


Selling CI/CD

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Continuous Integration

*The practice of merging all developers' working copies to a shared mainline several times a day. It's the process of "**Making***

CI-related phases include:

- Compile
 - Unit Test
 - Static Analysis
 - Dependency vulnerability testing
 - Store artifact
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Continuous Delivery

A software engineering approach in which the value is delivered frequently through automated deployments. Everything related to deploying the artifact fits here.

- *Creating infrastructure*
- *Provisioning servers*
- *Copying files*
- *Promoting to production*
- *Smoke Testing (aka Verify)*
- *Rollbacks*

Continuous Delivery doesn't replace anything, but rather it enhances everything.

CI/CD helps in

1. Less developer time on issues from new developer code which will reduce cost.
 2. New value-generating features released more quickly which generate revenue
 3. Less infrastructure costs from unused resource which reduces cost
 4. Reduced downtime from a deploy-related crash or major bug which protect revenue
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