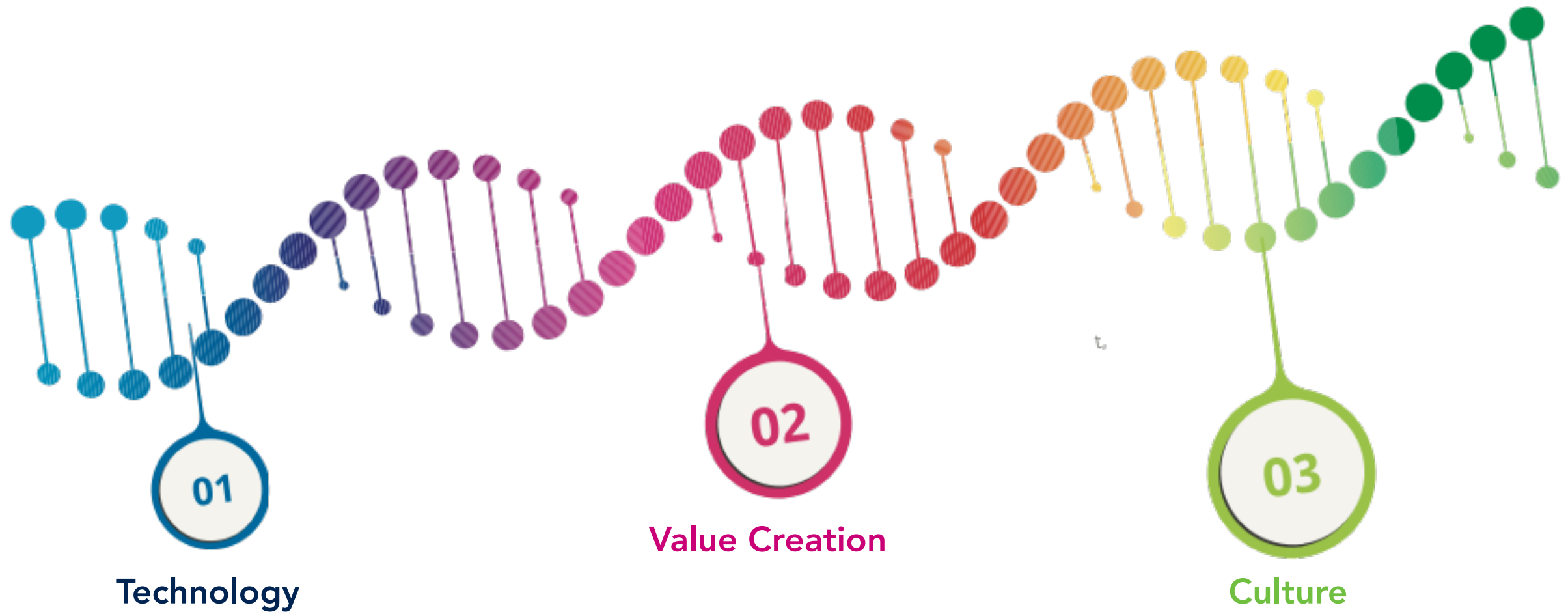


# IT'S BIGGER THAN BLOCKCHAIN

Jim Nasr | @jnasr  
04.03.18



# DNA of Blockchain





# It's Bigger than Blockchain!

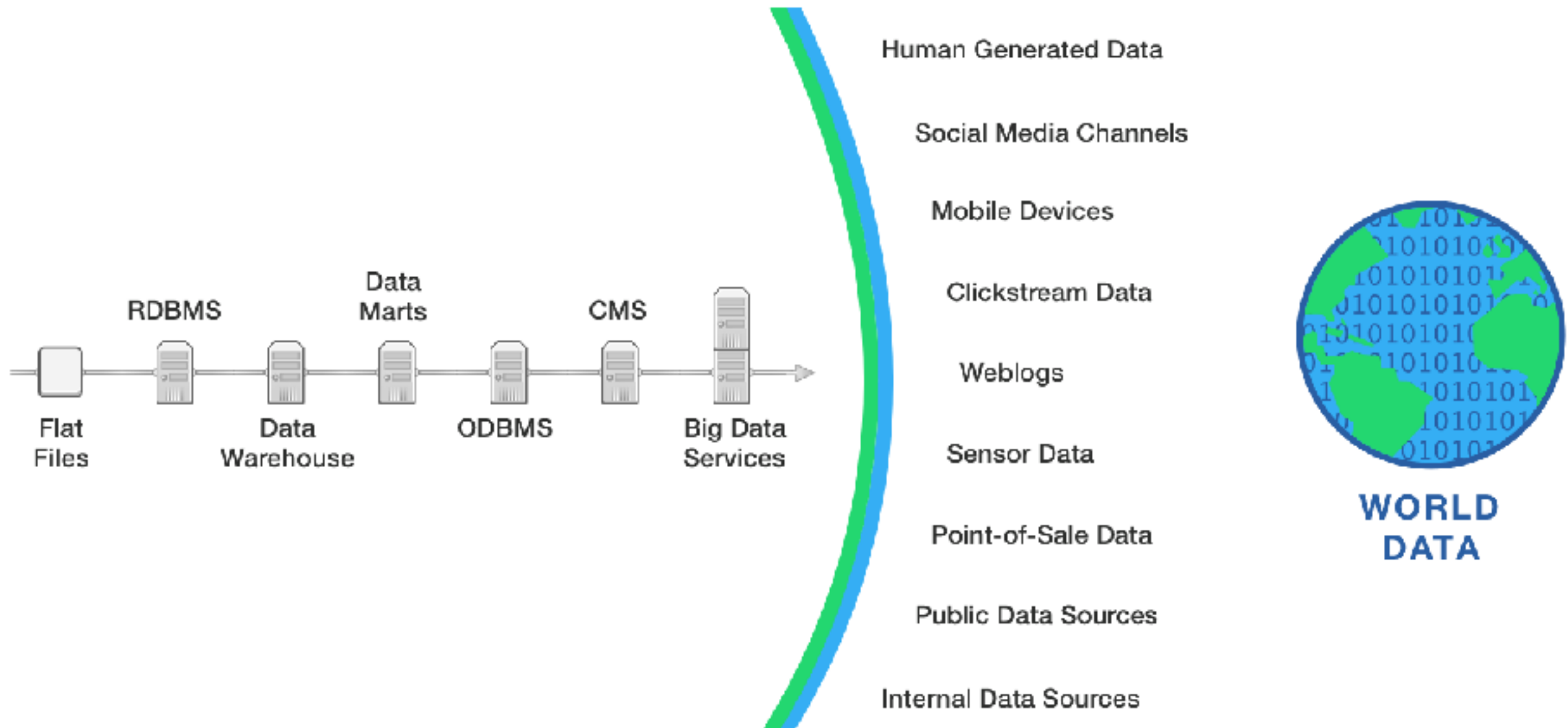


<http://bit.ly/SWThemePark>

# Thinking Theme Park...

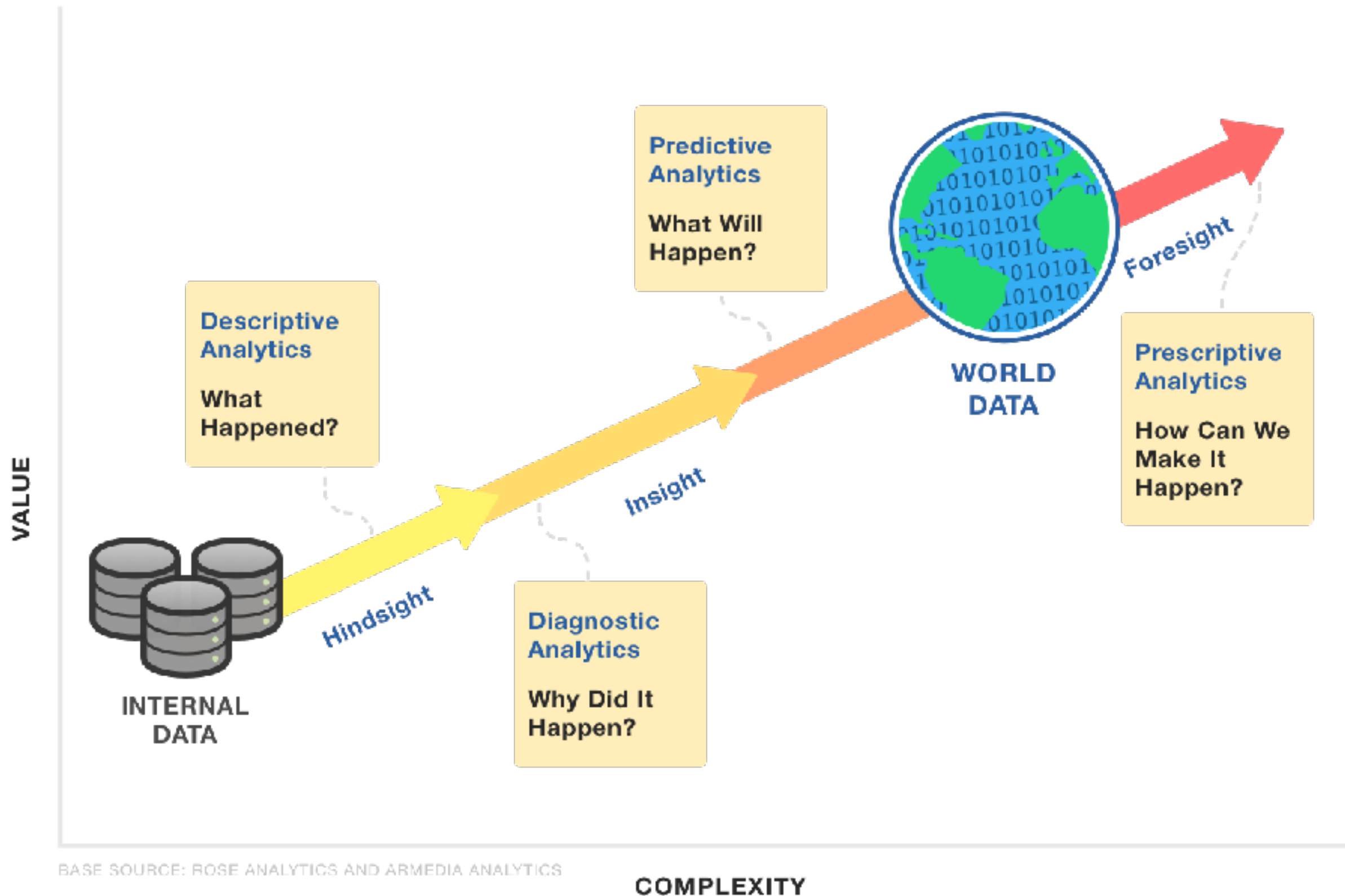


