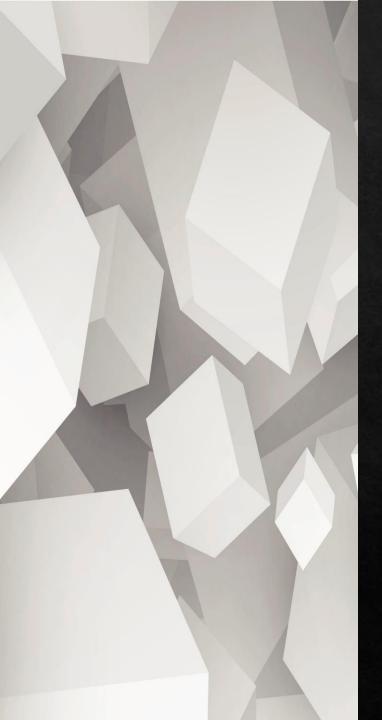


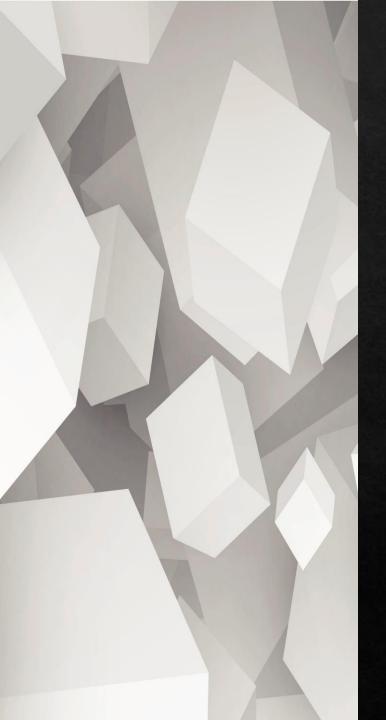
Automation reduces the cost

Anytime a human does not have to intervene in the software development process, time, and thus money, are saved. That's why automation is the underpinning to successful DevOps practices. CI/CD automates the handoffs, the source code management, the version control system, the deployment mechanisms, and, of course, so much of the testing.



Continuous feedback

A unified CI/CD process, operating as part of a DevOps platform, gives everyone on the team – including business stakeholders – a way to see what's happening, where it's happening, and what might be going wrong. This sounds like a simple thing, but in reality, a single window into software development is almost revolutionary.



•Simplified rollback

A CI/CD pipeline gives developers the power to fail fast and recover even faster. It's a simple process to push code into production and, if there are issues, simply roll it back. The ability to easily rollback code saves teams time, energy, and resources and leads to faster fixes of problem code.



Bring Products to Market Faster

Organizations that have effectively implemented CI/CD can bring new products and features to market faster and immediately start generating revenue from the features they deploy rather than waiting for the entire app to be completed (and checked manually) before they can launch.