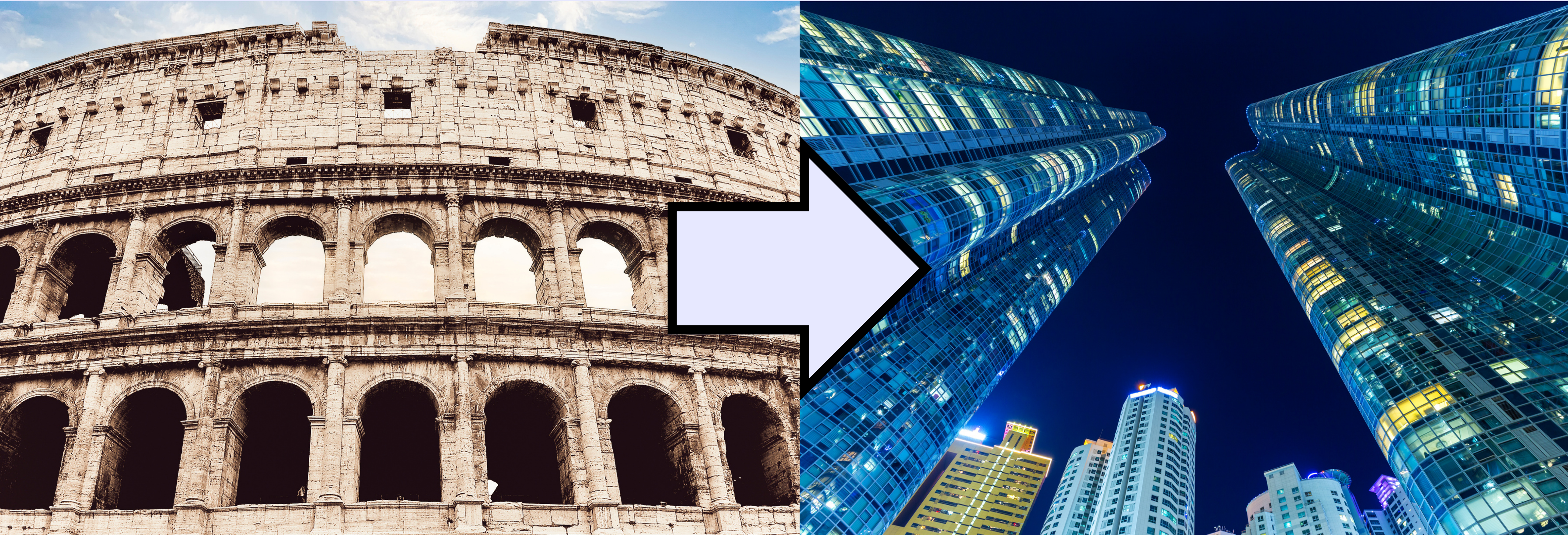# *Journey From Legacy to Composable*
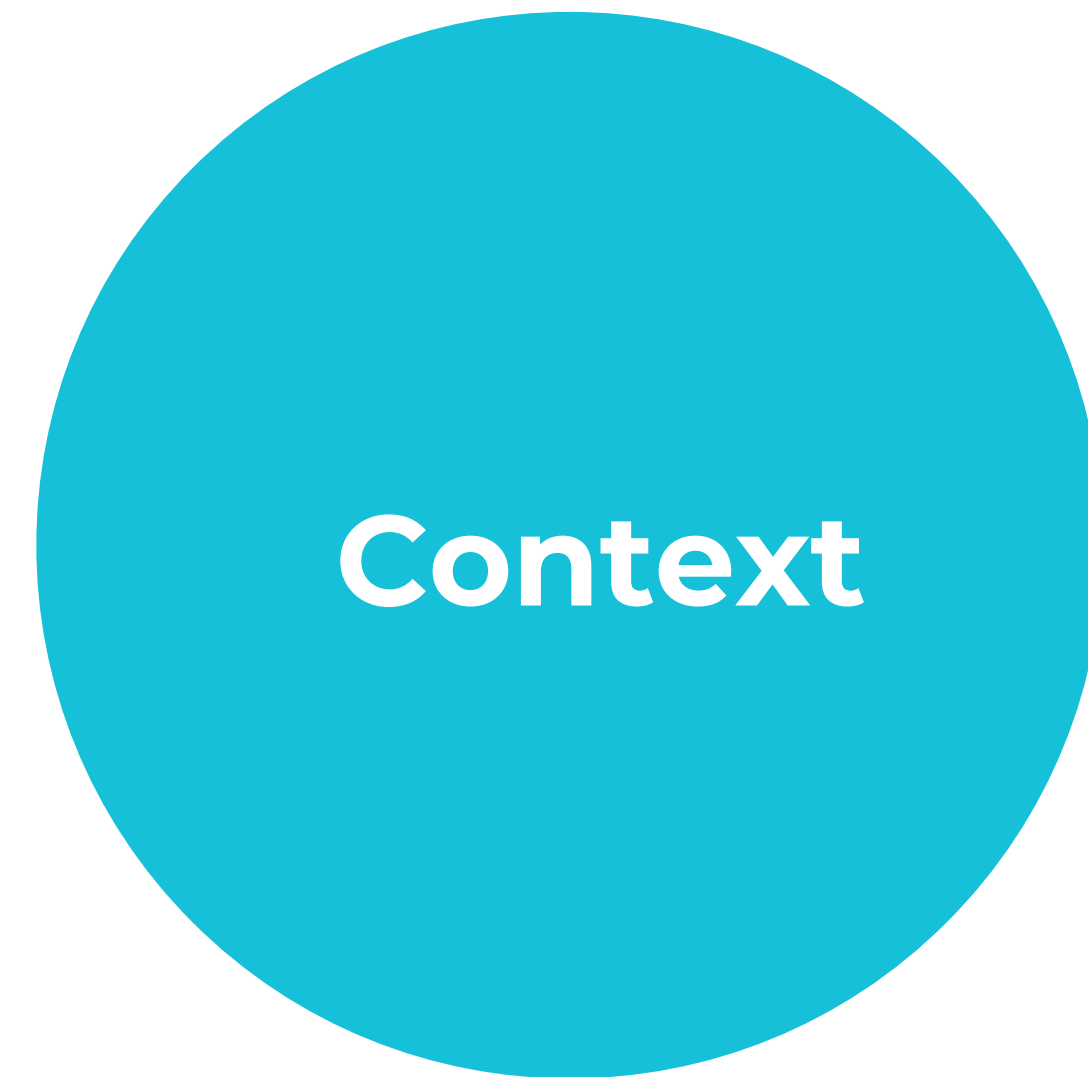## *By: Sana Remekie*
