

- Increases revenue by generating features released more quickly.
- Reduces cost by having less cost spent on infrastructure.
- Continuous Delivery doesn't replace anything, but rather it enhances everything.
- Automate everything and everyone responsible for release project
- Repeatable, reliable process and its continuous improvement aimed at build in quality
- Avoid cost by having less bugs in production and less time in testing

- Revenue is protected by having less downtime from a deploy-related crash or major bug