

# WHY CI/CD MATTERS?

- **Definition of CI/CD:**

Continuous Integration (CI) and Continuous Delivery/Deployment (CD) are software development practices that aim to provide faster, more reliable, and more efficient delivery of software products.

- **Importance of CI/CD:**

CI/CD can provide significant technical benefits, which can lead to business benefits such as protecting revenue, increasing revenue, reducing costs, and avoiding costs.

# Protecting Revenue with CI/CD

CI/CD's ability to detect and address errors early in the development process can also prevent costly downtime and service disruptions, which can further protect revenue.

CI/CD's improved quality and faster delivery cycles mean that software products are less likely to have defects and errors, leading to fewer customer complaints, fewer refunds, and less lost revenue.





# Increasing Revenue with CI/CD

CI/CD's faster delivery cycles mean that new features and improvements can be released more quickly, which can attract more customers, increase customer retention, and drive revenue growth.

CI/CD's ability to respond quickly to market demands and customer feedback can also help businesses stay ahead of the competition and generate new revenue streams



# Reducing Costs with CI/CD

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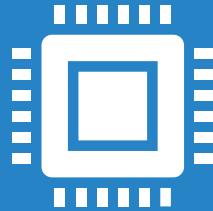
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CI/CD's automated testing and deployment processes can reduce the time and resources required for manual testing and deployment, leading to lower labor costs and faster time-to-market.

CI/CD's ability to catch errors early in the development process can also reduce the cost of fixing defects and prevent costly rework.



# Avoiding Costs with CI/CD



CI/CD'S ABILITY TO DETECT AND ADDRESS ERRORS EARLY IN THE DEVELOPMENT PROCESS CAN PREVENT COSTLY DOWNTIME AND SERVICE DISRUPTIONS, WHICH CAN LEAD TO SIGNIFICANT FINANCIAL LOSSES



CI/CD'S AUTOMATED TESTING AND DEPLOYMENT PROCESSES CAN ALSO REDUCE THE RISK OF SECURITY BREACHES AND DATA LEAKS, WHICH CAN RESULT IN COSTLY FINES AND DAMAGE TO A COMPANY'S REPUTATION.

# Conclusion

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CI/CD provides significant technical benefits that can lead to business benefits such as protecting revenue, increasing revenue, reducing costs, and avoiding costs.

By adopting CI/CD, businesses can improve the quality and reliability of their software products, respond quickly to market demands and customer feedback, and reduce the cost and risk of software development and deployment.

