Continuous integration and continuous deployment CI/CD automates the cleanup of an infrastructure that reduces cost from unused resources.

Continuous integration and continuous deployment CI/CD also automates the creation of infrastructure that reduces human error and faster deployment and avoid unnecessary cost.

Continuous integration and continuous deployment CI/CD enable faster, frequent deployment to productions that leads to value-generating features to be released more quickly and increases revenue

Continuous integration and continuous deployment CI/CD performs a rollback triggered by automation when job fails to quickly undo changes and return to production working state which help to protect revenue.

Continuous integration and continuous deployment CI/CD support deploying to production without manual checks enabling time to push product to market reduced and increases revenue.