

KEEP IT SIMPLE

BUILD IT FAST

DEPLOY IT EARLY

ITERATE OFTEN

KEEP IT **SIMPLE**

BUILD IT FAST

DEPLOY IT **EARLY**

ITERATE OFTEN

Loose lips build
better software.



**Have you talked
to a user today?**

LOOSE LIPS BUILD
BETTER SOFTWARE.



*Have you talked
to a user today?*

If you love it, put a test on it.



coverage

94%

TESTING BUILDS RELIABLE SOFTWARE.

18F

If you love it,
put a test on it.



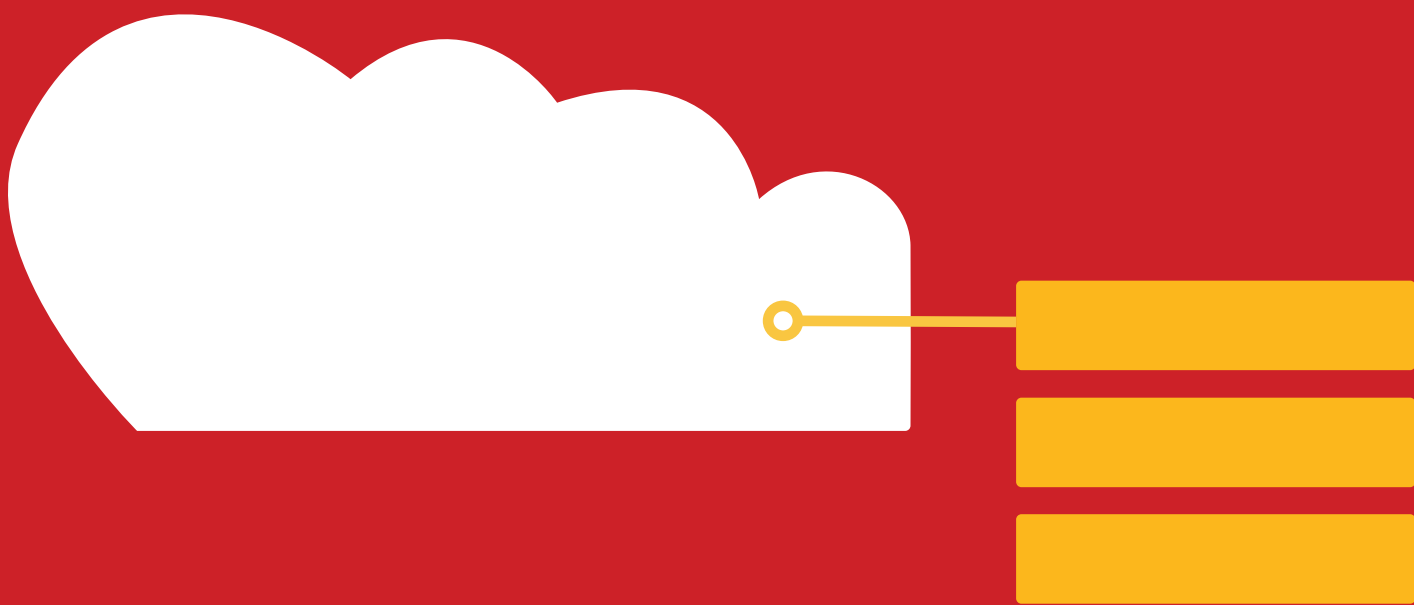
coverage

94%

TESTING BUILDS RELIABLE SOFTWARE.

18F

WASTE NOT WANT NOT



Only buy the compute power you need.

SCALE ON DEMAND IN THE CLOUD.

18F

Waste not Want not

Only buy the compute power you need.



SCALE ON DEMAND IN THE CLOUD.

18F



KEEP
WATERFALLS
OUTDOORS

Be agile indoors.

REDUCE THE RISK OF FAILURE.

18F