



Why we need to use CD to the businesses

you should understand what is at stake if we don't. Each year, businesses lose [\\$3 trillion dollars in failed IT projects](#). These are projects that do not meet business needs for whatever reason—non-completion, failure to release, failure to solve business needs, completed over time or over cost. You've seen it.

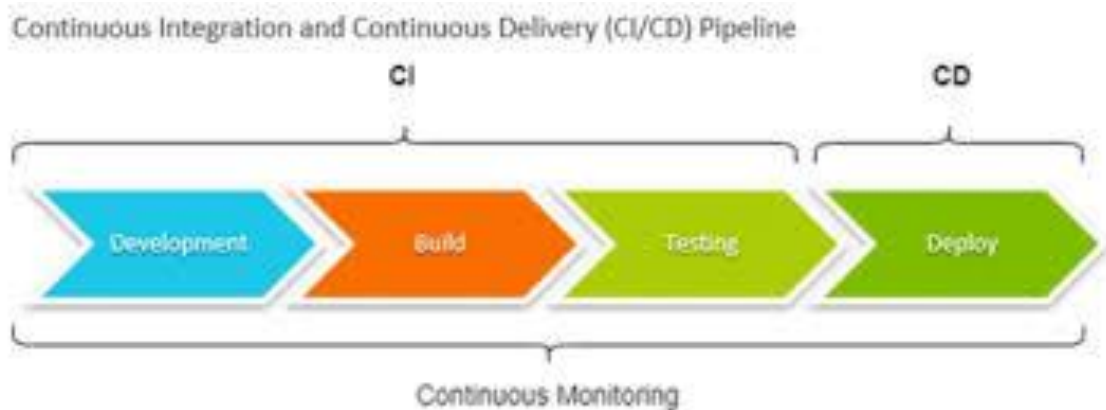
Why does this happen? Often it's because of dysfunctional IT organizations. [Gene Kim](#) calls one common pattern of dysfunction that leads to this level of failure "[the downward spiral](#)," and it's clearly illustrated in Kim's book, [The Phoenix Project](#).

It's a situation where deadlines are missed, issues arise in production, the business reacts badly, and IT starts padding deadlines and acting out of fear. From there the situation goes from bad to worse. Initial underdelivering is followed by unhealthy overpromising. This leads to a vicious, downward cycle that hurts the business, development, operations, shareholders and end users.

By embracing a DevOps culture, and practicing continuous integration (CI) and continuous delivery, you can break that cycle. In order to successfully embrace DevOps, you must first build relationships between the business and IT

how DevOps and CD can help us:

CD helps get faster feedback for product managers, it allows the business to be more responsive to customer needs and changing market demands, how it helps to deliver higher quality products, and how it can reduce waste and help build better teams. Here are the "CliffsNotes" versions of these stories that will help you tell your own story to the business.



Benefits of CI/CD:



If we attempt to deploy features as quickly as possible to stay competitive in the market. A seamless CI/CD pipeline is the perfect platform for such short release cycles. The pipeline comprises several DevOps Tools and frameworks that assist developers, testers, operations teams, and other project participants in delivering software to end-users.