

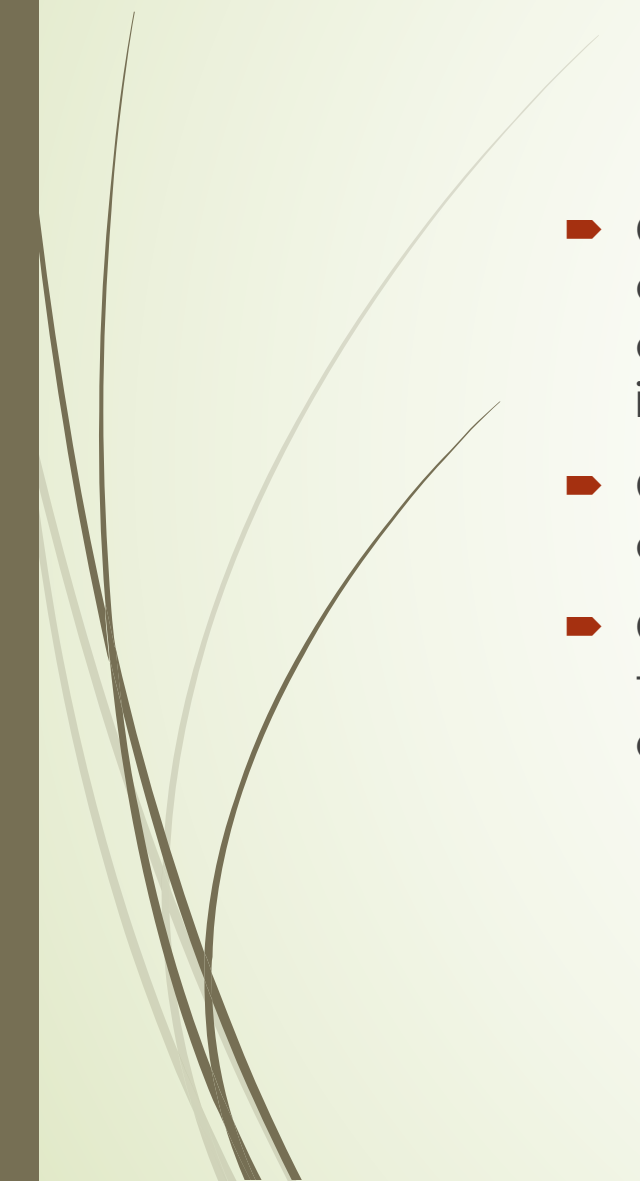


Benefits of CI/CD

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What is CI/CD?

- Continuous Integration: The process of merging code to the main development branch as often as possible. Once code has been merged, automated builds and testing is carried out to ensure that the newly introduced code does not break the branch.
 - Continuous Delivery: The process of releasing code that has been tested to a repository after automated builds and tests.
 - Continuous Deployment: The process of releasing code that has been tested to a repository and making it available in production, thus making it easier to receive continuous feedback from end-users.
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Benefits of CI/CD

- Small code changes make it easier to debug issues and rollback.
- Faster development ensures shorter release cycles.
- Continuous development helps gather user feedback, thus driving improvements and innovation.
- Automated testing ensures high quality of code.
- Automation ensures that more time can be spent on feature development rather than spending time on manual testing, debugging and rollback efforts.



Boosting revenue with CI/CD

- CI/CD helps release quality software faster.
 - With CI/CD, less manual effort is required for provisioning and rollback. Developers can focus on continuous innovation.
 - Faster releases help deploy new features to production faster, hence increasing revenue.
 - Automated rollback in case of failures ensure little to no downtime, driving revenue.
 - With CI/CD, businesses can respond quickly to user feedback. This helps keep up with changing market demands and ensuring customer expectations.
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