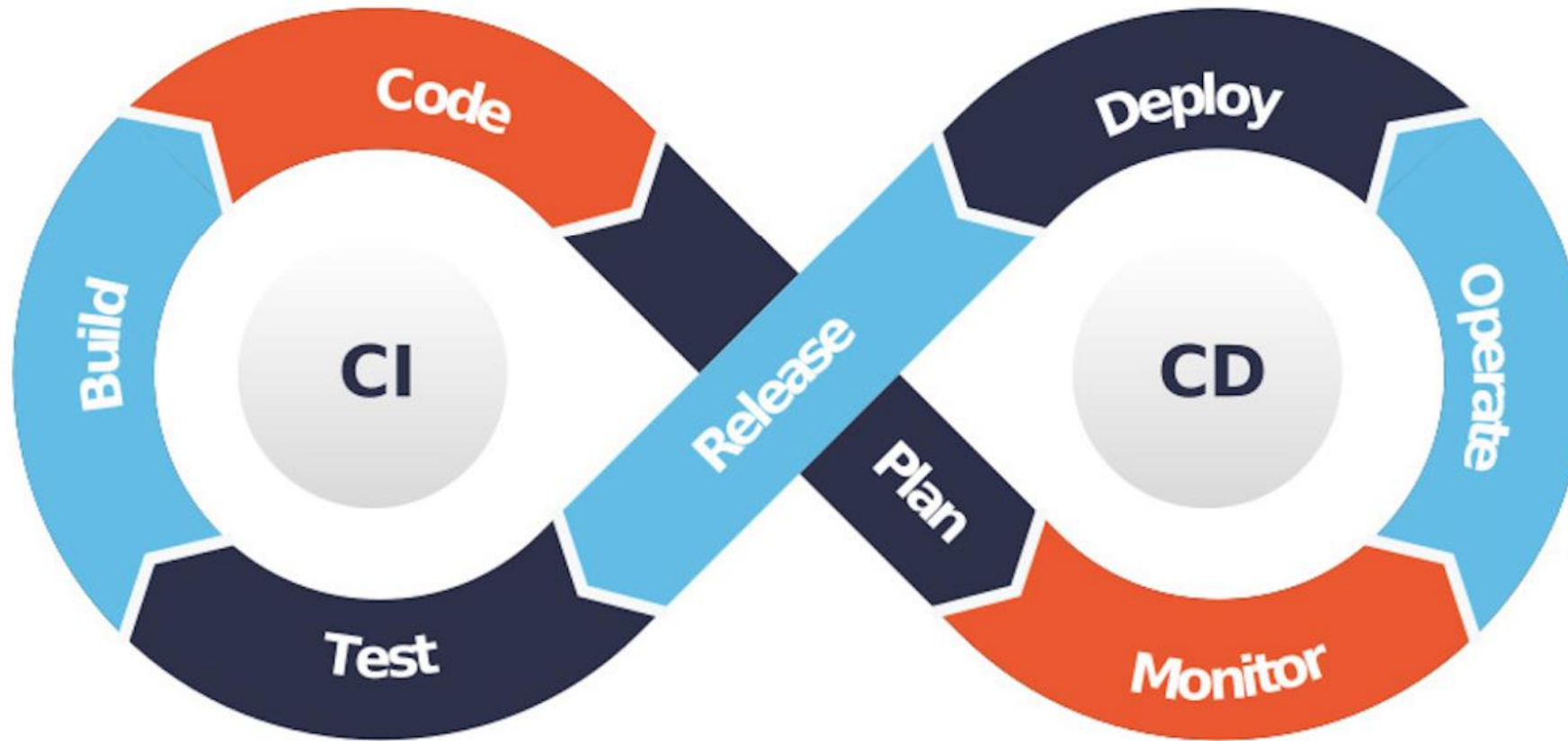


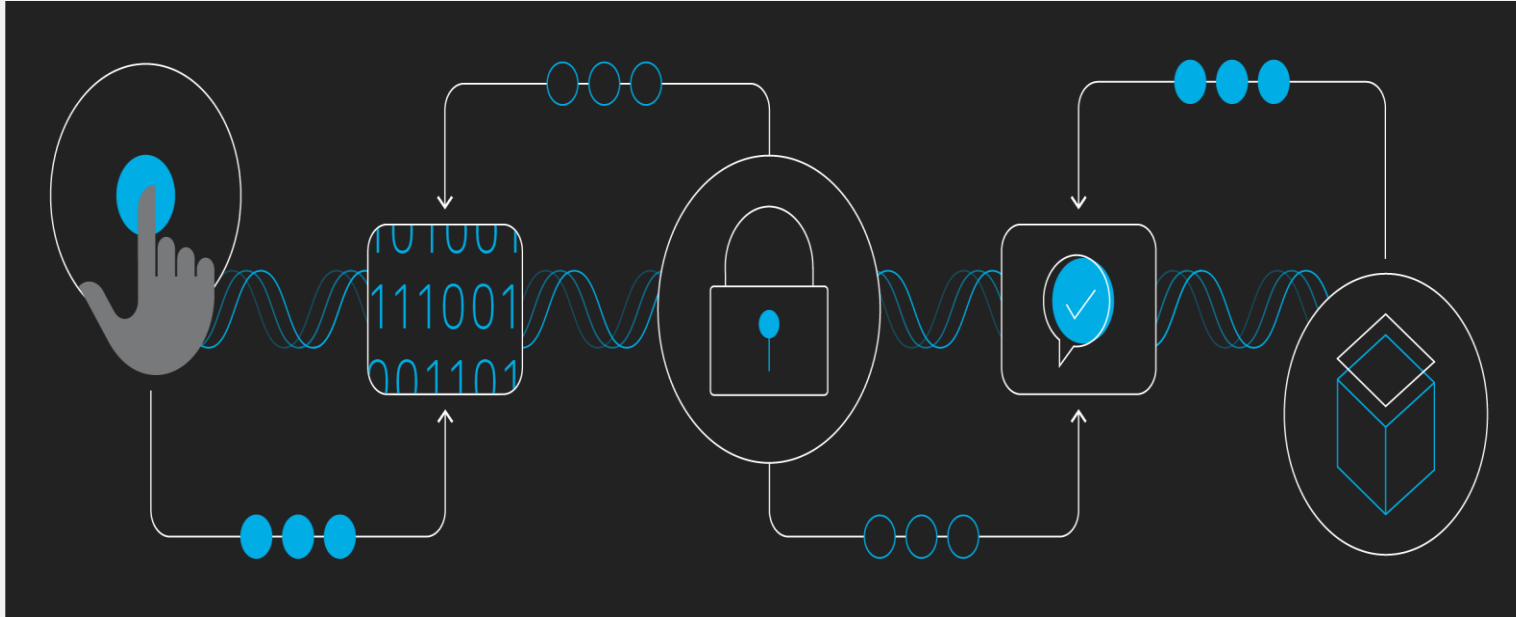
# Continuous integration and continuous delivery (CI/CD)



## CONTEXT:

With over 50% of organizations embracing DevOps, continuous integration and continuous delivery have become an integral part of the software development process.

# ABOUT US



## Definition

- CI/CD used to enable software development teams to continuously deploy software updates into production to speed up release rates, reduce costs, and eliminate risks throughout the development process

# BUSINESS BENEFITS OF CI/CD

*Here are some benefits of CI/CD:*

## Bring Products to Market Faster

- Organizations that have effectively implemented CI/CD can bring new products and features to market faster and immediately.

## Boosts DevOps efficiency

- Without CI/CD, developers and engineering teams deal with more pressure in their day-to-day—service interruptions, outages, and bad deploys can put their jobs at risk.

## CI/CD plays a crucial role in shortening time to value

- It allowing developers to experiment with new technologies and try out new ideas. Teams can test different features with real users in parallel and use their findings to ensure

## CI/CD Improves App Quality

- One of the biggest concerns organizations have about implementing CI/CD is that they're giving up quality in favor of speed.

# CICD BENEFITS LEAD TO PROTECTING REVENUE, REDUCE COSTS ETC..

## Customer Satisfaction

The advantages of CI/CD do not only fall into the technical aspect but also in an organization scope. Your customers are the main users of your product. Adding new features and changes into your CI/CD pipeline based on the way your customers use the product will help you retain current users and gain new ones.



## Reduce Costs

Automation in the CI/CD pipeline reduces the number of errors that can take place in the many repetitive steps of CI and CD, reduces human intervention across the DevOps lifecycle by automating the handoffs, version controlling etc... This significantly saves the time and money required to develop and deliver high-quality software.