CEO, Conscia.ai, MACH Alliance Ambassador
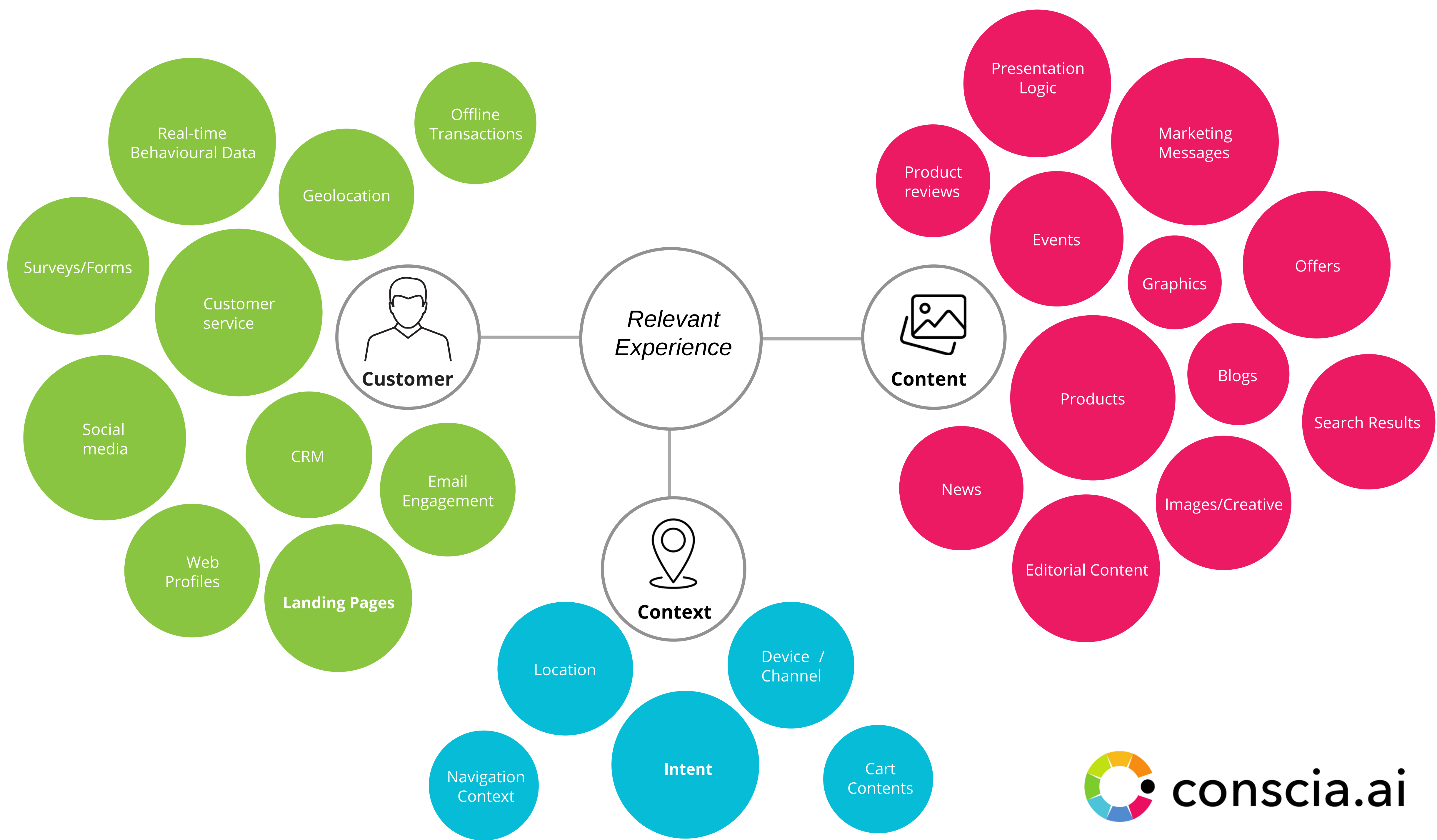
How did I get here?

