

CI/CD BUSINESS PERSPECTIVE PRESENTATION

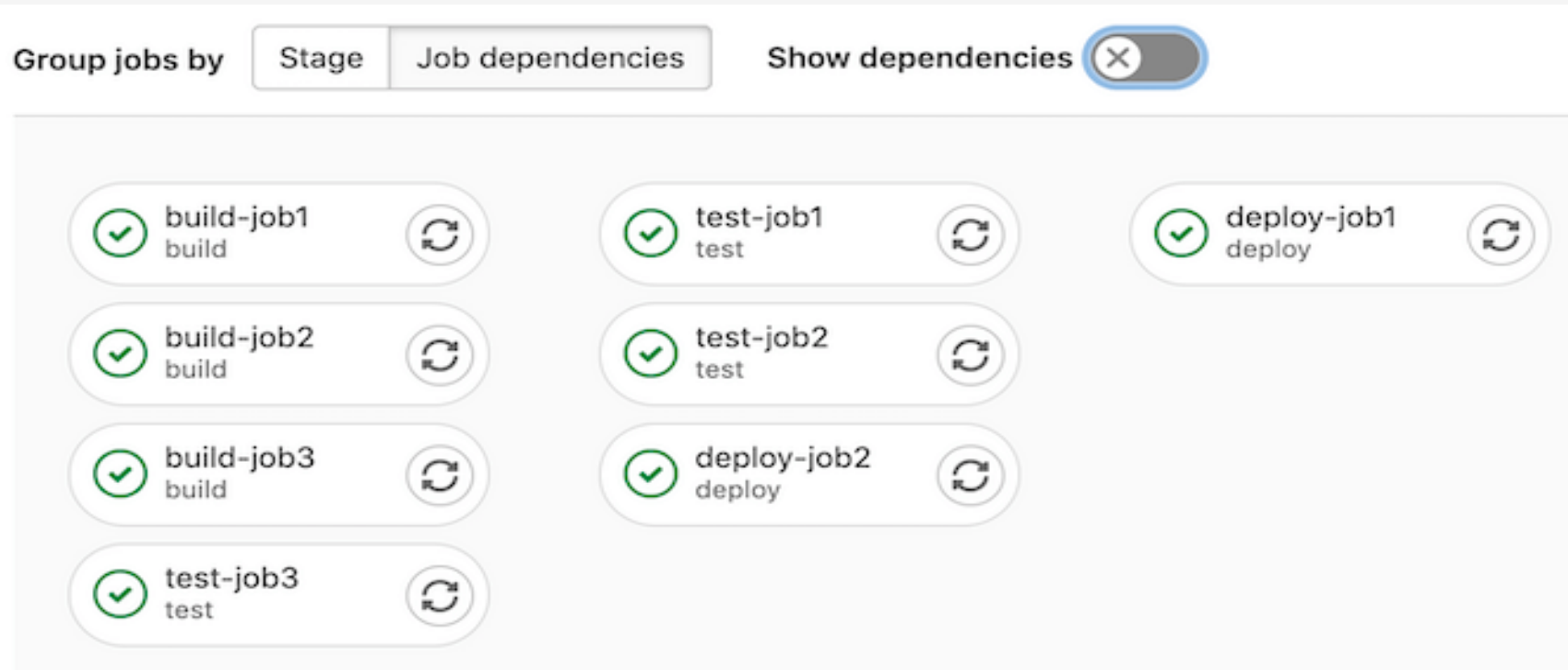
- DEFINITION OF CI/CD

A CI/CD pipeline is **a series of steps that must be performed in order to deliver a new version of software**. ... A CI/CD pipeline introduces monitoring and automation to improve the process of application development, particularly at the integration and testing phases, as well as during delivery and deployment.



CI/CD BUSINESS PERSPECTIVE

- GRAPHICAL BUSINESS REPRESENTATION OF CI/CD



BENEFITS OF CI/CD IN REVENUE

- **More responsive**
- Because CD means you can deliver every build to production, the business gets to choose whether every build goes to production. That means that the time-to-market for new features is, theoretically, just the time it takes to build and test. Responsiveness such as this works in a million ways to help the business save time and generate revenue cutting and reducing redundancy.

BUSINESS REVENUE OF CI/CD

- When the next bug comes out, you can get a fix out before lunch. If your biggest customer needs a change, you can get it done and deployed overnight. Or, if you're in charge of delivering value to existing customers this quarter, CD will allow you to do that. It helps the business solve problems quickly, fix issues as they occur, and stay on top of customer needs. Hence CI/CD is the next generation microservices tool to integrate for every DevOps system. It makes work easier and trackable. It can integrate many problem solving tools to quickly identify and fix bugs to save production cost.

BUSINESS REVENUE OF CI/CD

- **Better quality and reduced waste**
- Service quality is as important a feature as is the actual code or tangible products that your business delivers. If your releases never result in a downtime, if your software is always available, if users never find a bug, then your customers' opinions of your software will be higher, your referral rates will be higher, and your business will have won your market. This aspect of CI/CD is what endears it to the market business driven revenue. It delivers on time and always ensure it is customer centric solving many light and heavy weight bugs before they hit the market and generate metrics for it.

- **Better teams**
- CI/CD is about culture. The more your organization centers around the fundamental qualities of your software, the better the software is likely to be. Likewise, when team members are not siloed, they understand each other, and each other's work, better.
- The less they feel the individual burden of a deployment or a bug-fix or a release test cycle, the more time they have to participate in team activities, share feedback, and the more the whole team will reflect and grow. Moreover, continuous delivery encourages frequent learning, and teams that practice it will get faster over time.