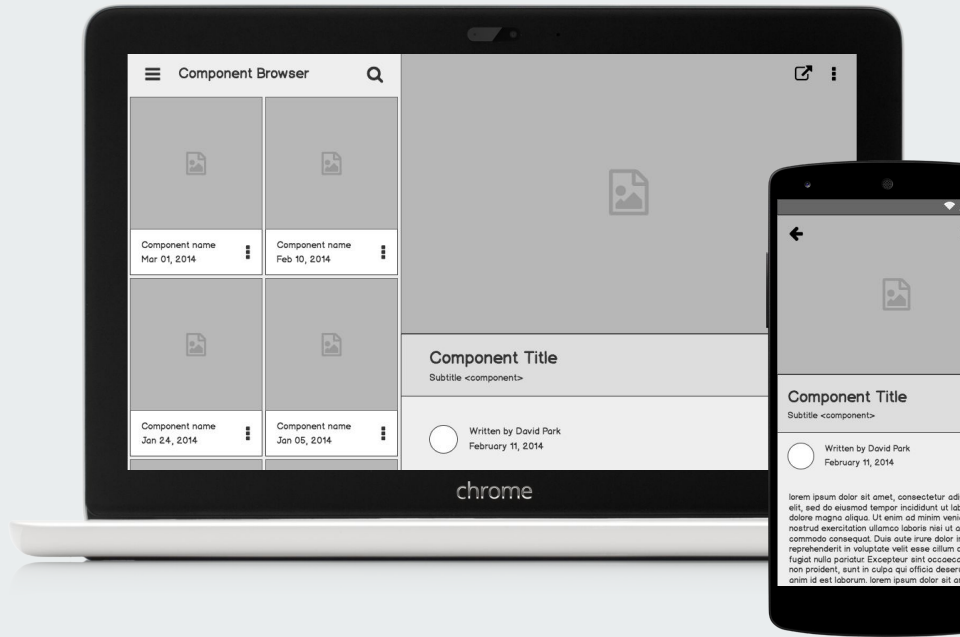# CI/CD

The Case For Continuous Integration/Continuous Deployment

CONTINUOUS INTEGRATION

WHAT IS CONTINUOUS INTEGRATION?

Continuous integration is the practice of merging all developers' working copies to a shared mainline several times a day.

Simply put, it is the process of automating the building, testing, and overall management of code thereby reducing error fix times.

CONTINUOUS DEPLOYMENT

WHAT IS CONTINUOUS DEPLOYMENT?

Continuous deployment is a software engineering approach in which value is delivered frequently through automated deployments.

Continuous deployment enables timely updates and upgrades thereby building customer trust.

WHY?

➔ Catch compile errors after merge - less developer time on issues from new developer code (less cost)

➔ The automated process helps to reduce the cost incurred from infrastructure and unused resources.

➔ Deploy to production without manual checks thus less time to market and additional features can easily be deployed without worry, thereby increasing the amount of revenue generated on products.

➔ With automated smoke tests and rollback, company revenue is protected by drastically reducing downtimes from crashes.

Thank You

To reiterate, having CI/CD integrated into the build process has the following advantages:

- The development team will be more efficient.
- An increase in revenue and reduction in cost.
- Happier customers and more trust in the brand.