The 3 Cs of Experience

Customer

Content

Context

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Advertising & Promotion	Content & Experience	Social & Relationships	Commerce & Sales	Data	Management

Advertising & Promotion
- Display & Programmatic Advertising
- Mobile Marketing
- Native/Content Advertising
- PR
- Print
- Search & Social Advertising
- Video Advertising

Content & Experience
- Content Marketing
- CMS & Web Experience Management
- DAM & MRM & PIM
- Email Marketing
- Interactive Content
- Marketing Automation & Campaign/Lead Management
- Mobile Apps
- Optimization Personalization & Testing
- SEO
- Video Marketing

Social & Relationships
- ABM
- Call Analytics & Management
- Customer Experience Service & Success
- Influencers
- CRM
- Advocacy Loyalty & Referrals
- Community & Reviews
- Events, Meetings & Webinars
- Social Media Marketing & Monitoring
- Live Chat & Chatbots

Commerce & Sales
- Retail, Proximity & IOT
- Affiliate Marketing & Management
- Sales Automation Enablement & Intelligence
- eCommerce Platforms & Carts
- eCommerce Marketing
- Channel Partner & Local Marketing

Data
- Marketing Analytics Performance & Attribution
- Audience/Marketing Data & Data Enhancement
- Ipaas Cloud/Data Integration & Tag Management
- Business/Customer Intelligence & Data Science
- DMP
- Dashboards & Data Visualization
- Governance Compliance And Privacy
- Mobile & Web Analytics
- Customer Data Platform

Management
- Agile & Lean Management
- Collaboration
- Talent Management
- Budgeting & Finance
- Projects & Workflow
- Product Management
- Vendor Analysis & Management

The Future is Composable

2

visit **martechmap.com** *to search, sort & filter*

Philips Marketing & e-Commerce eco-system
Our building blocks to support and engage with our customers
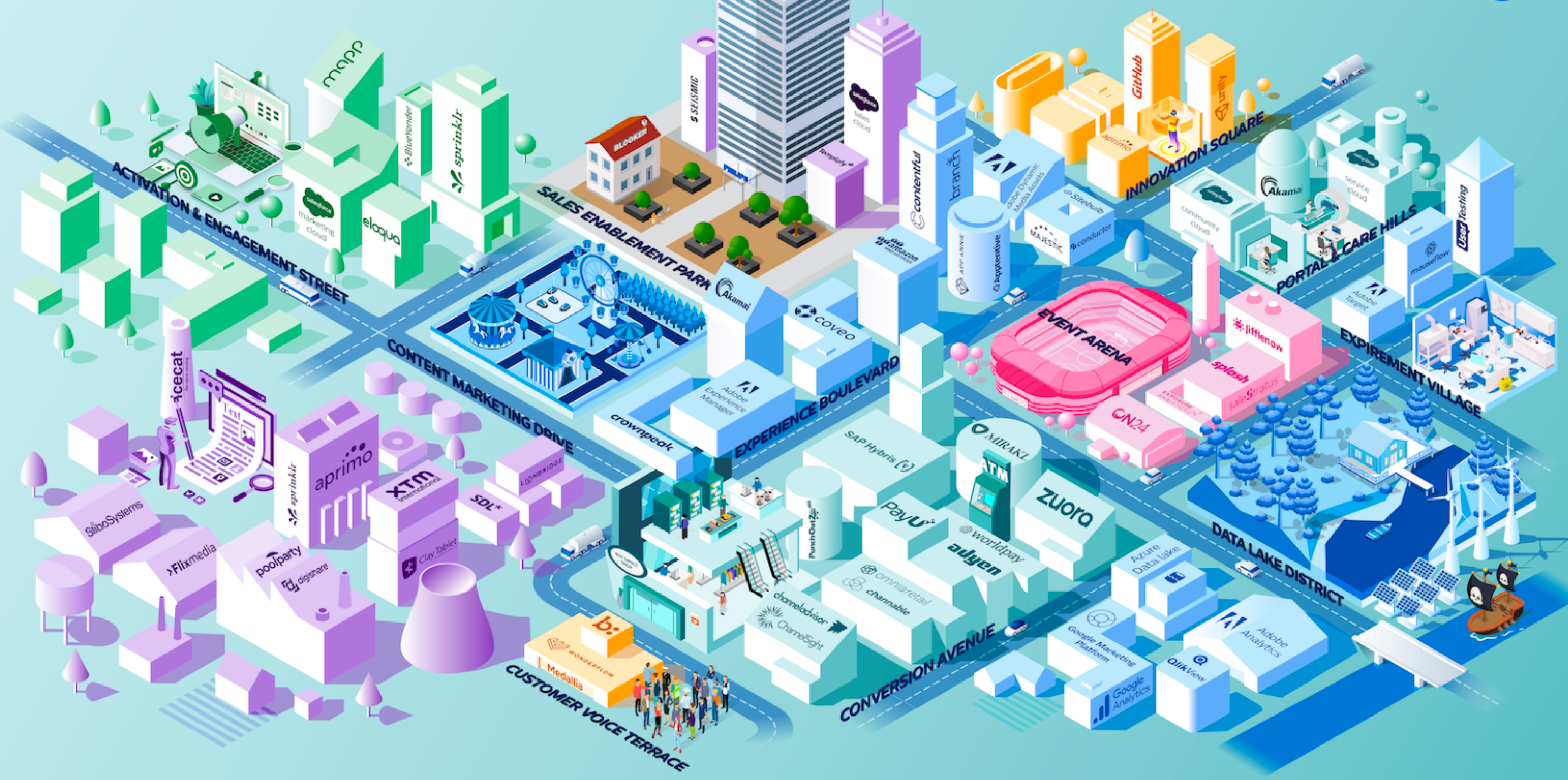
Gartner

