

Why CI/CD

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Reasons

1. Continuous Client satisfaction
2. Shorter Feedback Cycles
3. Build Once Use Multiple

1.Continuous Client satisfaction

Story:

- Do you know that people who win the lottery feel no difference after couple of weeks?
 - Why?
 - Because they get used to the new status



1.Continuous Client satisfaction

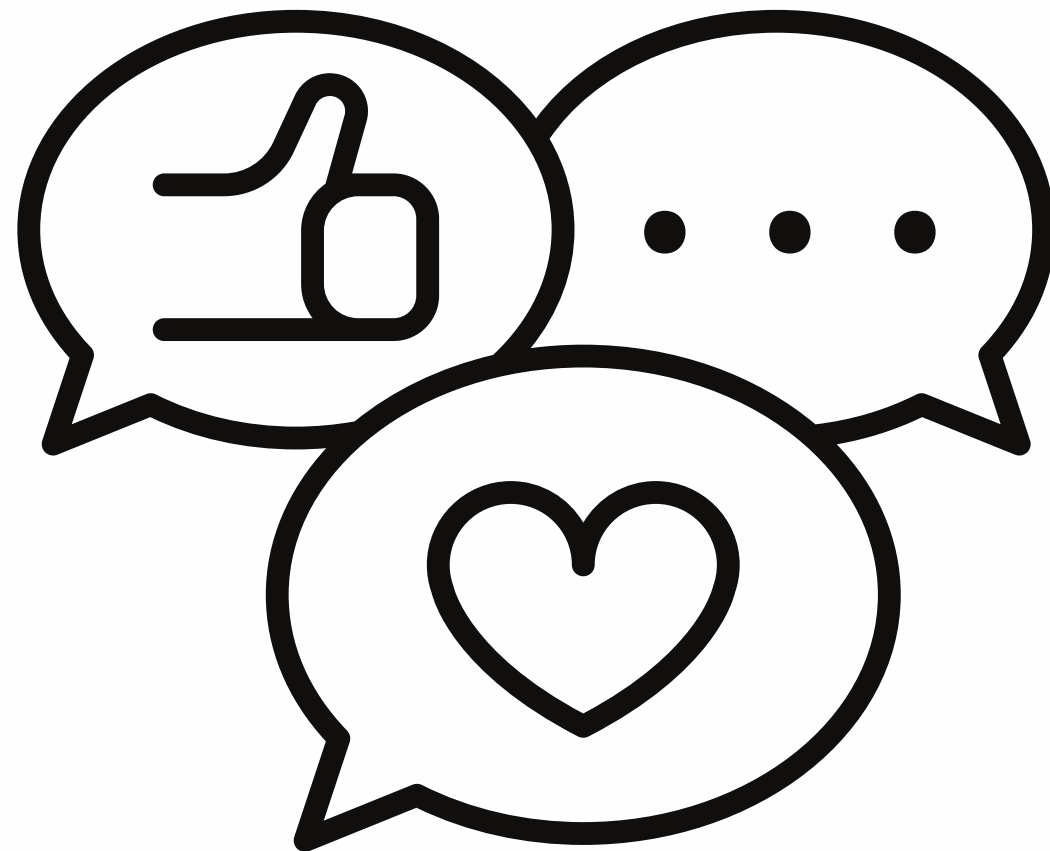
Story:

- Same will happen to our clients, if we deliver giant milestones instead of incrementally delivering the features
- Instead of keeping the client waiting for months, and then deliver one giant milestone, we can incrementally deliver our features which will keep the client satisfied and happy



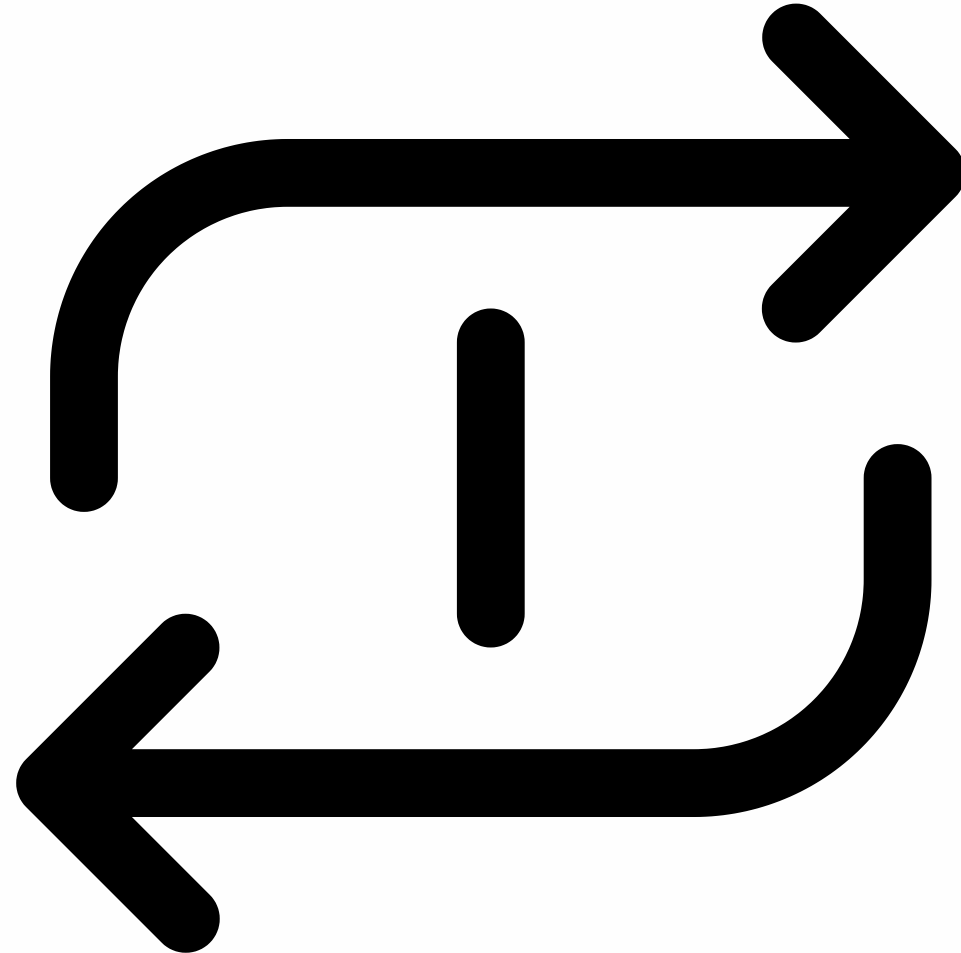
2. Shorter feedback cycles

- Delivering small features incrementally would allow us to get more feedback from the client.
- This is better than getting the feedback after wasting tons of hours on features that the client might not like



3.Build Once use multiple

- Building a CI/CD pipeline is like an investment, we build it once and can use it as long as we want
- This is better than having our devops team waste hours every week trying to deploy new changes



Thank You