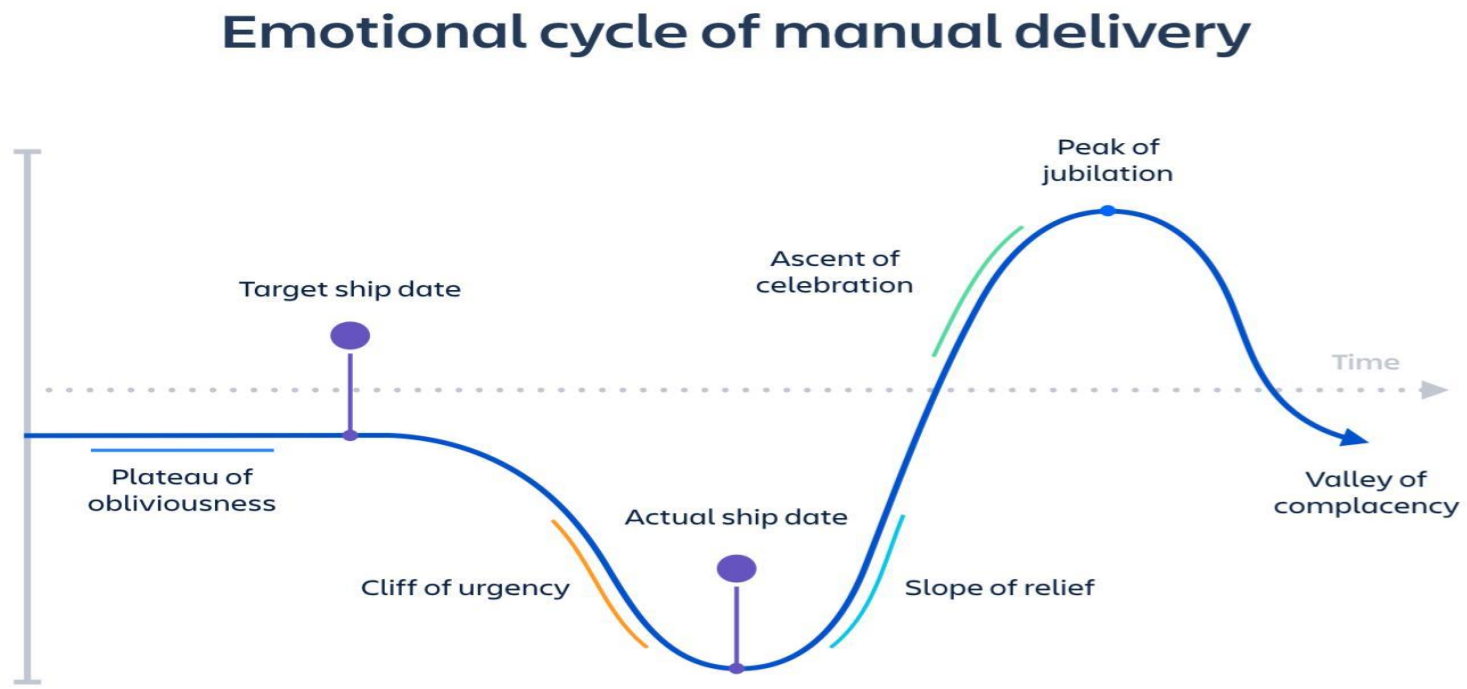
# Benefits of CI/CD

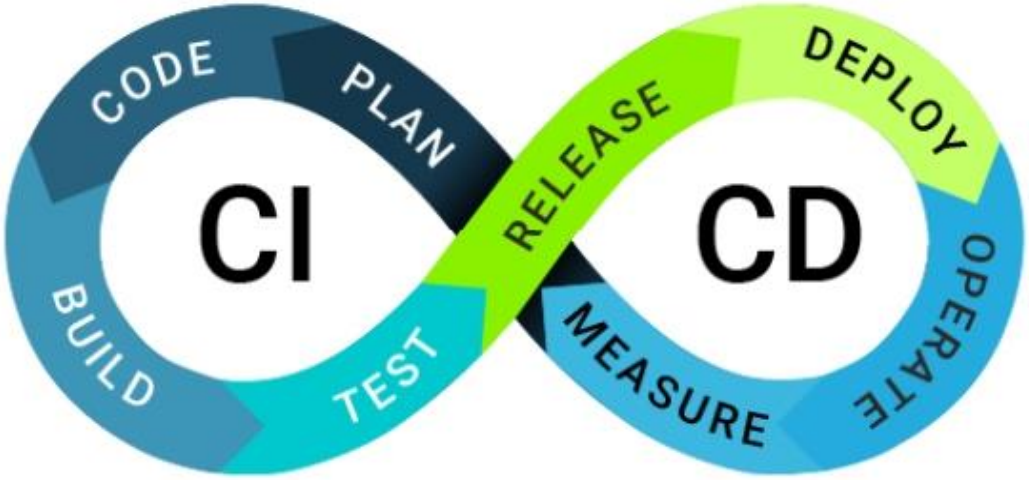
# Why continuous delivery?




_ In the continuous paradigm, quality products are released frequently and predictably to customers. Therefore, the ceremony and risk around releasing are reduced.

# Top business benefits of continuous delivery

- Improved code quality.
- Shorterflabours-market of new features.
- Automation to reduce costs and labour.
- Gathering metrics about application performance.
- Improved customer satisfaction.



# Calculating the cost of production incidents

When you're looking at adopting continuous delivery (CD) to reduce production incidents, you have to consider three things:

A reduction in the number of incidents and their severity due to standardized environment provisioning

Less manual effort required for provisioning

Less time spent waiting for developers and testers

The average cost of data center downtime is $5,600 per minute, and the average downtime is 90 minutes, according to a Ponemon Institute study, so that's more than half a million dollars per incident.

Go back to your root cause analysis data and work out how many of your production incidents were caused by provisioning errors. You can make the calculation to find the potential revenue losses from your own business with a simple formula, as outlined in this Evolven blog.

*LOST REVENUE = (GR/TH) x I x H GR = gross yearly revenue TH = total yearly business hours I = percentage impact H =number of hours of outage*

Apply this formula and you can illustrate the potential revenue savings when you reduce outages with CD.