"Composable Commerce Must Be Adopted for the Future of Applications"

What's hard about the move to composable architectures?

Overall Challenges

The Brain is missing in the new stack

Lack of a unified interface to manage Omnichannel Experiences

Continued Reliance on Legacy Systems

**Continued Reliance
on Legacy Systems**

Challenges with Legacy Systems

- Integration Challenges
- Scalability and Performance
- Maintenance and Upgrades
- Extensively Customized
- No longer meets customer's evolving needs

List of stats about Legacy Systems from ChatGPT

- According to a survey by Deloitte, 84% of organizations currently have at least one legacy system in operation
- A study by the Standish Group found that 29% of IT projects in 2019 were focused on maintaining or modernizing legacy systems.
- A report by Forrester Research estimates that between 50% and 75% of an average IT budget is spent on maintaining legacy systems.
- A survey by IDG found that 59% of IT professionals said that the cost of maintaining legacy systems was a major challenge for their organization.
- A survey by Accenture found that nearly two-thirds of C-level executives believe that legacy systems are hindering their digital transformation efforts.
- A survey by Databricks found that 72% of IT professionals said that legacy systems were preventing their organization from achieving its data-related goals.
- According to a report by Gartner, by 2020, legacy systems will cause at least 50% of IT incidents, but less than 10% of IT security resources will be allocated to legacy systems.

What is (a) 'Legacy'?

Legacy (noun)

'The long-lasting impact of particular events, actions, etc. that took place in the past, or of a person's life.'

Legacy (adjective)

'denoting or relating to software or hardware that has been superseded but is **difficult to replace** because of its wide use.'

What is Legacy?

Philips Marketing & e-Commerce eco-system
Our building blocks to support and engage with our customers

What are your options?

