
CI/CD

Fast and effective process of getting our
product to market

Reduce Costs

Automation in the CI/CD pipeline reduces the number of errors that can take place in the many repetitive steps of CI and CD. Doing so also frees up developer time that could be spent on product development as there aren't as many code changes to fix down the road if the error is caught quickly. Another thing to keep in mind: increasing code quality with automation also increases our ROI.

Customer Satisfaction

Our customers are the main users of our product. As such, what they have to say should be taken into high consideration. Whether the comments are positive or negative, customer feedback and involvement leads to usability improvements and overall customer satisfaction.

Our customers want to know they are being heard. Adding new features and changes into your CI/CD pipeline based on the way our customers use the product will help us retain current users and gain new ones.

Faster Release Rate

Failures are detected faster and as such, can be repaired faster, leading to increasing release rates. However, frequent releases are possible only if the code is developed in a continuously moving system.

CI/CD continuously merges and deploys codes to production after thorough testing, keeping the code in a release-ready state.

More Test Reliability

Using CI/CD, test reliability improves due to the bite-size and specific changes introduced to the system, allowing for more accurate positive and negative tests to be conducted. Test reliability within CI/CD can also be considered Continuous Reliability. With the continuous merging and releasing of new products and features, knowing that quality was top of mind throughout the entire process assures stakeholders their investment is worthwhile.