

STRATEGIC GOALS

Goals of the business side



REDUCE TIME TO MARKET

Speed, Fast Feedback

SUPPORT DATA-DRIVEN DECISIONS

Listen to users and validate hypothesis.
Provide as many relevant metrics & data as possible.

COST EFFICIENCY

Collect metrics to allow decisions cost vs. value.

ONE SCOUT IT

Big things should be common.

OPTIMIZE FOR GROWTH

Don't optimize for forced exit but for voluntary exit at our speed.

ARCHITECTURAL PRINCIPLES

High-Level Principles



ORGANIZED AROUND BUSINESS CAPABILITIES

Build teams around products not projects. Follow the domain and respect bounded contexts. Inverse Conway Maneuver.

CONTAINMENT AND BOUNDARIES

Align blast radius and vendor lock-in with the boundaries of the organization or business capabilities.

ELIMINATE ACCIDENTAL COMPLEXITY

Strive to keep it simple. Focus on essential complexity.
You build one, you delete one.

LOOSELY COUPLED

By default avoid sharing and tight coupling, except for the big things in common. Don't create the next monolith.

MACRO AND MICRO ARCHITECTURE

Clear separation. Autonomous micro services within the rules and constraints of the macro architecture.

SECURITY, COMPLIANCE AND DATA PRIVACY

Security must be included from the beginning and everybody's concern. Keep data-privacy in mind.

AWS FIRST

Favor AWS platform service over managed service, over self-hosted OSS, over self-rolled solutions.

DESIGN AND DELIVERY PRINCIPLES

Tactical measures



YOU BUILT IT, YOU RUN IT

The team is responsible for shaping, building, running and maintaining its products. Fast feedback from live and customers helps us to continuously improve.

COLLABORATION CULTURE

Engineers from all backgrounds work together in collaborative teams as engineers and share responsibilities. No silos.

AUTONOMOUS TEAMS

Make fast local decisions. Be responsible. Know your boundaries. Share findings.

BE BOLD

Go into production early. Value monitoring over tests. Recover and learn. Optimize for MTTR not MTBF.

DATA-DRIVEN / METRIC-DRIVEN

Collect metrics from processes and applications. Analyze, alert and act on them.

INFRASTRUCTURE AS CODE

Automate everything: Reproducible, traceable and tested. Immutable servers over snowflake servers.