Migrate

Migrate

Rebuild

Migrate

Rebuild

Modernize/ Encapsulate

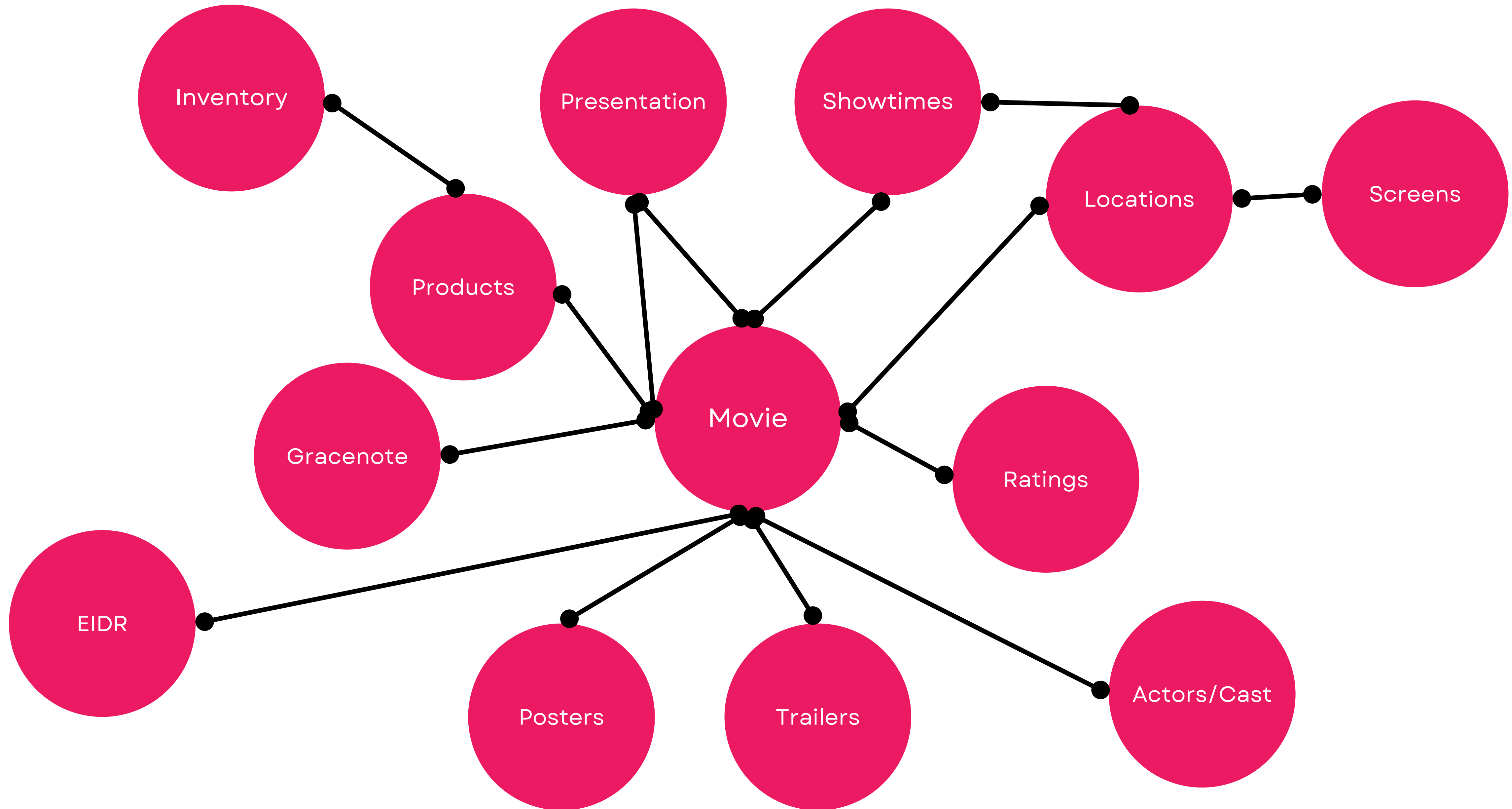# Modernizing Your Legacy Systems

GraphQL

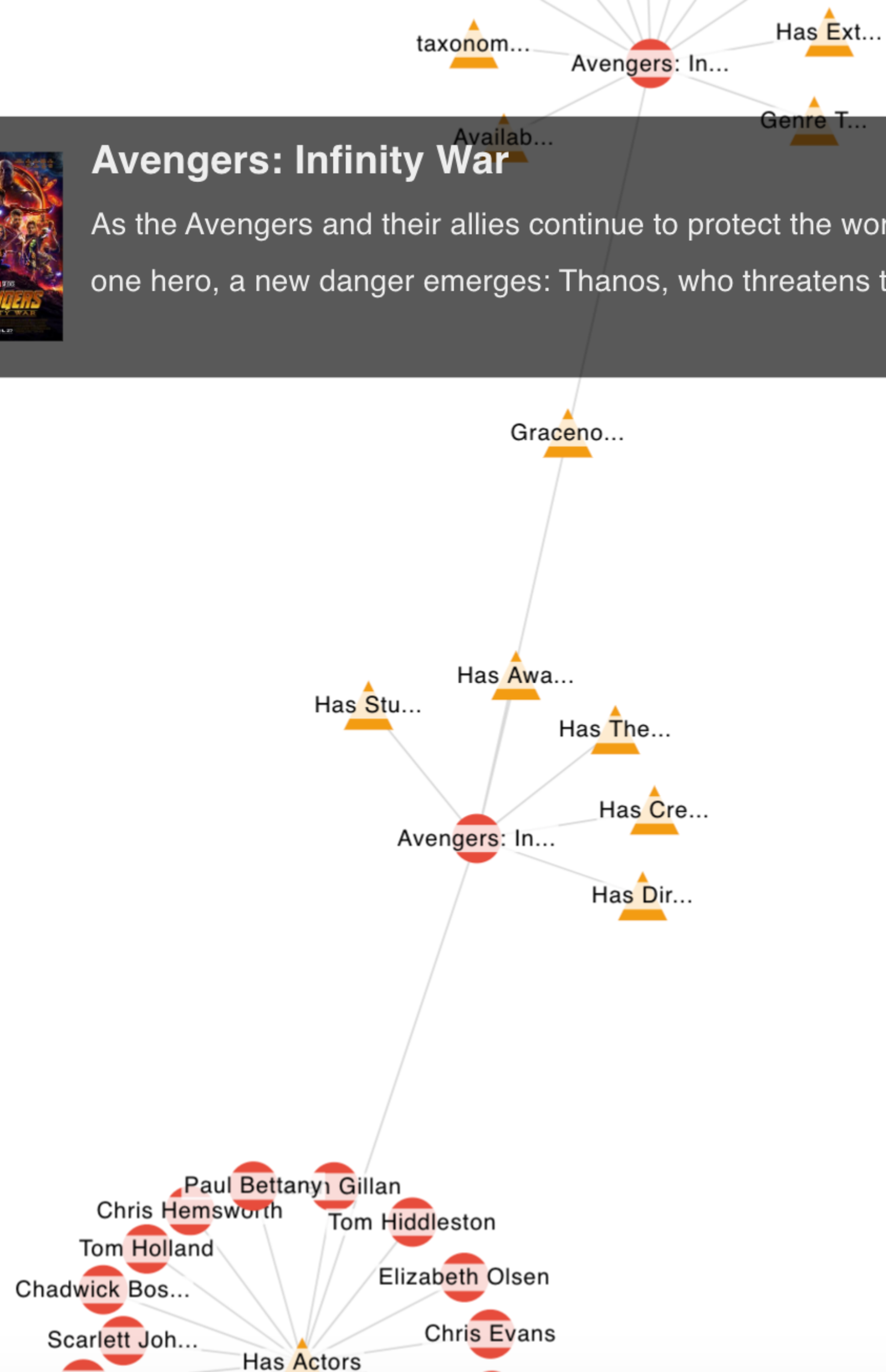# Cache for Performance

A Knowledge Graph

Relationships

Avengers: Infinity War

As the Avengers and their allies continue to protect the world from threats too large for any one hero, a new danger emerges: Thanos, who threatens the fate of Earth and life itself.

taxonom...
Avengers: In...
Has Ext...
Genre T...
Availab...

Graceno...

Has Awa...
Has Stu...
Has The...
Avengers: In...
Has Cre...
Has Dir...

Paul Bettany Gillan
Chris Hemsworth
Tom Hiddleston
Tom Holland
Elizabeth Olsen
Chadwick Bos...
Scarlett Joh...
Chris Evans
Has Actors

Film Central

Deluxe

Vista

Locations

Screens

Gracenote

Films

Persons

Company

Other

Product Catalog

Ratings

EIDR Records

Brightcover to Film Central

Search across multiple columns...

Phrase

title_en	releaseDate	TYPE	STATUS	directors	actors
Dressed to Kill	1980-07-23	Feature Film	Released	Ken Baker	Mar
Fifi Blows Her Top (1958)	1958-04-10	Short Film	Released	Jules White	Mo
Quiz Whizz (1958)	1958-02-13	Short Film	Released	Jules White	Gre
Rusty Romeos (1957)	1957-10-17	Short Film	Released	Jules White	Cor
Outer Space Jitters (1957)	1957-12-05	Short Film	Released	Jules White	Em
Space Ship Sappy (1957)	1957-04-18	Short Film	Released	Jules White	Mo
Horsing Around (1957)	1957-09-12	Short Film	Released	Jules White	Em
A Merry Mix-up (1957)	1957-03-28	Short Film	Released	Jules White	Mo
Muscle Up a Little Closer (19...	1957-02-28	Short Film	Released	Jules White	Mo
Guns a Poppin! (1957)	1957-06-13	Short Film	Released	Jules White	Fra
