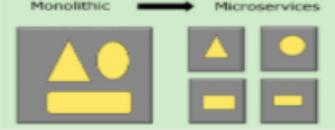# E&D: Technology and Architecture

Front-End Separation

User interfaces only access functionality through APIs. Most interactions happen on the client side (SPA and mobile)

Standalone Services

"Our technologies are almost exclusively implemented as *services*: bits of logic that encapsulate the data they operate on and provide hardened interfaces as the only way to access their functionality.... For example, to construct a product detail page for a customer visiting Amazon.com, our software calls on between 200 and 300 services to present a highly personalized experience for that customer."
Jeff Bezos (Amazon CEO) in 2010 letter to shareholders

Devops

E2E teams delivering customer value through continuous integration and continuous delivery, supported by center of excellences

Big Data

Data lake, predictive analytics and machine learning solving for deep customer insights

Public Cloud

Everything running in AWS for productivity and efficiency in support of devops culture

The goal is for teams to be independent (but supported by centers of excellence)

EIG ARCHITECTURAL PRACTICES

- Separate UI from the backend

- Independently deployable API-based services

- DevOps culture

- Analytics

- Public cloud deployments