**Why Is Translation Important?**

*If the decision-makers in your company can't understand why something is important or adds value, they might not approve it. This usually isn't because they're ignorant or trying to be difficult, this is often because they don't understand how the technical changes translate into benefits for the company. Using language they understand will make everyone's lives better and easier!*

| **Technical Language** | **Value** | **Translation** |
| --- | --- | --- |
| Catch Compile Errors After Merge | Reduce Cost | Less developer time on issues from new developer code |
| Catch Unit Test Failures | Avoid Cost | Less bugs in production and less time in testing |
| Detect Security Vulnerabilities | Avoid Cost | Prevent embarrassing or costly security holes |
| Automate Infrastructure Creation | Avoid Cost | Less human error, Faster deployments |
| Automate Infrastructure Cleanup | Reduce Cost | Less infrastructure costs from unused resources |
| Faster and More Frequent Production Deployments | Increase Revenue | New value-generating features released more quickly |
| Deploy to Production Without Manual Checks | Increase Revenue | Less time to market |
| Automated Smoke Tests | Protect Revenue | Reduced downtime from a deploy-related crash or major bug |
| Automated Rollback Triggered by Job Failure | Protect Revenue | Quick undo to return production to working state |