Hot Stuff (1956)	1956-09-06	Short Film	Released	Jules White	Em

27,839 Rows

Master | Source Data | Classification | Explorer | Profiles | Audience Builder | Experience | Search | Preview

Sana Remekie | Log out

≡ Data Collections

Titles

Films

Trailers

Posters

Showtimes

Locations

Screens

Experiences

Seat

Search across multiple columns...

Phrase

Cineplex Title ID	Poster (EN)	Title (English)	Genre (English)	Synopsis (English)	Release Ye
cpxt16758			Drama / Musical / Comedy	Set in a suburb of north-east ...	2008
cpxt005780383			Documentary	This documentary explores t...	2015
cpxt005988746		Jesse Stone: Lost In Paradise	Drama / Crime / Mystery / A	Paradise Police Chief Jesse ...	
cpxt004712633		Into the Pit	Documentary / Urban / Foreic	According to Mexican legend,...	2007
cpxt005530360		Adams: Giselle: Vladimir Mal...	Drama		
cpxt004651799		Chorus Line	Adaptation / Drama / Musical	A Broadway show director pu...	1985
cpxt18722		Unforgivable	Adaptation / Foreign / Drama	Francis arrives in Venice to w...	2012

37,480 Rows

GENRE MISSING
29918 (79.82%)

PUBLISH: PENDING
31240 (83.35%)

TEST CARD
190 (0.51%)

TITLES WITH NO POSTER
15826 (42.23%)

RECENT (THIS WEEK)
0 (0%)

RECENT (30 DAYS)
0 (0%)

Avengers: Infinity War

2018

Gracenote ID: 5521112 | 149 mins.

MOVIE SYNOPSIS

An unprecedented cinematic journey ten year in the making and spanning the entire Marvel Cinematic Universe, Marvel Studios' AVENGERS: INFINITY WAR brings to the screen the ultimate, deadliest showdown of all time. The Avengers and their Super Hero allies must be willing to sacrifice all in an attempt to defeat the powerful Thanos before his blitz of devastation and ruin puts an end to the universe.

