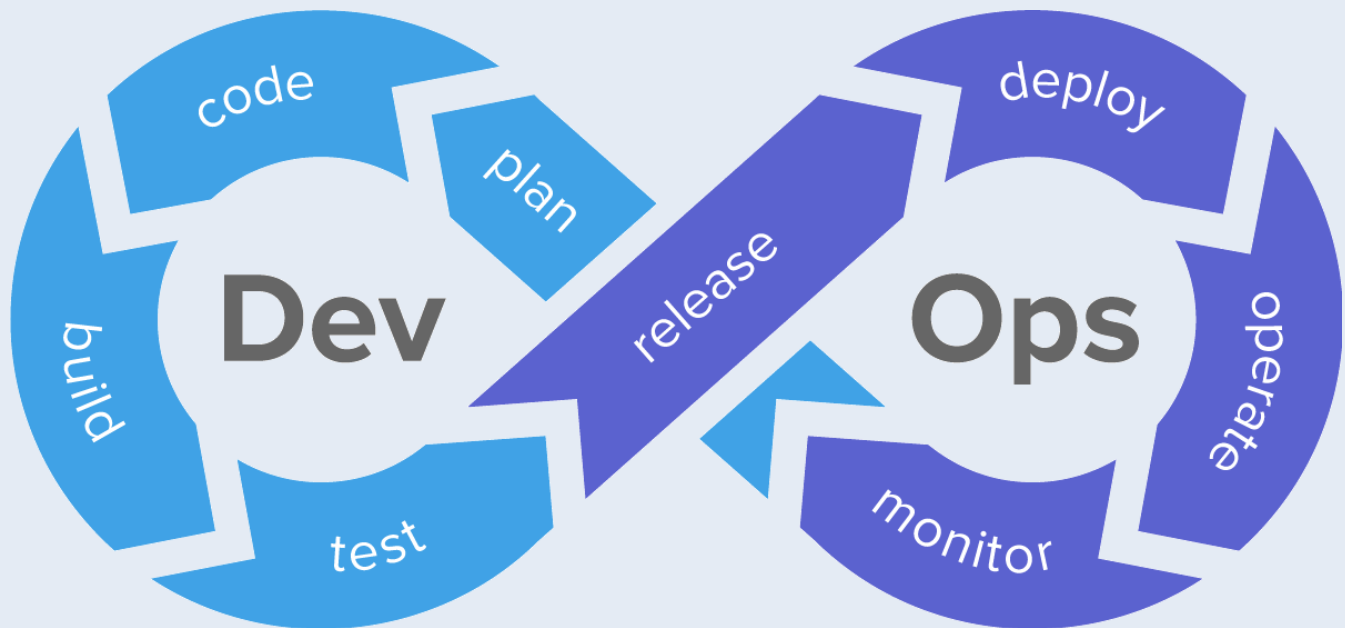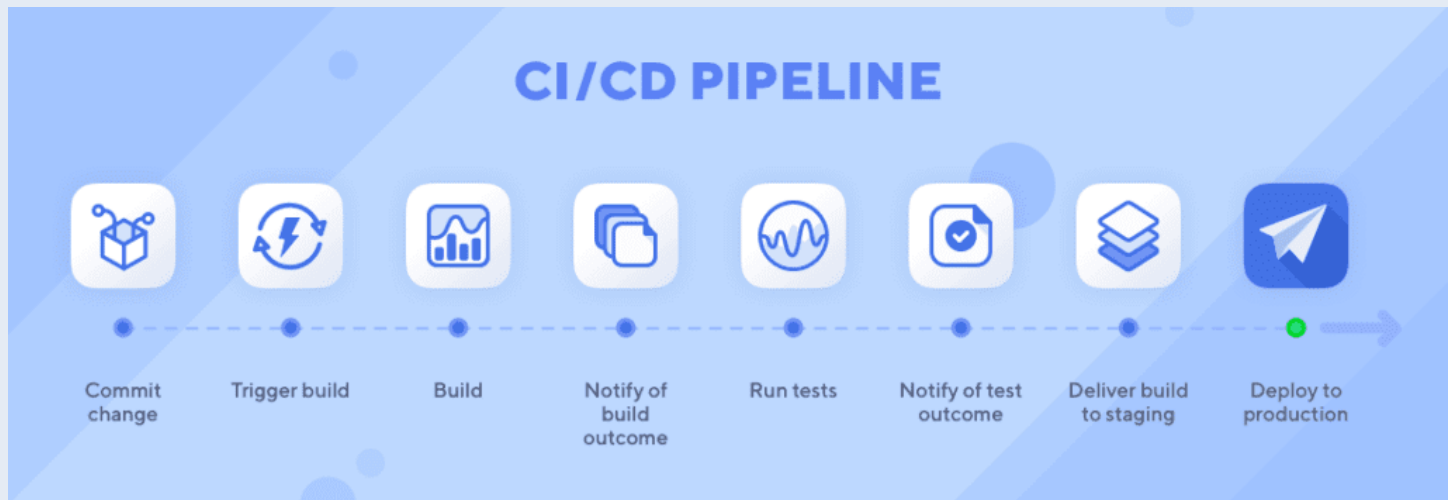# Business Benefits of CI/CD

Ibrahim M Nafea

What is CI/CD anyway?

Continuous integration/ Continuous Deployment (CI/CD)

 CI/CD is a software development practice that combines development and operations teams and their day-to-day tasks, It applies automation to developing, testing, and delivering applications and delivering values to customer, that make customer satisfy

CI/CD Pipeline

 CI/CD pipelines are a series of steps that must be completed to deliver a new software release. The aim is to improve the software delivery process by introducing monitoring and automation to improve the development and delivery process.

What are the Business Benefits of CI/CD?

Bring Products to Market Faster

Organizations that have effectively implemented CI/CD can bring new products and features to market faster and immediately start generating revenue from the features they deploy rather than waiting for the entire app to be completed (and checked manually) before they can launch.

CI/CD supports customer outcomes from a technical standpoint.

The biggest benefits of CI/CD is that it allows businesses to ensure customers receive a seamless experience and uninterrupted service. When a product goes to market, organizations typically monitor and record user activity and collect feedback from consumers. This allows them to make sure that software bugs and usability issues don't go undetected and cause lasting damage to the product's (or the company's) reputation.

Reduce Costs and Boost Profits

CI/CD is also good for the bottom line. It standardizes deployment processes across all projects, and, done right, it enables teams to systematically test every change made to the source code.

What are the Biggest Pain points?

Changing Your Organization's Culture

DevOps is all about faster releases, and the only way for it to work is to encourage communication and collaboration across departments. Developers, software architects, DevOps engineers, SRE engineers, product managers, marketing teams, and customer success all need to be willing to come together to deliver value to the customer

Innovating Faster While Reducing Risk

Shorter release cycles mean less time to build, test, and deploy changes. Having manual processes in your pipeline will only delay your release cycle. Teams need to move quickly without sacrificing quality

Manual testing is too laborious

A key element of successful DevOps is continuous integration / delivery, which depends on automated testing, CI|CD solve this problem by automate testing that make earlier fail and fix and faster deliver product to the market