

Beating the competition with continuously delivery

Hung Tran



Mission statement:
Make significant
savings by providing
value fast

New Visitor Returning Visitor



The problem(s)

1. User's complain that we are slow to release new features and bug fix and want to leave, which means less revenue
2. Releasing bad quality code costs us more to fix!
3. Releasing into production manually always has hiccups with the potential to cause financial and reputational damage
4. We are too slow to react when things go wrong, leading to unhappy customers
5. There's too many!

A close-up photograph of a person's hands working on a circuit board. The person is using a soldering iron to solder components. The background is blurred, showing some electronic components and a workbench.

The solution

Implement CI to avoid cost
as we are able to fix bad
code early

Implement CD to avoid
human errors to avoid the
cost of manual labour

Implement proactive
monitoring to protect
revenue