## SELLING CI/CD TO YOUR TEAM / ORGANIZATION

Our company is known to adopt the best policies when it comes to software development. We have had success after success because of the quality of our products, quick response to resolving technical issues and in most cases a pace-setter in the industry.

As the demand for our products and services continues to increase, our marginal output has started to drop because we not scaling up during high traffic nor down during less traffic. As a result the traffic hit rate has dropped. Our clients may turn over to our competitors if we do not tackle this challenges immediately.
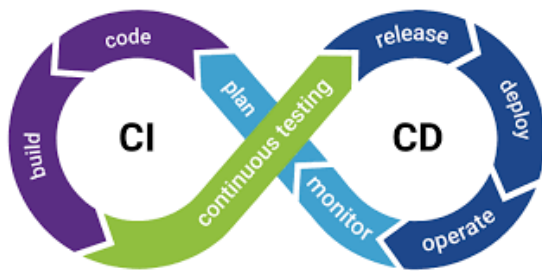
I am proposing we adopt the use of Continuous Integration (is breaking our work up into small pieces, sharing our work with our peers, and QA-ing frequently) and Continuous Delivery/Deployment in our software development lifecycle. It many benefits go beyond engineer happiness and truly justify the investment.

- Faster time to market – pushing changes out quickly and with confidence implies quick response to new trends and addressing issues as they emerge.
    + Reduce risk
    + Shorter review time
- Better code quality – automated tests that runs on each and every build, thereby eradicating written automated tests.
    + Smoother path to production
    + Faster bug fixes
    + Efficient infrastructure
    + Measurable progress
    + Tighter feedback loops
    + Collaboration and communication
- Maximize creativity – By using CI/CD pipelines, computers perform repetitive tasks, an automated process also frees up individual to be creative. Instead of following manual test scripts, refreshing environments, or deploying updates, you can focus on solving problems and experimenting with solutions.

The best part is we already have software developers (DevOps engineers) operationalizing and deploying to production. We can hit the ground running.