



# Inside the LEGO Group's Engine room

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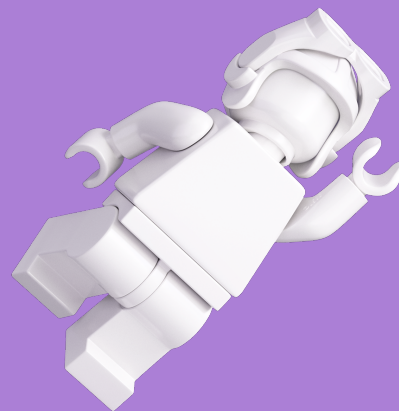
# Agenda



**Let's get started**  
**Play is everything**  
**The LEGO tech stack**  
**Our digital transformation**  
**Q&As**



Let's get  
started







120+

Countries

20.000+

Colleagues globally

900+

Digital  
colleagues

4

Digital  
locations





# Copenhagen Office



Play is  
everything



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# Our personal play experiences





# Tech Stack



## Technology Principles

Architect for flexibility

**Leverage cloud**

Easy data access  
within rights

Elevate security and confidentiality

**Design for mobility**

**Build only for differentiating capabilities**

Buy solutions for standard capabilities

Stable and compliant at core



## Architectural Pillars

Reduce technical debt

**Increase API adoption**

**Strengthen data foundation**

**Increase cloud adoption**

**Increase system instrumentation**



## Technology Vendors



# Our digital transformation



# Audiences

**CONSUMERS**

**SHOPPERS**

**PARTNERS**

**COLLEAGUES**



**Digital Product-led  
Architecture-led  
Engineering-led**



# Digital Product-led



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# Architecture-led



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# Engineering-led



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It's all about the people



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# Q&A's







# Thanks!

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