Director	Anthony Russo / Joe Russo /

Flexible Data Model

Edit Data Collection Schema

▼ TEXT	▲
TEXT	
NUMERIC	
DATE/TIME	
VISUAL	
COMPLEX	
ADVANCED	

Conscia Data Record

- master_key *(Master Key (Product))* — TEXT Field ✖
- productID *(Product ID)* — INTEGER Field ✖
- name *(Name)* — TEXT Field ✖
- override_name *(Override Name)* — TEXT Field ✖
- name_shadow *(Name (Display))* — TEXT Field ✖
- ph_level *(PH Level)* — TEXT Field ✖
- callout *(Callout)* — TEXT Field ✖
- recommended_products *(Recommended Variants)* — ARRAY Field ✖
- category_id *(Category (SFCC))* — ARRAY Field ✖

Name *
Unique identifier for this field

name

Configure Text Field

Driven Behaviour

☐ Shadow Field

☐ Computed Field

Localization

☐ Localized Field

Metadata

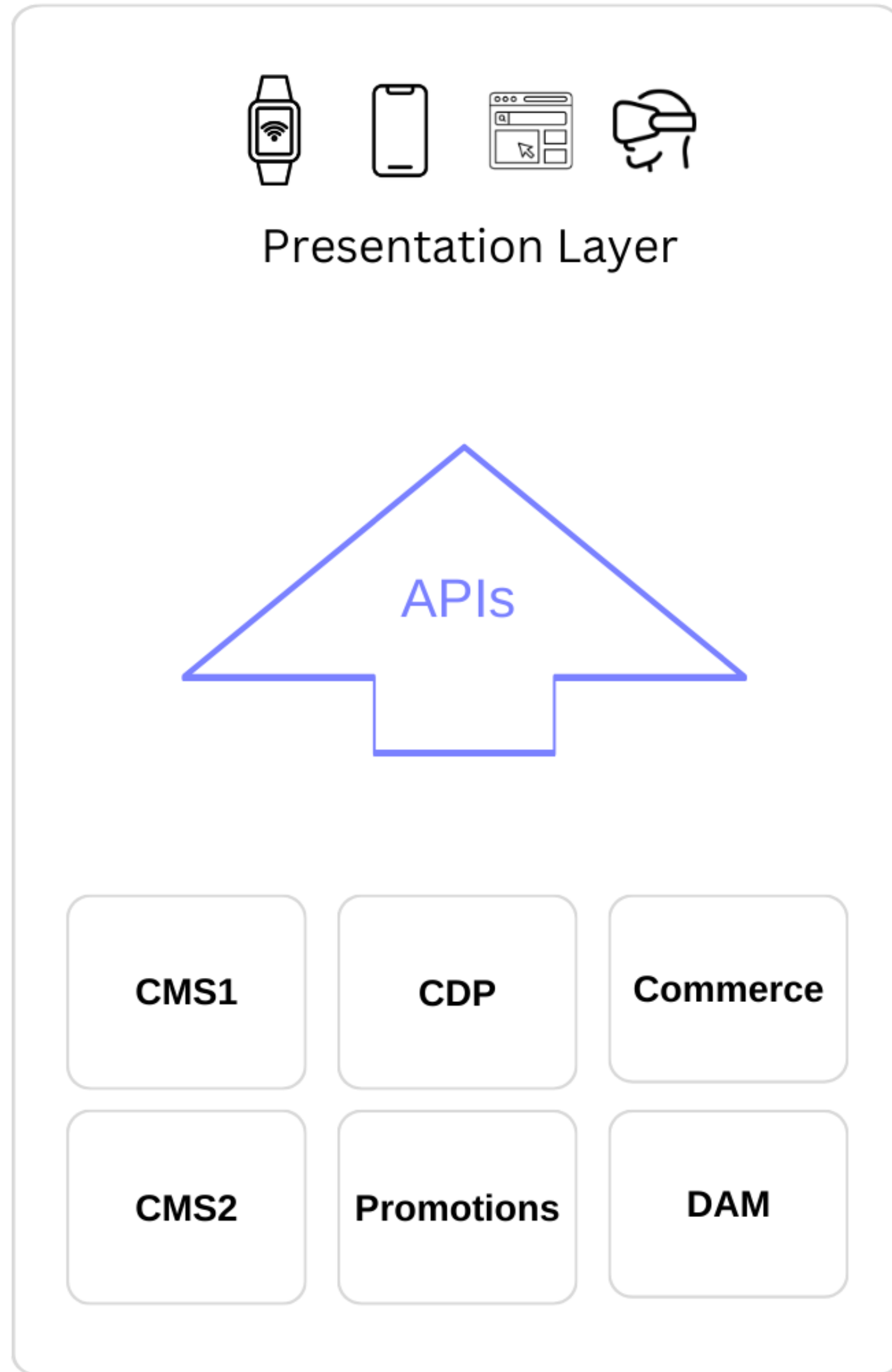**Display Name**

Name

Description
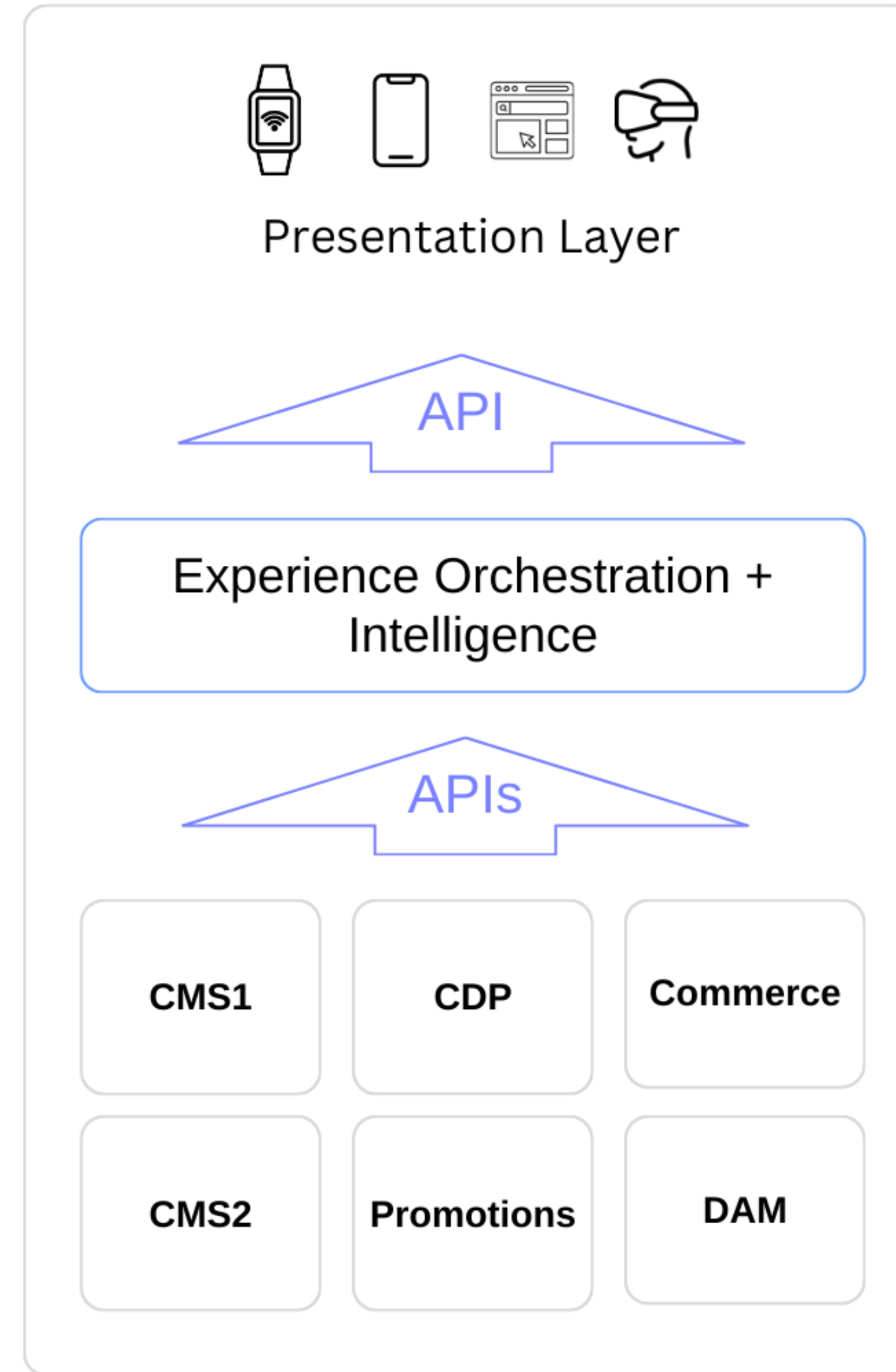Describe this field

Minimum Length
(default = 0)

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Enrich

title			brand	availability	image_link
Injection Extender Peptide			NID	in_stock	https://deciem.com/en-
