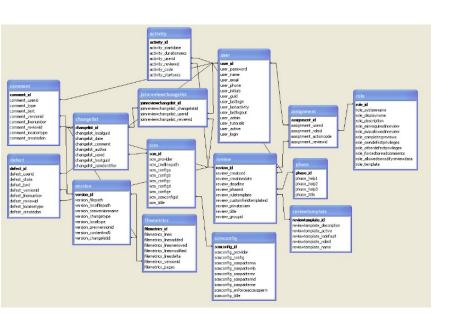


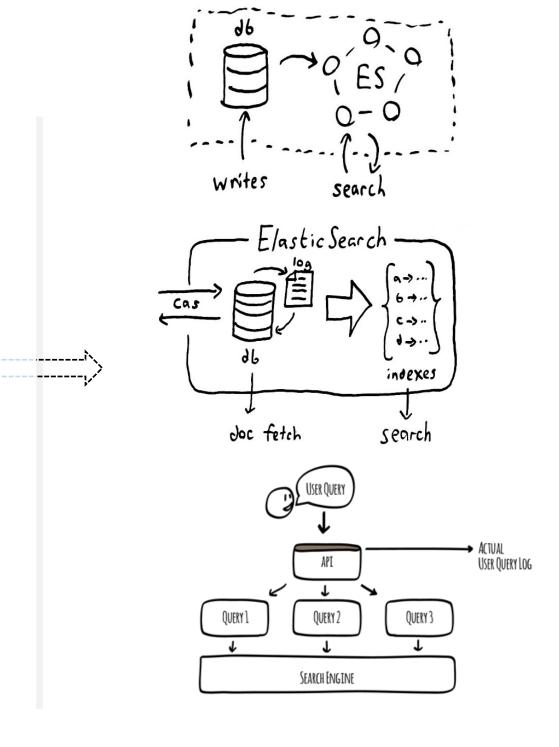
Data is the currency



De-siloing data: before/after



```
USE [AdventureWorks]
   SET STATISTICS IO ON
   SELECT
       v. [VendorID]
       , v. [Name]
       , coalesce (c.[Title], '')+' '+c.[FirstName]+coalesce(' '+c.p
   [MiddleName],'')+' '+ c.[LastName]+coalesce(' '+c.[Suffix], 7
   FROM [Purchasing].[Vendor] v
       INNER JOIN [Purchasing]. [VendorContact] vc
       ON vc. [VendorID] = v. [VendorID]
       INNER JOIN [Person].[Contact] c
       ON c.[ContactID] = vc.[ContactID]
   SET STATISTICS IO OFF
Results Messages
 (156 row(s) affected)
 Table 'Contact'. Scan count 0, logical reads 330, physical reads 0, read-ahead rea
 Table 'VendorContact'. Scan count 104, logical reads 208, physical reads 0, read-a
 Table 'Vendor'. Scan count 1, logical reads 4, physical reads 0, read-ahead reads
```



{Schemas, Views, SQL Queries}

{Data Types, Indexes, APIs}