




Integrating CI/CD would make features to be released faster. This would increase revenue for the company due to the fact that value is created efficiently and faster.



Using CI/CD would reduce  
deploy errors. This would save  
time for developers and overall  
cost for the company.



It prevents embarrassing or  
costly security holes by  
detecting security  
vulnerabilities early.



It protects revenue by reducing  
downtime from a deploy-  
related crash or a major bug