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# The Concept Of Continuous Integration, Continuous Delivery (CI/CD)

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# Continuous Delivery

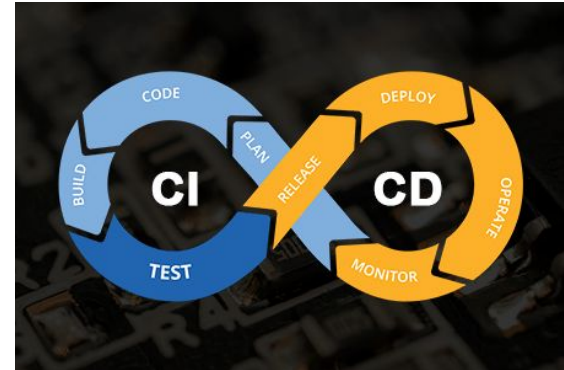
An engineering paradigm in which teams produce and release value in short cycles

# Continuous Integration

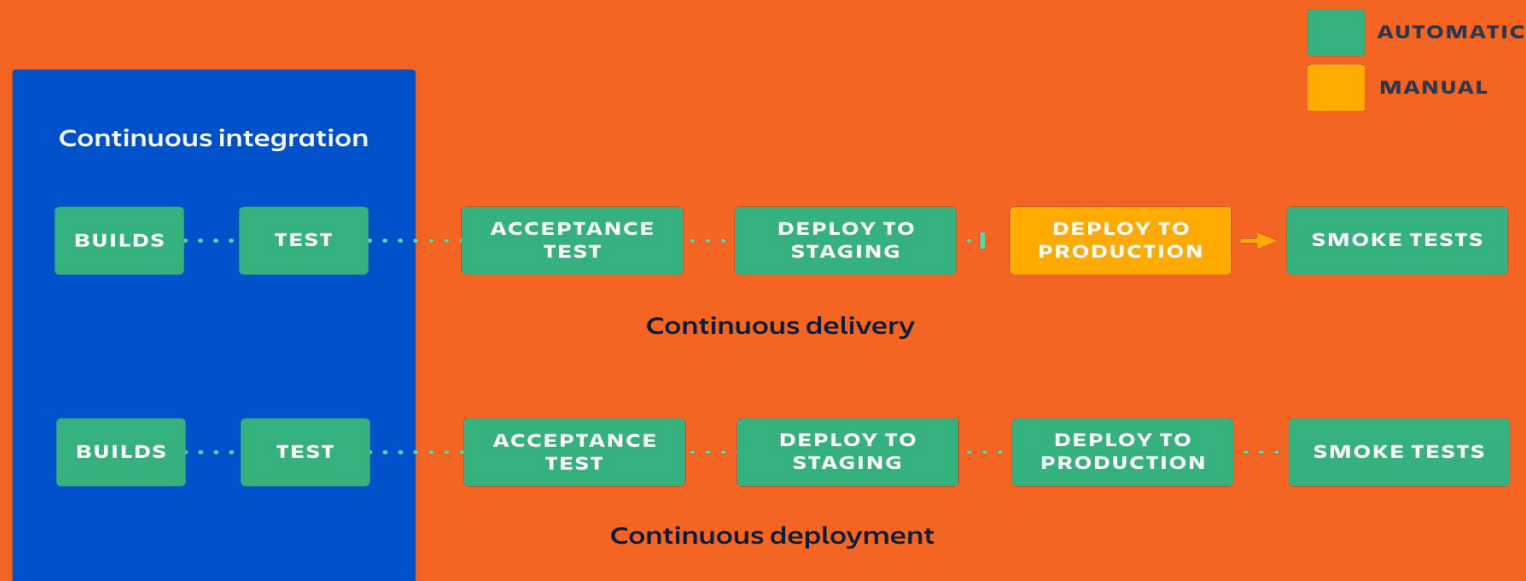
The Practice of merging all developers working copies to a shared mainline several times a day

# Continuous Deployment

A software engineering approach in which value is delivered frequently through automated deployments



# The CI/CD Paradigm Workflow



# CI/CD Business Benefits

## Revenue Increment

New value-creation  
features released  
more rapidly

Faster time to market

Customer  
Satisfaction

## Cost Avoidance

Less bugs in  
production and less  
time in testing

Few human errors,  
Faster deployments

Prevention of  
embarrassing or  
costly security holes

# CI/CD Business Benefits

## Cost Reduction

Less developer time  
on issues from  
developer code

Reduced infrastructure  
costs from unused  
resources

## Revenue Protection

Reduced downtime  
from a deploy-related  
crash

Quick rollback to  
return production to  
working state