# Getting to World Data

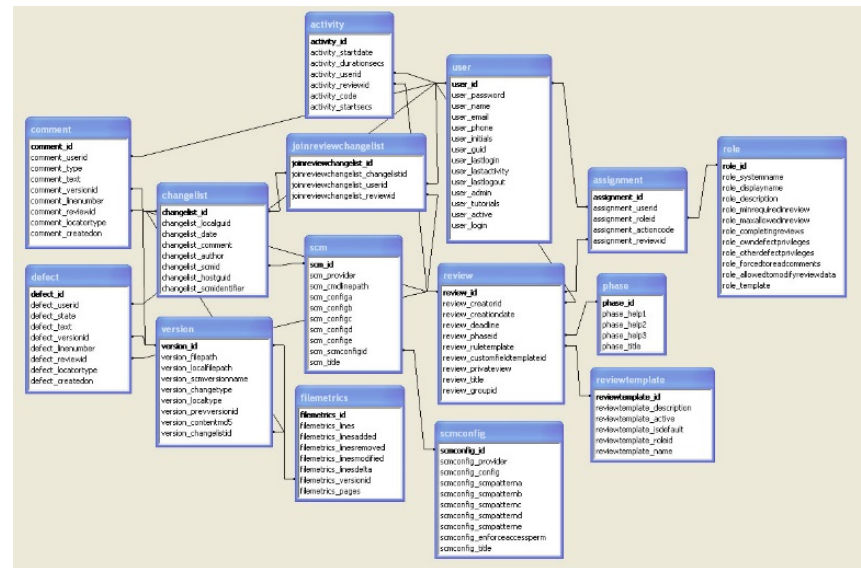




# Data Insight Continuum



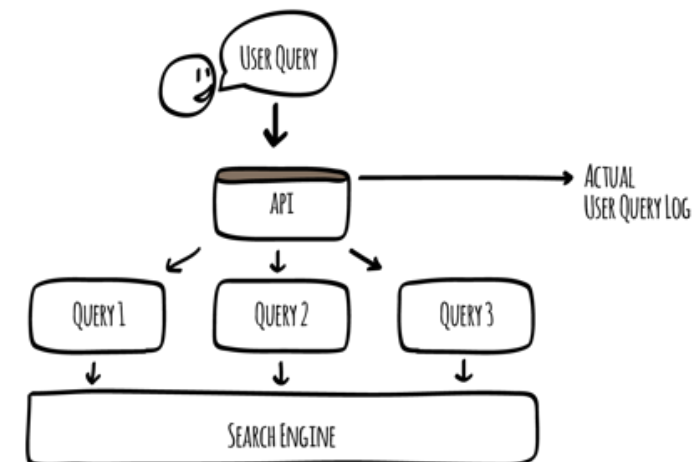
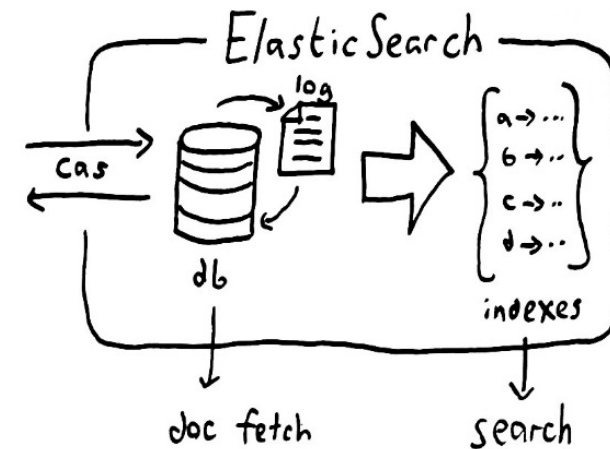
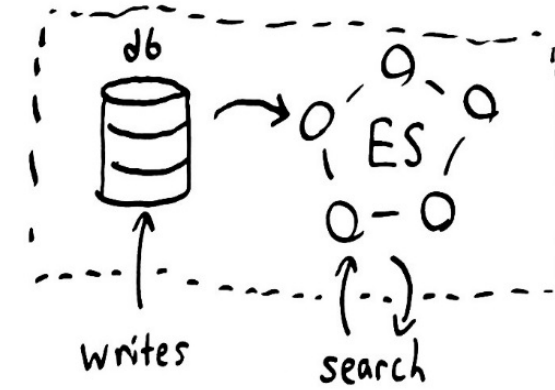
# De-siloing Data: Before >> After



```
USE [AdventureWorks]
SET STATISTICS IO ON
