

CI/CD provides many benefits by

- creating revenue
- protecting revenue
- reducing costs
- avoiding costs

CI/CD creates revenue by

- releasing value-generating features more frequently via an automated release pipeline
- deploying to production faster without manual checks

CI/CD protects revenue by

- preventing downtime from a deploy-related crash or major bug via automated smoke tests
- quickly recovering from a production failure via automated rollbacks

CI/CD reduces cost by

- avoiding unused infrastructure resources via an automated infrastructure cleanup
- reducing developer time spent on merge conflicts via compiling after each merge

CI/CD avoids cost by

- reducing bugs in production via always running unit tests
- preventing security holes via always checking for security vulnerabilities
- preventing human errors in infrastructure creation via automated infrastructure creation