Continuous integration/continuous delivery (CI/CD) is a software development practice that involves continuously integrating code changes into a codebase and constantly delivering software updates to users. The goal of CI/CD is to enable faster, more reliable software delivery by automating critical parts of the software development and deployment process.

Benefits of CI/CD include:

1. Faster software delivery: CI/CD allows developers to quickly and easily integrate and deploy code changes, reducing the time it takes to get updates to users.
2. Improved code quality: By automating the build and testing process, CI/CD helps ensure that code changes are thoroughly tested before deployment, leading to higher code quality.
3. Reduced risk: With CI/CD, developers can quickly identify and fix issues in code changes before they are deployed to production, reducing the risk of disruptions or downtime.
4. Greater collaboration: CI/CD promotes collaboration between developers by making it easy for them to share code changes and get feedback from their colleagues.

To implement CI/CD for a cloud-based software product, you will need to set up a continuous integration (CI) pipeline that automatically builds and tests code changes as they are committed to the codebase. You will also need to set up a continuous delivery (CD) pipeline that automatically deploys code changes to production or staging environments. This can typically be done using tools such as Jenkins, Circle CI, or GitHub Actions.

Once your CI/CD pipeline is set up, you can automate many aspects of the software development and deployment process, including code builds, tests, and deployments. This can help you deliver software updates more quickly and with excellent reliability, improving your product's overall quality and stability and reducing cost.