SELECT
    v.[VendorID]
    , v.[Name]
    , coalesce(c.[Title], '') + ' ' + c.[FirstName] + coalesce(' ' + c.[MiddleName], '') + ' ' + c.[LastName] + coalesce(' ' + c.[Suffix], '')
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
```

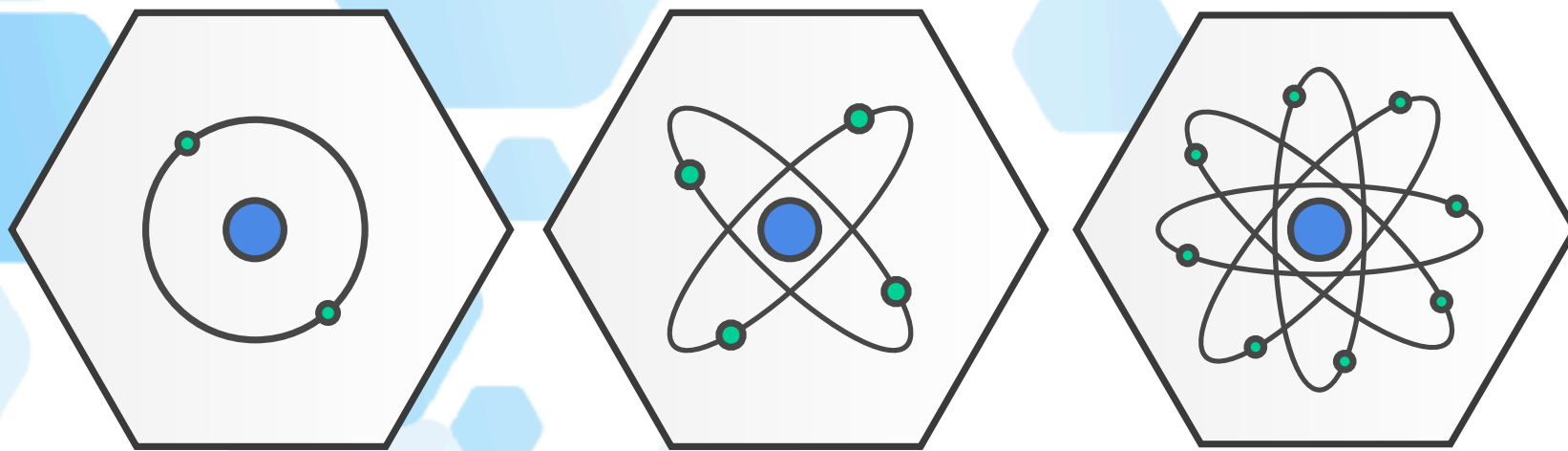
(156 row(s) affected)  
 Table 'Contact'. Scan count 0, logical reads 330, physical reads 0, read-ahead reads 0, pages 1  
 Table 'VendorContact'. Scan count 104, logical reads 208, physical reads 0, read-ahead reads 0, pages 1  
 Table 'Vendor'. Scan count 1, logical reads 4, physical reads 0, read-ahead reads 0, pages 1

