

Section 1: Selling CI/CD to non-technical decision-makers in UdaPeople Organisation

Introduction

Good day fellow colleagues. I am here to present what CI/CD is all about and how the benefits of CI/CD can help our business achieve its business goals. I will start with a brief introduction of CI/CD. After that, I will discuss why we should embrace the CI/CD way of building software so that we can continuously help small businesses care for their most value resource: the people.

CI/CD stands for Continuous Integration and Continuous Deployment. It's a software development practice that enables organisations to release software updates quickly and efficiently without compromising quality. This implies that bugs are caught before the updates are released and software rework from the customers is drastically eliminated. This eventually help to reduce cost associated with software development and hence revenue increase as well since our customers will consider us a trusted partner and company of their choice.

Benefits of CI/CD for Business

The current status of our software development practices at UdaPeople is prone to errors due to a large number of repetitive tasks that are done manually by developers. This leads to frustration among developer and valuable time to deliver value to our customers are taken away. CI/CD is here to help. With CI/CD approach, our developers can focus primarily on delivering value to our customers and they rely on automated testing and deployment by CI/CD pipelines. This will lead to high efficiency of our developers, less technical debt and eventually shortest release of software updates. Our organisation's revenue will increase as well, and cost associated with manual testing or catching bugs after software release are equally eliminated. I will discuss briefly some of the benefits that CI/CD way of building and maintaining software will bring to our organisation in this section.

1. **Increased Productivity:** CI/CD allows for automation of repetitive tasks, freeing up developers to focus on innovation and improvement of the product. This results in increased productivity and faster time to market. Developers can now focus on delivering value to our customers.
2. **Improved Quality:** CI/CD ensures that code changes are thoroughly tested and validated before deployment, reducing the risk of bugs and errors. This results in a better user experience and improved product quality.
3. **Enhanced Collaboration:** CI/CD promotes collaboration between teams, reducing silos and increasing transparency. Both development and operations teams are now integrated into one collective driver (team) of product development and release. This leads to better teamwork and more efficient problem-solving among team members.
4. **Cost Savings:** CI/CD reduces manual errors and reduces the need for manual testing, resulting in significant cost savings.

5. **Faster Resolution of Issues:** CI/CD uses automation to provides real-time feedback and insights, enabling faster resolution of issues. This results in less downtime and improved customer satisfaction. We can deliver competitive advantage to our customers using CI/CD since we will be considered a reliable and trusted partner.
6. **Automated removal of old resources:** CI/CD can help in further reducing cost associated with cloud/on-premises infrastructures by removing automatically old resources that are no longer in use. Manual removal of old resources is time consuming and what if a developer forgets to delete unused old resources? And they are left to run idle for a year. That is a huge cost with zero benefit. CI/CD pipeline uses its automated clean up scripts to remove unused infrastructure resources as soon as possible.

Conclusion

CI/CD offers a wide range of benefits to organisations, including increased productivity, improved quality, enhanced collaboration, faster resolution of issues, and cost savings. These benefits can have a significant impact on a business's bottom line, helping to protect revenue, control costs, and reduce costs.

Implementing CI/CD is a strategic investment that can provide long-term benefits for any organisation looking to improve its software development process and achieve a competitive advantage in the market.

Together with my team, we will be willing to provide more information on this topic if need arises. Please do not hesitate to reach out to us. Thank you for your time and attention.