The performance of a system is often characterized by its throughput (ability to perform defined sets of tasks within a given period of time), response time (latency) and scalability. Performance is one of the main differentiators that determines the competitiveness of a product in the market. There has been a growing interest in developing high performing systems, particularly in the recent past. Building such high performing systems is a challenging task due to numerous reasons such as its the complexity and subjectivity. This paper discusses the core principles and guidelines for developing these high performing systems.

**Keywords:** performance, principles, complexity