
CI/CD
UNLEASH EFFICIENCY &
ELEVATE REVENUE

Continuous Integration Continuous Deployment

Continuous Integration (**CI**) - the practice of integrating code changes from multiple developers in into a shared repository. **CI** ensures that the codebase is **always in a releasable state** and helps catch integration issues early on.

Continuous Deployment/Delivery (**CD**) – a practice of automating the process of deploying code to different environments. **CD** helps to **catch and fix issues before they reach your end users**.

A set of practices that help automate and streamline the process of building, testing, and deploying code

Benefits:

- Faster time to market
- Fewer integration and deployment issues
- Improve collaboration between developers

one

1 **Revenue Generation:**

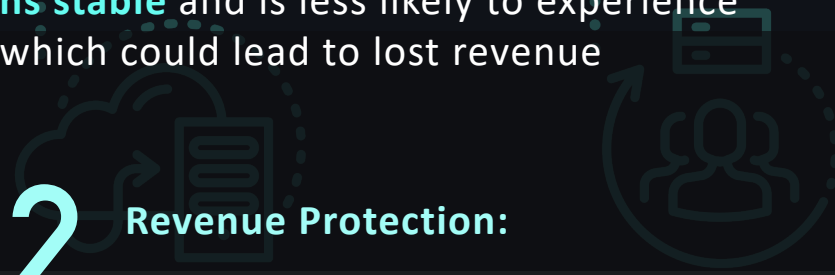
Faster time to market – by releasing new features and bug fixes faster, you can increase customer satisfaction and potentially **win more business**

Increased reliability - catching and fixing issues before they reach end users, your **software remains stable** and is less likely to experience downtimes or other issues which could lead to lost revenue

REVENUE GENERATION & PROTECTION

Automating the test/deploy process can help generate more revenue and protect against loss of revenue

two



2 **Revenue Protection:**

Fewer customer churn - delivering a more stable and reliable product, you can **reduce the likelihood of customers leaving** due to software issues

COST CONTROL & REDUCTION

Automation reduces errors, improves scalability, and cost savings

three

3 **Cost Control:**

Resource utilization - avoid overprovisioning or under provisioning of resources in order to **meet demand**

Improve predictability - gain **better forecasting** of infrastructure costs by identifying patterns in resource usage & utilization

four

4 **Cost Reduction:**

Reduce downtime costs - automated monitoring and failover systems can quickly detect and respond to issues, **reducing impacts of downtime**

Reduce infrastructure costs – automation also **reduces the need for hardware and other physical infrastructure**, by allowing for the use of cloud resources and virtualization