

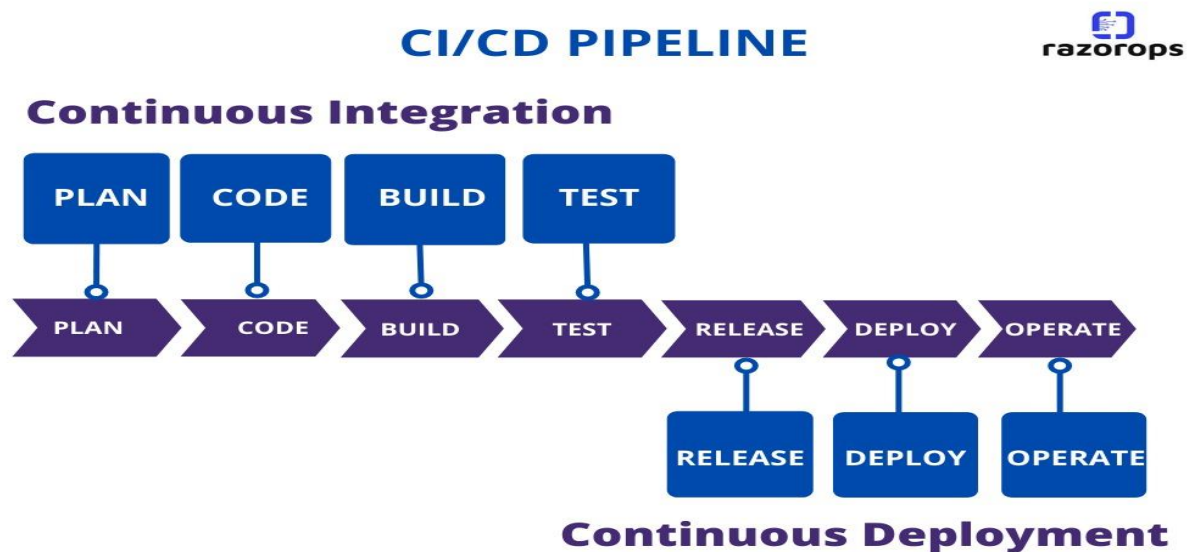
**PROPOSAL ON HOW
CI/CD CAN BOOST
UDAPEOPLE'S PRODUCT
REVENUE**

What is CI/CD?

Continuous integration (CI) is the practice of merging all developers' working copies to a shared mainline several times a day. In summary, everything related to code fit here.

Continuous Deployment (CD) is a system engineering approach in which the product value is delivered frequently through automated deployments. In summary, everything related to deploying products fit here.

Merging the two concepts explained above we have CI/CD as a set of development practices aimed at automating the building, testing and deployment of applications like Udapeople.



How does Udapeople benefit from CI/CD?

Catch compile Errors After Merge: Less developer time on issues from new developer code which helps reduce cost.

Catch Unit Test Failures: Less bugs in production and less time in testing as a result costs can be avoided.

Detect Security Vulnerabilities: Embarrassing and costly security holes can be avoided which helps save cost.

Automate Infrastructure Creation and Cleanup: Less human error, Faster deployments, less infrastructure costs from unused resources all these factors only help reduce cost.

Faster and More Frequent Production Deployments Without Manual Checks:

New value-generating features released more quickly and spending less time to market as a result there is an increase in Udapeople's revenue.

Automated Smoke Tests and Rollback Triggered by Job Failure: Reduced downtime from a deploy-related crash or major bug and a quick undo to return production to working state this helps protect Udapeople's revenue.

I hope with the above benefits I have been able to convince Udapeople how much value and revenue CI/CD can generate for Udapeople's product.