

Media Cloud and Microservice Architecture

The challenge of keeping up with constant technology
evolution

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<https://tech.ebu.ch/groups/mcma>

If you would have asked a CTO/CIO what they wanted 15 years ago, they would have said faster servers.

Risk of not keeping up with technology



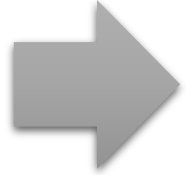
Fall behind



Become irrelevant



Missed opportunities



Disorganization

What you can do?



BFF (Be a Fast Follower)



Have a Strategy for Disposing and Acquiring



Keep an Eye on the Competition



Be a Student of the Industry



Adopt a Technology Awareness Strategy



Must be able to adapt quickly!