Faster time to market

The implementation of CI/CD means collaboration just got better. Multiple developers can work simultaneously of new features and have them merged together with no effort, have the code tested and deployed with automatically.

This means we can have more feature released annually than ever with quality guarantee. The result being increased customer satisfaction and adoption which will increase our revenue and keep us ahead of the game among our competitors

Reduced risk

Shipping a poor performing , error prone application to production kills the confidence of our clients who uses our platform to drive their business. The fear of using an application that could crash and cause data loss is enough to stop clients from using our platform. These in turn will slow down the adoption rate and reduce revenue generation. So the amount of money invested in developing the platform or that new feature is not met with increased adoption to increase revenue.

With the implementation of CI/CD, the team is confident that any bug in application is discovered earlier and resolved. Also since CI/CD helps in testing application, the performance can be measured and ascertain before deployment. This means better code quality and subsequently high performant app shipped to production. This result in lesser cost of production and increased revenue as clients develops better confidence in using the platform

Tighter feedback loops

The faster a feature gets to production, the faster feedbacks are gotten from clients as regards a feature. This less time it takes to get a feature out the production, the faster the team can work on new feature or get feedback about the just released feature and update it to better serve the clients.

This help cut the cost invested on features that won't be used by clients as developers can focus on other relevant features

Collaboration and communication

A new feature or application can be broken into smaller tasks each assigned to different developers which improve speed of development . With CI/CD, these codes can be merged together and test which speeds up delivery. This means developers productivity boost. An increase in productivity means reduced cost

Make easier rollbacks

What happens when a new feature that is well tested gets deployed to production only to discover that another part of the application has stopped functioning due to the new feature?. Rather than allowing users face this nightmare, CI/CD makes rolling back the change that was just deployed returning the app to the previous working state.