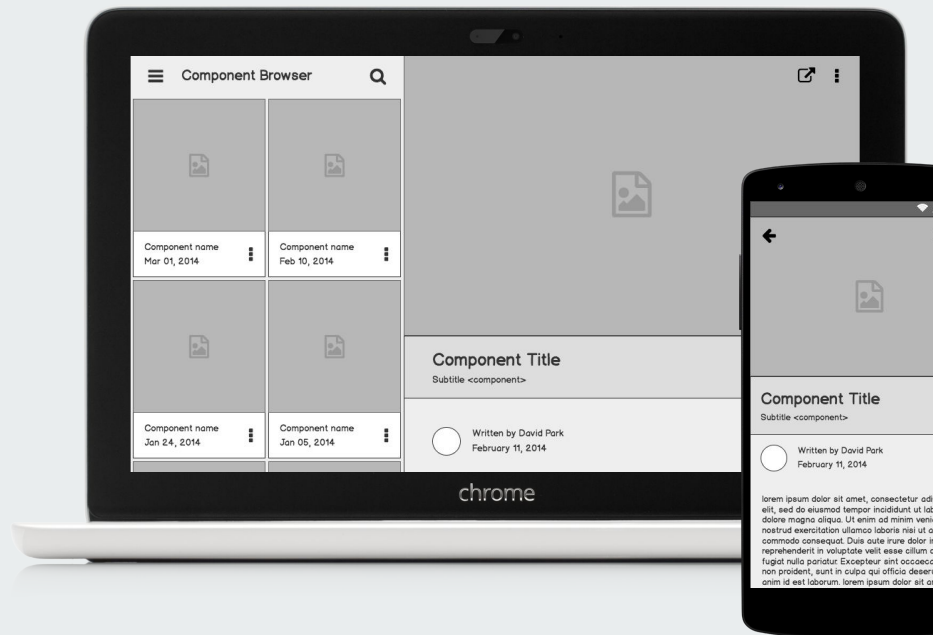# What is CI/CD

CONTINUOUS INTEGRATION (CI)
The practice of merging all developers working copies to a shared mainline.

CONTINUOUS DEPLOYMENT(CD)
An engineering approach where teams produce and release value in short cycles.
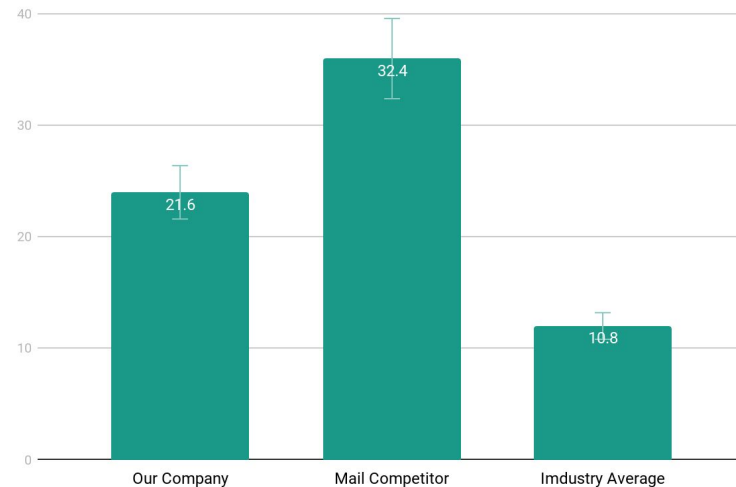
Why does CI/CD matter?

- CI/CD practices help in the software development life cycle to ensure that high quality application releases are churned out and in quick successions.

- This means a lot to Udapeople as we want to catch errors before the customer does, save money on infrastructure costs, release features or patch fixes in record time and ultimately, wow our customers!

Revenue Increase

CI/CD helps us increase revenue by:

- Reducing expenses incurred in discovering & fixing errors.
- Shortening our time to market, thereby providing more value to our customers.
- Lesser infrastructure and manpower costs through automated deployments.

Net Promotor Score

Our Company	21.6
Mail Competitor	32.4
Imdustry Average	10.8

Customer Satisfaction

CI/CD helps us render better services to our customers by:

- Helping us release faster bug/patch fixes.
- Faster feature releases. Means they get their most requested feature upgrades in record time,
- High quality software. Automated tests ensure only the best is shipped.

Other Benefits

Other benefits of adopting CI/CD include:

- Security. By restricting access to the deployment pipeline, external security threats are reduced.
- Transparency and a sense of responsibility amongst the tech team.
- Efficiency in resource management.

100%

Uptime

Use only what you need and when you need it.