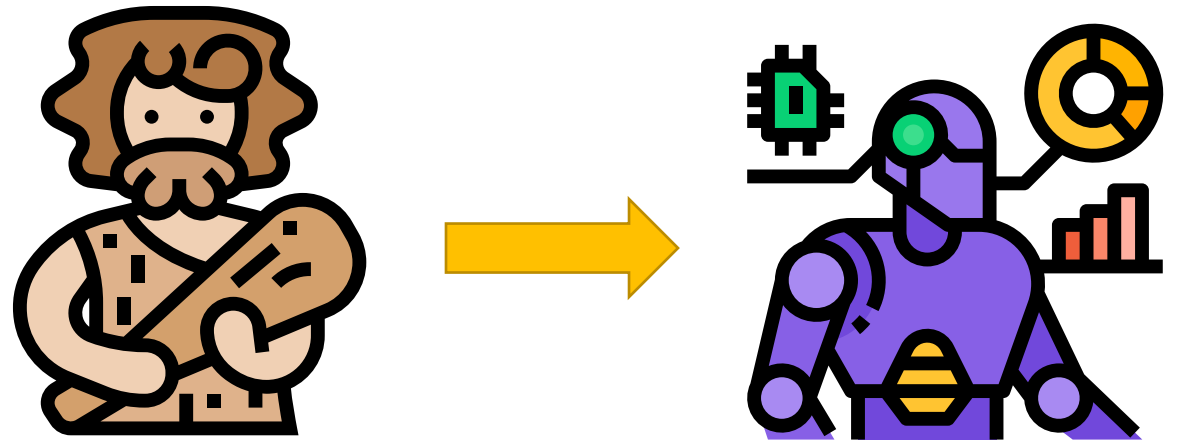# Why CI/CD?

A brief description of a business opportunity.

What is CI/CD?

- Is getting from manual, time consuming, expensive and unreliable development to automatic and reliable development.

What do we win?

Cost Avoidance

- Less bugs in production
- Prevent security holes
- Less human error
- Faster deployments

Cost Reduction

- Less developer time on issues
- Less infrastructure costs
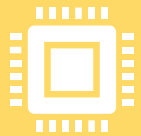
What do we win?

Increase Revenue

- Less time to market
- New value-generating features released to market

Protect Revenue

- Reduce downtime from deployment failures
- Keep the production application working

Conclusion

CI/CD allows us to move our efforts towards value creation instead of bug solving

Even though we must invest in the short term, the mid and long-term benefits are worth the investment compared to the developer costs in a non CI/CD environment