**“Three Your Data”**

**Scene I**

**Jochen :** Hi Ken in Legacy Systems

**Ken :** Hi Jochen, CEO of top financial institution National Kensington Bank. What can I do for you?

**Jochen :** I’ve just acquired New Insurance Co, a major insurance company. I think there’s a very good chance that our share price might double in the next 24 hours.

**Ken :** Fantastic!

**Jochen :** So I want a complete list of all, and I mean all our customers, from both companies, and what products they have. Then, Ken the cross-selling will begin. I can smell the revenue already.

**Ken :** Brilliant idea sir.

**Jochen :** So I just need you to get me a list of all those customers. I can wait here while you do it.

**Ken :** ( doubtfully ) Right Sir

**Jochen :** Well what are you waiting for, Ken in Legacy Systems. Get on with it. I’m an important CEO of a an important international company who’s suddenly twice as important.

**Ken :** There’s a problem sir.

**Jochen :** Problems! Problem! You legacy systems people, you’re always telling me there’s a problem. What is it this time?

**Ken :** Well there’s a very good chance the information is in two completely different databases. Even worse they’ll probably be in different schema. I just can’t run a query that will compare the data in two different systems.

**Jochen :** But I need it by lunchtime! How long is it going to take?

**Ken :** Well these data unifications exercises usually are supposed to take three months, but they usually take around two years if they finish at all.

**Jochen :** That’s not exactly lunchtime, is it, Ken from Legacy Systems? Think man ,think!

**Ken :** What if I ask Adam from the future?

**Jochen :** You mean Adam who’s just installed MarkLogic 7?

**Ken :** Yes sir

**Jochen :** With it’s enhanced support for semantics, cloud based deployment, tiered storage, automated rebalancing and many other things?

**Ken :** That’s exactly who I mean …

**Scene II**

**Ken :** So Adam, I’ve got this terrible problem. National Kensington Bank have just acquired New Insurance Co. CEO Jochen from the boardroom wants a list of all customers and what products they have.

**Adam :** So?

**Ken :** So that’s going to mean unifying heterogenous schema from disparate data sources. This is our schema for National Kensington Bank, but look, the schema for New Insurance Co looks nothing like it. I’m going to need to preserve all the foreign key constraints too, in case I get asked to do something even more difficult like add new records.

**Adam :** Well it’s a good job you came by because …