Operational excellence

* Perform operations as code
* Make frequent, small, reversible changes
* Refine operations procedures frequently
* Anticipate failure
* Learn from all operational failures

Security

* Implement a strong identity foundation
* Enable traceability
* Apply security at all layers
* Automate security best practices
* Protect data in transit and at rest
* Keep people away from data
* Prepare for security events

Reliability

* Automatically recover from failure
* Test recovery procedures
* Scale horizontally to increase aggregate workload availability
* Stop guessing capacity
* Manage change in automation

Performance efficiency

* Democratize advanced technologies
* Go global in minutes
* Use serverless architectures
* Experiment more often
* Consider mechanical sympathy

Cost optimization

* Implement cloud financial management
* Adopt a consumption model
* Measure overall efficiency
* Stop spending money on undifferentiated heavy lifting
* Analyze and attribute expenditure

Sustainability

* Understand your impact
* Establish sustainability goals
* Maximize utilization
* Anticipate and adopt new, more efficient hardware and software offerings
* Use managed services
* Reduce the downstream impact of your cloud workloads