



What is CI/CD ?

Continuous Integration (CI): Process of integrating code from multiple contributors into a single repository post which automated builds & test are run ensuring errors in code are identified early

Continuous Deployment (CD): Process of releasing code automatically in production once the build & unit tests are successfully completed ensuring reduced time to market.

Typical S/W development Challenges

Challenge	Leads to	Impact on Time to Market	Revenue	Impact Cost
Incorrect Code Integration	More issues	↑	↓	↑
Poor Code quality	More issues, more time for testing	↑	↓	↑
Failed Unit tests	Poor Delivery quality	↑	↓	↑
Slow Delivery	Poor customer experience	↑	↓	↑



What are the benefits of implementing CI/CD ?

Benefits	Reason 1	Reason 2
Reduced Costs	Early identification of bugs	Less production bugs leading to lower maintenance cost
Increased Revenue	Reduced bugs leading to improved customer experience	Easy to release new features and update post customer feedback
Less Time to Market	Faster response to customer feedback as the the build & deployment times are reduced	Early identification of errors leading to few bugs in the end product
Increased customer satisfaction	Improved delivery quality leading to improved customer experience	Faster response to customer feedback