In the context of the rise of real-time data processing needs, Apache Kafka has emerged as a popular technology choice. Consider a scenario where a multinational organization plans to migrate its existing batch data processing system to a real-time data processing system using Kafka. What could be the potential challenges and benefits of this migration? Furthermore, how would the choice of serialization formats impact this migration and subsequent data processing? Discuss how Apache Kafka's architecture and features could address these challenges.