



Continuous Integration Delivery

Correct Software Development Approach for
Solving Business Problems

By

Idris Adebowale



Introduction

The Idea of Continuous Integration and Delivery (CI/CD) is a kind of mindset change that involves striving as much as possible to achieve automation of different Software tasks that provides Business Values. This can be achieved by making use of increasingly cheap computing resources, following well defined guidelines iteratively and reliably. In this presentation, I shed light on some CI/CD fundamentals and benefits for any Organization that cares about its Business.



- **Fastest Track To Market/Profit**

Imagine being the first to market with your product. When Continuous Integration and Delivery is efficiently implemented, Company/Business Institution now have the power to place their Ideas in the hands of customers as fast as possible, with the advantage of making enormous profit before competitors with likely ideas (if at all there is any) could make any move.

- **Happy Customers**

One important way to Keep Business Flourishing is making customers happy (at least we are in business because of them). No better way to achieve this than Fast Customer-Driven decisions. With CI/CD, quick updates based on their feedbacks will be made, this in turn makes the customer happier, loyal and even inform others about the product thereby increasing Business' profit. The more customer you serve, the more the profit you make.



- **Reduced Business Downtime**

We all know that things can get messy at times, for example when there is an update that causes breakage in system. In old processes, panic can set in and therefore delay in problem resolution, this causes a reciprocating as any downtime causes loss in customer's trust and reduced business revenue. In a CI/CD process, the breaking changes can be easily reversed before customers can even notice any glitch in the service, this prevents loss of Revenue and at the same time maintains customers trusts.

- **Happy Employees**

Working on Repetitive tasks is likely to cause employees to get bored down and become unhappy. With CI/CD boring and repetitive tasks are automated and workers can focus on other important and innovative tasks that will bring bring growth to the Business.



- **Predictive Business Decisions**

With Continuous Integration and Delivery (CI/CD) important business metrics are easily captured and available to make informed decision, these metrics include customers' non-sensitive data and informations that can be feed into machine learning models to serve customers well. Example might be a kind of products recommendations to customers. This again results into more revenue to the Business.

Thus far we can see some of the benefit that Continuous Integration and Delivery can bring to any Business just to mention a few. I hope my reasonings has convinced you that it is the best choice to incorporate CI/CD into the Business Process. Thank You.