

CI/CD: let's talk business

Why should our team use **it**?

Using CI/CD  = Reducing Total Cost of Ownership 

Sounds good, but **how** is that?

Let's look at it from a **cost/revenue** perspective

1. Reducing costs by:

- Reduced time on developer issues as errors will be caught more quicker
- Reducing unused infrastructure resources by automating infrastructure cleanup

2. Increasing revenue by:

- New feature releases thanks to the increased number of deployments
- Faster time to market by making automated or semi-automated deployment environment.
- Tighter feedback loops, which help us improve faster and make more revenue.

3. Avoiding future costs by:

- Reducing bugs in production.
- Reducing the time testers take to evaluate output quality.
- Catch security issues that might cost us money or reputation, or even more.

4. Protecting revenue by:

- Reducing downtime and server failures.
- Faster undo in case of deployment issues and quicker return to production.

Other Benefits:



Reduced Risks



Team Collaboration



Continuous Client
Communication



Data Logging for
Future Use

**“The most powerful tool we have as
developers is automation.”**

– Scott Hanselman