{Schemas, Views, SQL Queries}



{Data Types, Indexes, APIs}

# Software Functions as Open APIs

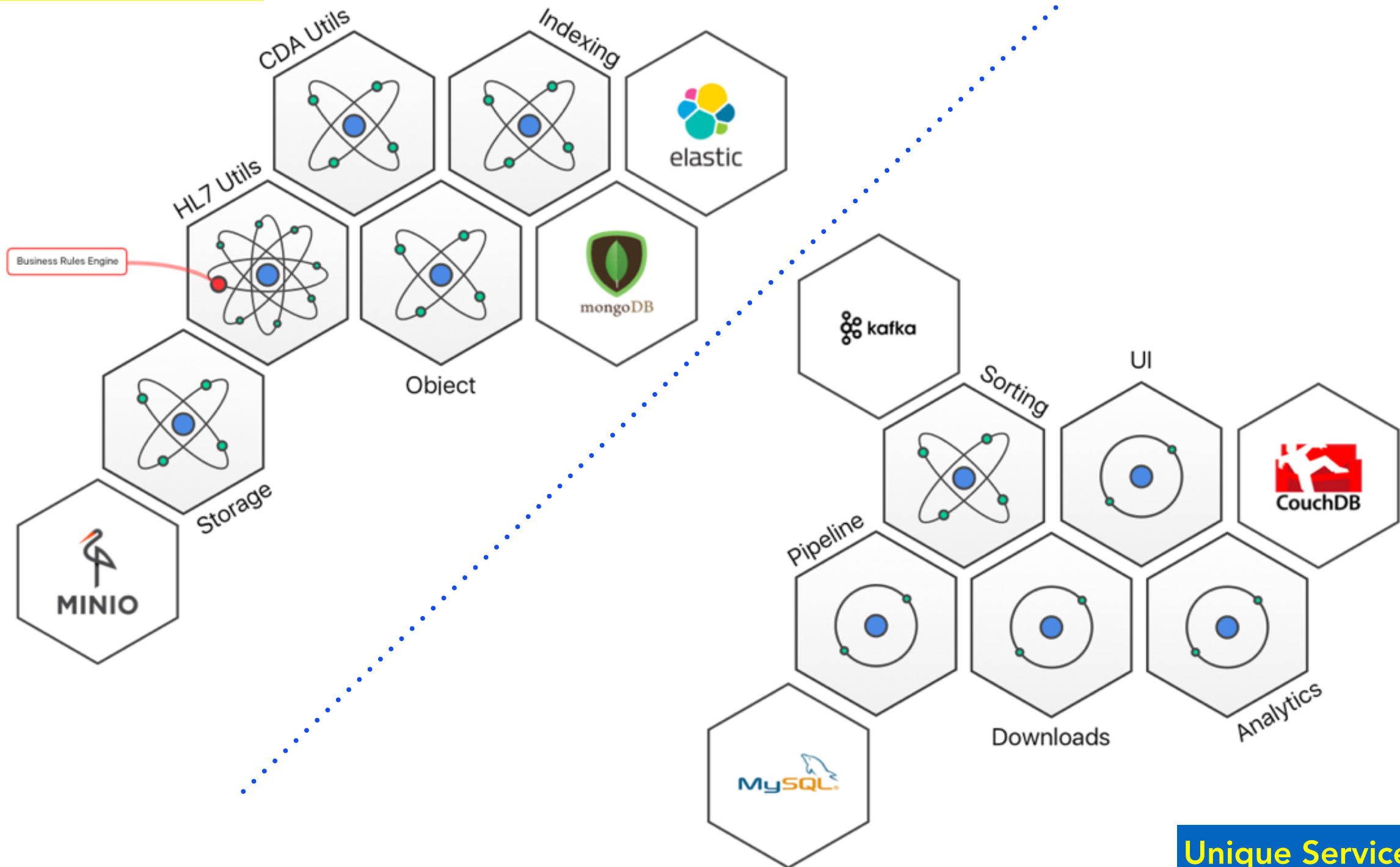


*Microservices (atomic to multifunctional)*



# Building Software with Open APIs

