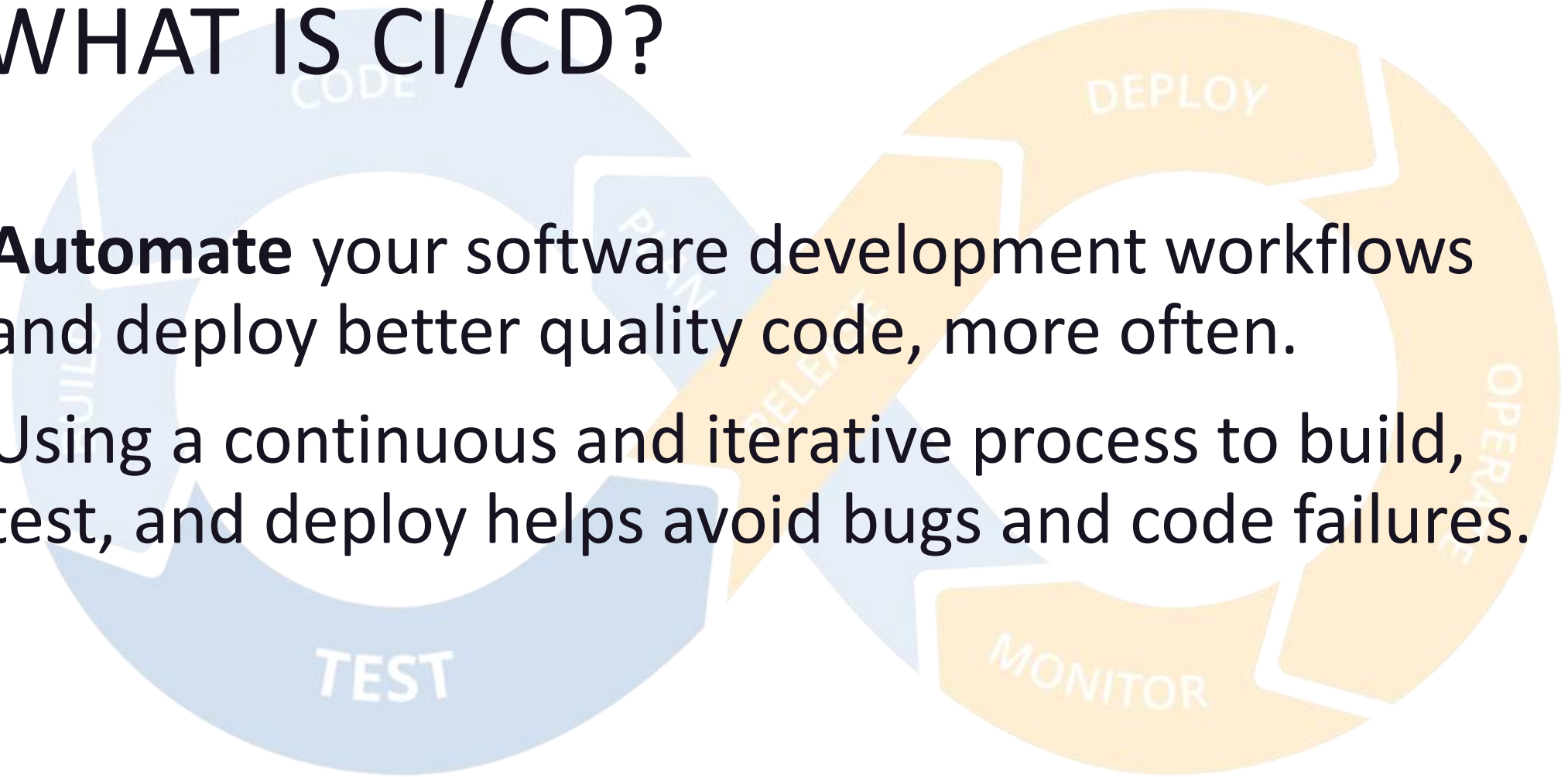# CI/CD

WHAT? And WHY?

WHAT IS CI/CD?

Automate your software development workflows and deploy better quality code, more often.

Using a continuous and iterative process to build, test, and deploy helps avoid bugs and code failures.

CONTINUOUS INTEGRATION

- Reduces code conflicts.

- Faster code merge.

- Catch compile errors after merge

WHAT'S IN IT FOR MY ORGANIZATION?

- Increase in revenue.

- Cost Reduction.

- Cost Avoidance at some cases.
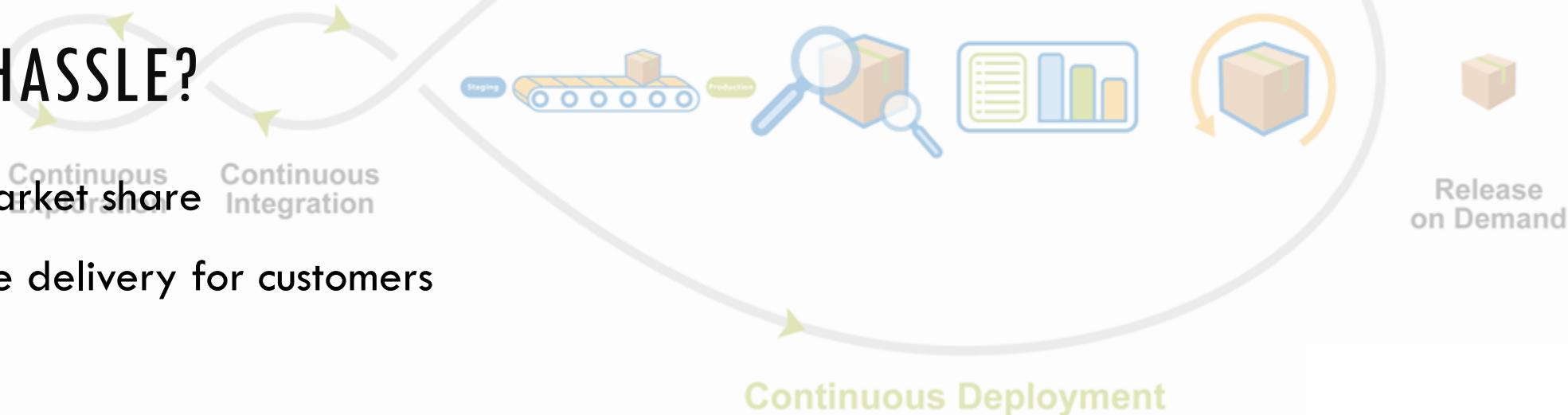
- Revenue protection

CONTINUOUS DEPLOYMENT

- Faster and more frequent production deployments.

- Avoid manual intervention by deploying to production in an automated fashion.

- Automated rollbacks in case of failure.

WHY THE HASSLE?

- Increase in market share

- Faster feature delivery for customers

SUMMARY:

Action	Value
New value-generating features released more quickly	Increase Revenue
Less time to market	Increase Revenue
Less human error, Faster deployments	Cost Avoidance
Quick undo to return production to working state	Protect Revenue