

STRATEGIC GOALS

Goals of the business side



REDUCE TIME TO MARKET

Establish fast feedback loops to learn, validate and improve. Remove friction, hand-offs and undifferentiated work.

SUPPORT DATA-DRIVEN DECISIONS

Provide relevant metrics and data for user and market insights. Validate hypothesis for problems worth solving.

MOBILE FIRST

Start small and use device capabilities.

BEST TALENT

Autonomy, Purpose and Mastery: We know why we do things, we decide how to approach them and deliberately practice our skills.

COST EFFICIENCY

Run your segment in the right balance of cost and value.

ONE SCOUT IT

Foster collaboration. Harmonize and standardize tools. Pull common capabilities into decoupled platform services.

ARCHITECTURAL PRINCIPLES

High-Level Principles



ORGANIZED AROUND BUSINESS CAPABILITIES

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

ELIMINATE ACCIDENTAL COMPLEXITY

Strive to keep it simple. Don't over-engineer. Focus on necessary domain complexity.

LOOSELY COUPLED

By default avoid sharing and tight coupling. No integration database. 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

Build with least privilege and data privacy in mind. Know your threat model. Limit blast radius.

AWS FIRST

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

CROSS-FUNCTIONAL TEAMS

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. Fail fast, recover and learn. Optimize for MTTR not MTBF.

DATA-DRIVEN / METRIC-DRIVEN

Collect business and operational metrics. Analyze, alert and act on them.

INFRASTRUCTURE AS CODE

Automate everything: Reproducible, traceable, auditable and tested. Immutable servers.