

Continue integration and continue deployment (CI/CD)



Why CI/CD?

(1) Increase revenue.

CI/CD improves application development efficiency, which leads to more frequent release of new app versions.

New versions of apps can improve app quality and lead to the increase of the revenue.

Why CI/CD?

(2) Reduce app development cost.

We use CircleCI for CI/CD, which integrates app code development with building and testing apps. This shortens the life cycle of developing production ready apps, reducing the cost and time of development cycles.

Why CI/CD?

(3) Protect revenue lost.

CI/CD develops apps under the same environment in building and testing as in the production, that reduced bugs in production version of apps.

This leads to less downtime and revenue lost caused by bugs in apps.

Why CI/CD?

(4) Increase client satisfaction and protect long term revenue.

Due to shorten app development cycle and frequent new releases of apps. Clients can see constant improvement of apps in quality, reliability and new functionality.

This leads to their satisfaction and less likely seek out for similar apps offered by competitors, protects long term revenues.