



**CONTINUOUS INTEGRATION /
CONTINUOUS DEPLOYMENT (CI/CD) AS
A DRIVE FOR
REVENUE GROWTH.**

A decorative orange wave graphic at the bottom of the slide, consisting of several overlapping curved lines in shades of orange and yellow.


There are several benefits attached to using CI/CD which are;

- ❖ Reduce Cost
 - ❖ Avoid Cost
 - ❖ Increase Revenue
 - ❖ Protect Revenue
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➤ **REDUCE COST**

Adopting CI/CD in the organization reduce cost cause it catches compile errors after code merge which helps developers spend less time resolving issues from new developers that can cause downtime of product .

It also help in automating infastructure cleanup which help in mitigating against cost inquired from unused infastructure resources.



➤ **AVOID COST**

Embracing CI/CD in the organization can help avoid cost that arises from seldom unavoidable bugs in production code caused by human error and also reduce time in testing product to ensure readiness for production.

➤ **INCREASE REVENUE & PROTECT REVENUE**

Incorporating CI/CD in the organization is a needed catalyst in revenue boost unlike the traditional way of releasing product by ensure prompt of delivery of new features, bug fixes to end user which increase their confidence in our products.

Additionally, reduce time of service as their a quick undo to return production to working state after a deploy failure.

