

# The CI/CD business value

A business perspective of using a CI/CD model for software delivery.

# What is CI/CD

CI/CD is a set of practices that enables frequent and continuous release of software by automating different phases of the release process and relying on multiple small releases for software features instead of manually deploying one large batch of changes at a time.

# Business value for the CI/CD

## 1- Increased revenue :

CI/CD enables more frequent releases of the software which means a less time to market for each feature, leading to an increased revenue from delivering value to customers faster.

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## 2- Lower Costs:

CI/CD helps detect issues and bugs early in the release cycle which means less developer time spent on fixing issues and lower costs.

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## 3- Avoiding costs :

By automating the deployment steps, we avoid the manual steps that are error-prone and hence we lower the chances of deployment issues that lead to higher costs for fixing these issues.