Selling devops

What is CI/CD

- CI/CD is a method to frequently deliver apps to customers by introducing automation into the stages of app development. The main concepts attributed to CI/CD are continuous integration, continuous delivery, and continuous deployment. CI/CD is a solution to the problems integrating new code can cause for development and operations teams

Benefits of CI/CD for businesses

- **Reliable, High-Performing Releases**

- **Reduced Costs from Fewer Outages**

- **Software is Delivered to Market Faster**

Reliable, High-Performing Releases

- The continuous updates and test automation in CI helps ensure reliable, highquality releases that have fewer errors and bugs that could reduce their effectiveness. For end users, that translates to enhancements that they can put to use more quickly to drive business growth.

2. Reduced Costs from Fewer Outages

- CI reduces manual tasks and errors, which also reduces the risk of outages or downtime after release. For end users, that provides a higher level of service and increases productivity, especially when CI is extended to CD, where deployments occur automatically across test environments and into production. More importantly, however, it can drastically reduce costs as businesses won't have to spend time and resources resolving outages.

3. Software is Delivered to Market Faster

- Faster build times, more reliable code and tests, and reduced outages all translate to faster delivery of new enhancements to market for companies and their users – often as part of a larger continuous delivery process. Companies can use their enhanced functionality to improve products and services for their customers and gain a competitive advantage in the marketplace.

References

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