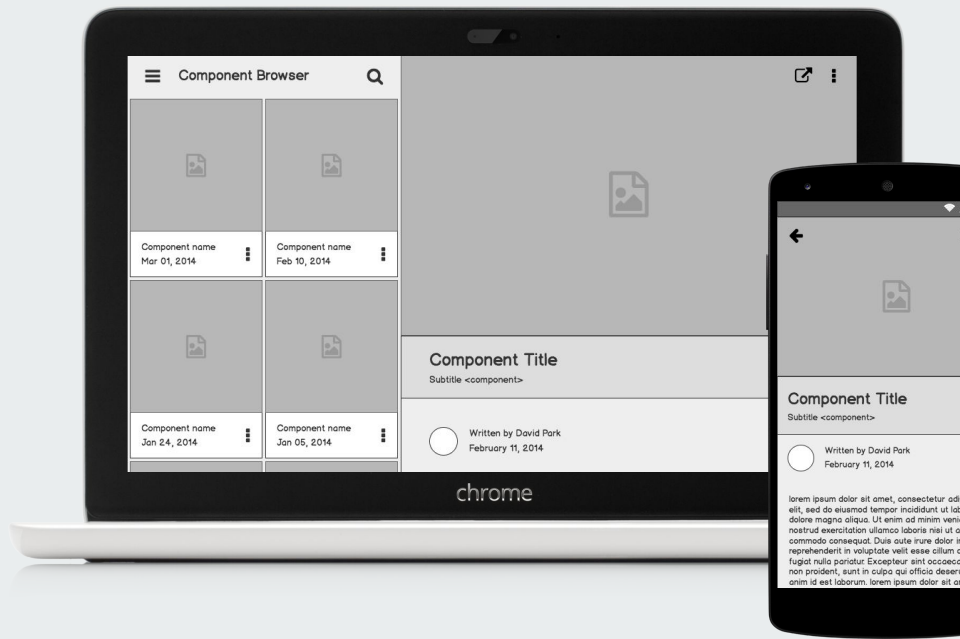


# Why we need CI/CD



# What is CI/CD ?

CI/CD stands for continuous integration and continuous deployment or delivery.

This just means that we are able to automate the steps between writing code and deploying code into production, allowing software to be shipped quickly and efficiently

Automating the software supply chain has both technical and business value that udapeople can benefit from

# Business Value of CICD

## 01. Shorter time to market

With CICD, we can release value-generating features more quickly. This keeps our company innovative thus, we retain and attract new customers

## 03. Less Outages

With CICD, we can quickly return production to working state means less revenue lost due to downtime

## 03. Reduce Cost

CICD can help us Save on infrastructure cost by automatically destroying unused resources

## 02. Avoid Cost

With CICD, we can prevent costly security holes by having checks to automatically detect security vulnerabilities in code before it shipped to production.

## 03. Fast feedback

CICD can help us rollout and test new features faster. Thus faster market validation

# Finally

As an industry leader, innovation should be front of mind to keep our customers happy and continue to be an organization that attracts top tech talent.

CICD as shown in the previous slides helps to achieve this. More value generating features for less.