Optimizing a backend application for high performance and scalability, especially in the context of IoT-enabled applications, involves several strategies and techniques. Here are some key considerations:

1. **Efficient data management strategies:** Using appropriate database systems (SQL or NoSQL depending on the use case), optimizing queries, and implementing proper indexing can significantly improve performance.
2. **Caching:** Caching frequently accessed data can reduce latency and offload the database.
3. Load Balancing: Distribute network or application traffic across many servers using a load balancer.
4. **Micro services Architecture:** Breaking down the application into smaller, loosely coupled services can improve scalability, as each service can be scaled independently based on demand.
5. **Asynchronous Processing:** For tasks that are IO-intensive or take a lot of time to process, consider using asynchronous processing.
6. **Regular Monitoring and Performance Testing:** Regularly monitor system performance, conduct stress, and load testing. This helps in identifying bottlenecks and planning for capacity.
7. **Security:** IoT systems are often targets for cyber-attacks. Implementing robust security measures like secure device authentication, data encryption, and regular security audits is crucial.
8. **Edge Computing:** In edge computing, data processing takes place closer to the source of data (i.e., the IoT device itself or a local computing device). This reduces the amount of data that needs to be transferred, reducing latency and bandwidth usage.

Remember, there is no one-size-fits-all approach when it comes to optimization. The strategies and techniques employed will largely depend on the specific requirements and constraints of the project.