

<i>Principle</i>	<i>Description</i>
<i>Simplicity of integration</i>	When choosing between integration styles, strive for integration simplicity that doesn't create new unnecessary dependencies and reduces overall system complexity
<i>Frameworks over components</i>	When designing, give preference to frameworks reusable across multiple products
<i>Rational reuse</i>	Reuse and refactoring based on strong design considerations takes precedence over leveraging existing code
<i>Scalability</i>	Build and extend applications / product technical design first and foremost with scalability in mind
<i>Performance</i>	Performance is a key product consideration equal in importance to the introduction of new business features
<i>Buy/Leverage vs. Build</i>	Leveraging commercial or high-quality open source products is a viable alternative to building from scratch