

**CI/CD Benefits**

Save Costs ->> Deliver Fast

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**Continuous Integration**

* Reduces code conflicts.
* Faster code merge.
* Catch compile errors after merge.

**What’s in it for my organization?**

* Increase in revenue.
* Cost Reduction.
* Cost Avoidance at some cases.
* Revenue protection.

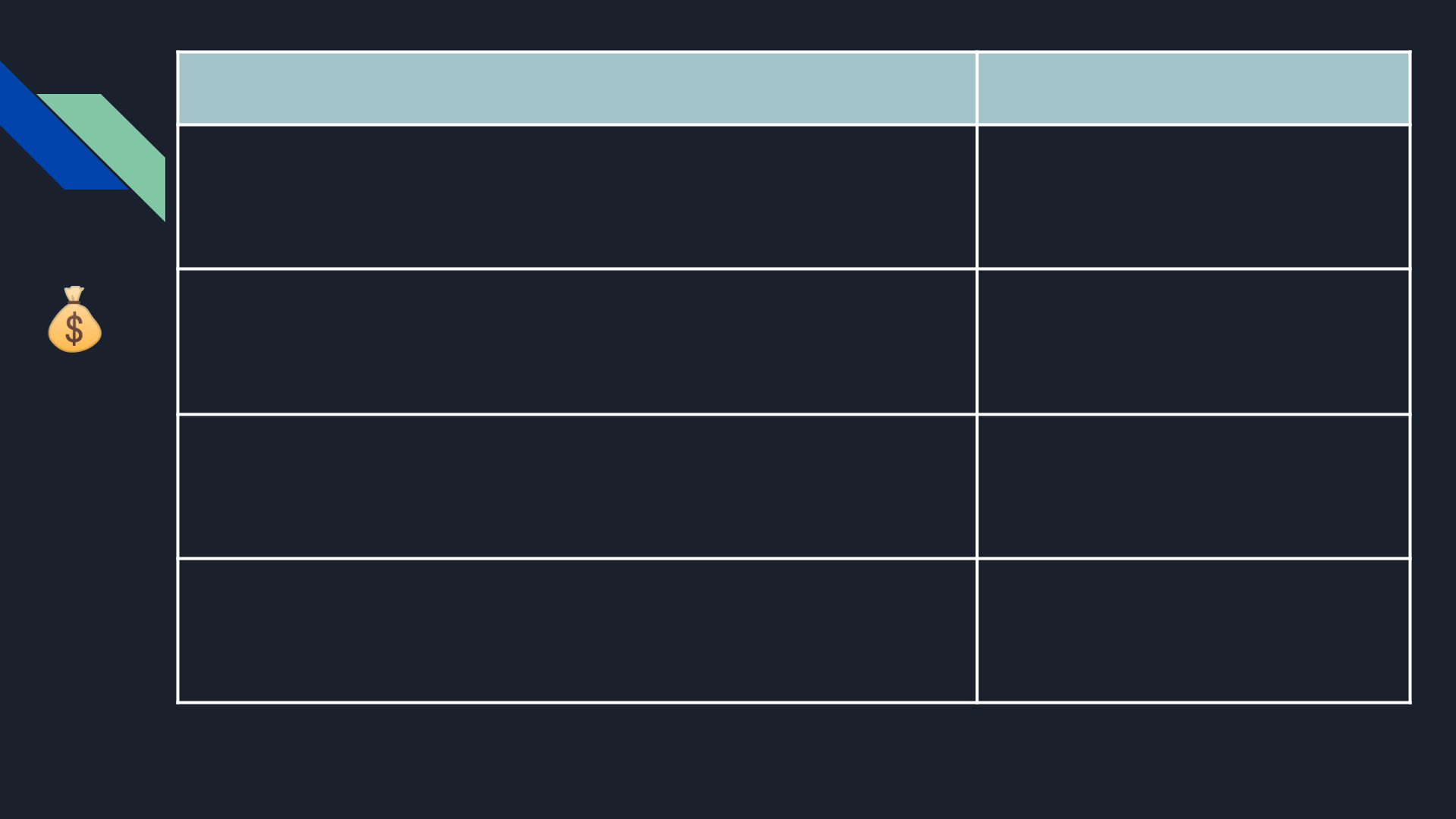
**Continuous Deployment**

* Faster and more frequent production deployments.
* Avoid manual intervention by deploying to production in an automated fashion.
* Automated rollbacks in case of failure.

**Why the hassle?**

* Increase in market share
* Faster feature delivery for customers

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| **Action** | **Value** |



New value-generating features released more quickly Increase Revenue

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| Less time to market | Increase Revenue |

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| Less human error, Faster deployments | Cost Avoidance |

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| Quick undo to return production to working state | Protect Revenue |