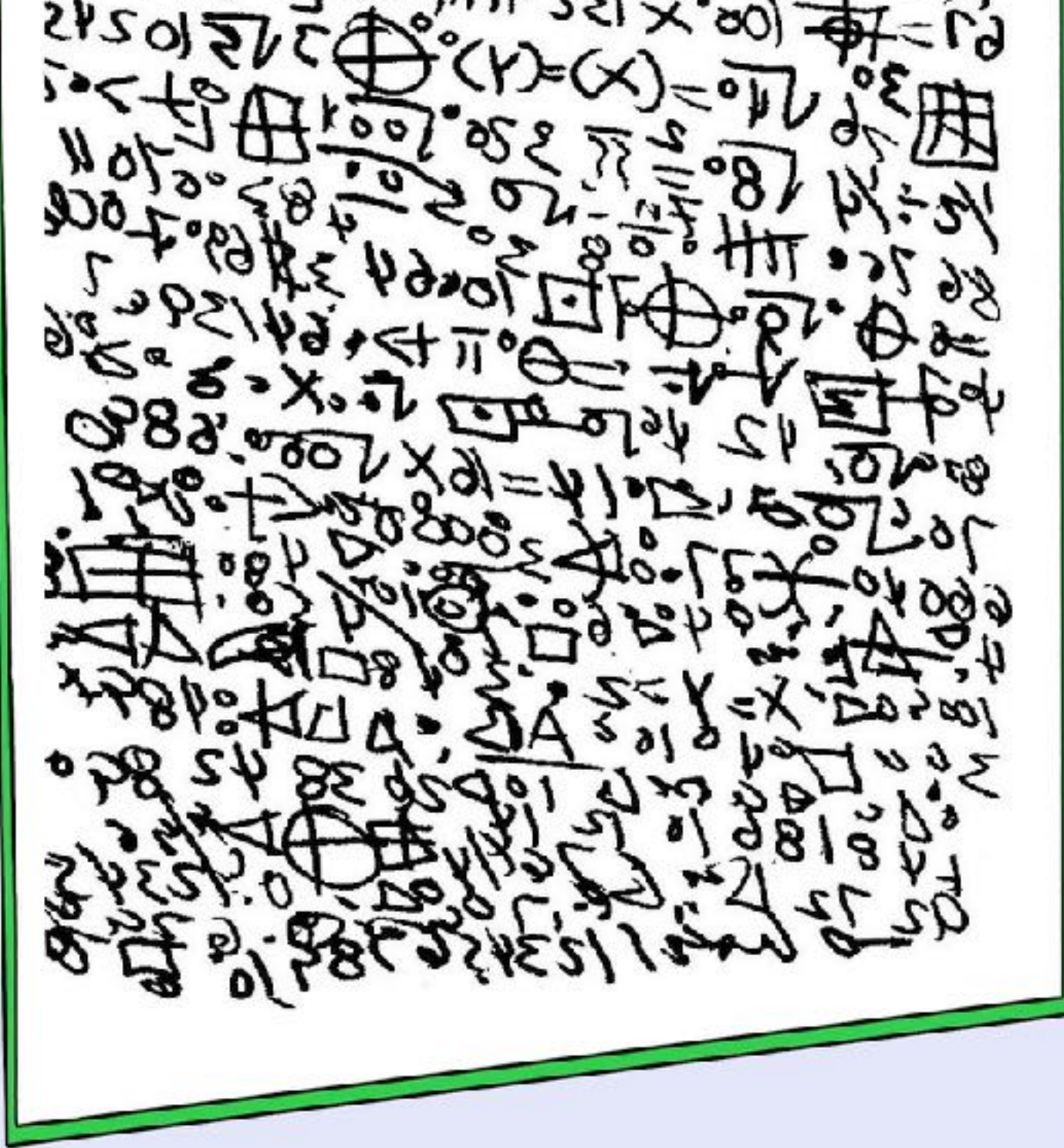
## Foundational Services *(common to all apps)*



## Unique Services *(specific to this one app)*

# QUESTIONS?

Jim Nasr | @jnasr



**“When you put it like that, it makes complete sense.”**