

not going to break the trust of a client by exposing their dirty laundry. This is why many of the maps that I use in this book are slightly distorted and don't identify the original owner unless I was the one running the show. I don't mind you knowing all the mistakes and failings that I've made but not everyone is like that. If you're uncomfortable with this and you need the reassurance of being told that "big company X did Y" then you'll need to find someone else to help you.

To overcome this issue of confidentiality, the next section covers a hypothetical that blends a story related to a modern company to help tell a past story which I've set into a technology context. Yes, maps are part of story telling but as J.R.R Tolkien said on writing the Lord of the Rings, *"I wisely started with a map."*

Our story begins, as many do, with a challenge and unfortunately no maps. The company was expanding and needing to increase its compute resources. It had created a process flow diagram for this (figure 88) which involved a request for more compute to the actions needed to meet that demand.

Figure 88 — The process flow