

Section 1: Selling CI/CD to your Team/Organization

As the topmost player in our industry, our clients have come to associate us with best-in-class software and product development. These expectations include quality products, a short software release lifecycle, and prompt resolution of issues. And they are more than willing to pay a premium value for these services.

This reputation has increased the demand for our products and services, and rightly so. However, our current software release practice isn't scaling well to this demand, evident from the number of new clients we had to turn down in the past six months alone, in addition to projects from our current clients. This could cost us in the long run, as some of these projects are being turned over to our competitors.

Our current software practices are riddled with several challenges which include, lots of manual repetitive tasks, integration hell, huge technical debt, less time delivering value, dreaded deployments, and so on.

I want to propose that we adopt the use of Continuous Integration and Continuous Delivery/Deployment (CI/CD) in our software development lifecycle. This will enable us to reduce or avoid the cost, and protect or improve revenue.

A CI/CD pipeline helps to automate the software development lifecycle as much as possible, thus freeing up time and resources to invest in value delivery. Some of these benefits are highlighted below.

- Reduce technical debt: we may not be able to eliminate technical debt, but a CI/CD pipeline will help reduce it as much as possible. Thus, reducing cost and protecting revenue.
- Faster Time to Market: CI/CD will expedite value delivery. Hence, we can onboard more clients and projects without compromising quality. This will increase our revenue and improve our market grip.
- Automated testing will ensure and enforce code quality and security thus reducing cost, protecting revenue, and increasing revenue.

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- Catching vulnerabilities early will protect the company from embarrassing conditions, thus, protecting revenue and avoiding unnecessary expenses.
- Continuous monitoring will help to reduce the Mean Time to Resolution of issues. Happier clients translate to repeat clients and more revenue for the company.
- Adopting CI/CD practices will also help bring otherwise siloed members of staff together. The more collaborative the team can be, the better the products that they will produce.
- This translates to a good working condition which would help to attract the best talents in the industry. Thus, improving the quality of the team and the products that they develop.
- Automated clean-up would help to leverage the available and relatively unlimited cloud computing resources, thus reducing cost, avoiding cost, and improving revenue.

My team and I will be willing to elaborate on the benefits of adopting CI/CD practices to reduce cost, avoid cost, increase revenue, protect the revenue of the firm, and increase our grip as the company-of-choice in our industry.