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# From Legacy to Legendary

Crafting software that lasts



**Marvin Strenger**

COO - freshcells systems engineering GmbH

# From Legacy to Legendary

## Crafting software that lasts

How your current company capabilities  
can be used everywhere digital.

Marvin Strenger COO

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# How we have built “things” in the past





# How we have built “things” in the past

We have built many products

Each for one purpose, each complex

This worked for a long time...



# Trying to innovate, using old principles



# Facing today's rising complexity

## The will to combine

led to complicated solutions

## Nobody wants

to run around with that thing

## The end of a cycle

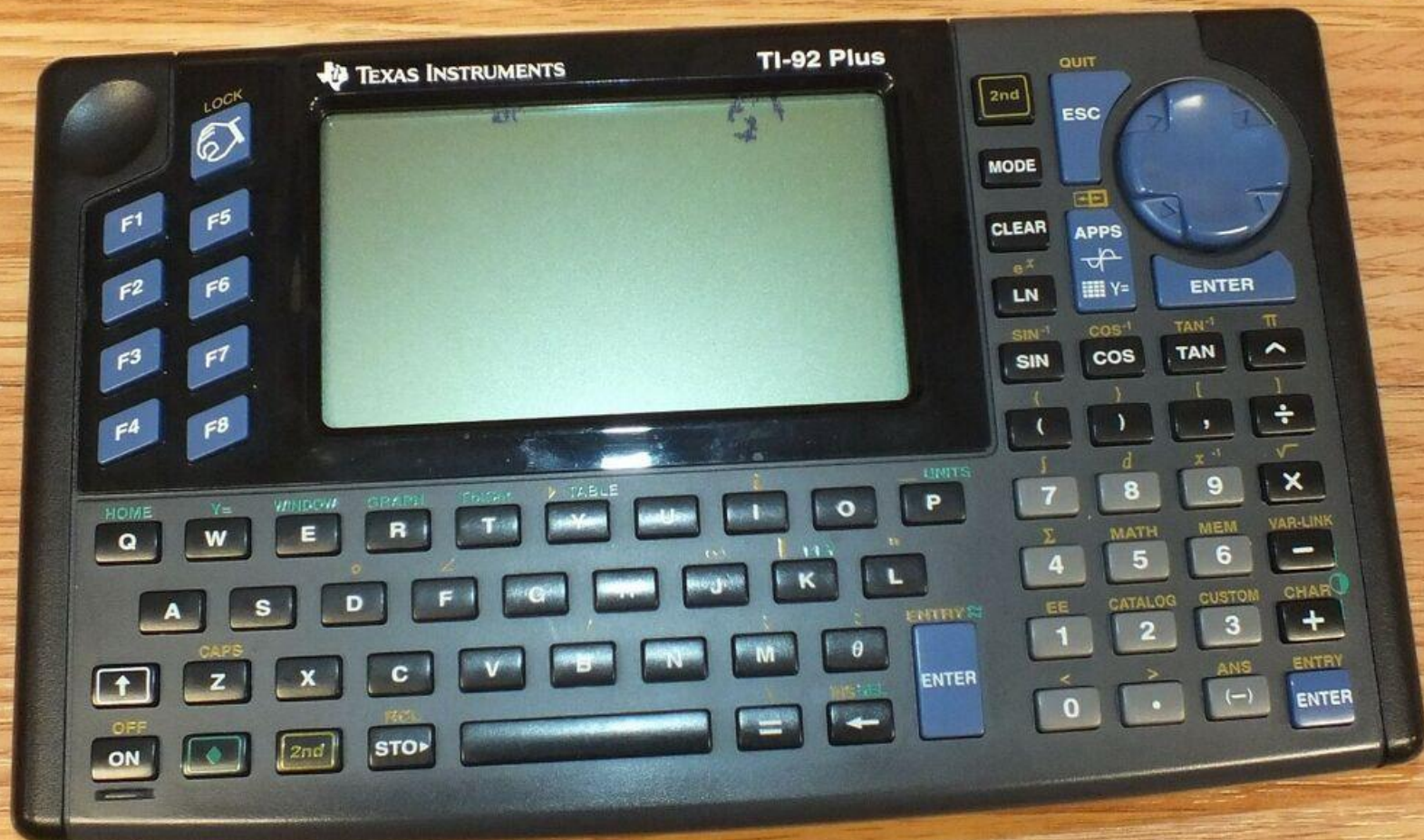
Some approaches have their limits















# Facing today's rising complexity

## The will to combine

led to complicated solutions

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to run around with that thing

## The end of a cycle

Some approaches have their limits





# After Reinvention



# Complexity reduction needs abstraction

## Physical products

are now digital interfaces

## Software replaces

what physical products once did

## Everything is an app

and Apps communicate with each other



# Complexity reduction needs abstraction

**Perfect example of streamlining**

**Software replaces**  
what physical products once did

**Everything is an app**  
and Apps communicate with each other





## with your IT-Infrastructure

- Separation of concerns**
- Software should make integrations easy...**
- Platform is key**



# Your New System

## How to Evolve

- | One flexible platform
- | One central foundation
- | Control over your eco system



# MITSUBISHI

- | Usage the same flexible core platform
- | Separate concerns to stay adaptable
- | An architecture designed for change





# Resume

**Stop patching legacy —**  
rethink your ecosystem.

**Choose flexible,**  
not just powerful platforms.

**Design systems that welcome change.**

**Build software that integrates —**  
and is easy to integrate.



# Thank You!

I'm looking forward to your feedback and questions!



**Marvin Strenger.**

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