Superoxide Dismutase Sac			NID	in_stock	https://deciem.com/en-
QVC France TSV			NID	in_stock	https://deciem.com/en-
Niod 4 Steps			NID	in_stock	https://deciem.com/en-
Pump (for Higher-Viscosity			NID	in_stock	https://deciem.com/en-
Protection Trio			NID	in_stock	https://deciem.com/en-
PF8 + S30				stock	https://deciem.com/en-
NIOD 3 Piece Brighten and				stock	https://deciem.com/en-
PF12 + MMHC 15				stock	https://deciem.com/en-
NIOD Summer Photography F...				stock	https://deciem.com/en-

Menu:
- 📌 Pin Column ▸
- Autosize This Column
- Autosize All Columns
- Size Columns To Fit
- Duplicate
- Transform ▸
- Enrichments ▸
  - Natural Language Processing
  - Language Translate
  - Sentiment Analysis
  - Social Media
  - Synonyms
- Extract ▸
- AI Library ▸

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CONSCIA

Without Conscia

Presentation Layer

APIs

| CMS1 | CDP | Commerce |
| CMS2 | Promotions | DAM |

With Conscia

Presentation Layer

API

Experience Orchestration + Intelligence

APIs

| CMS1 | CDP | Commerce |
| CMS2 | Promotions | DAM |

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