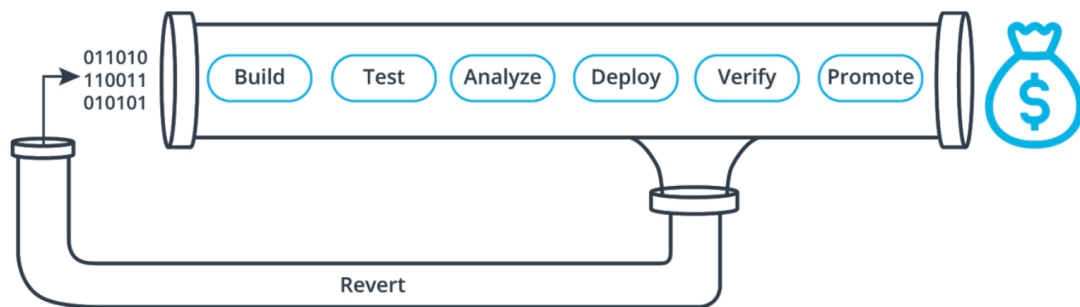**CI/CD Fundamentals and Benefits**

First of all, I would like to introduce the concept of Continuous Delivery, which is a mindset or approach in which our IT team can deliver our software and resources quickly. This constant delivery takes place through a pipeline, where at the end of each cycle we increase our revenue.

The Phases of CI/CD Pipeline

With the adoption of CICD, we will have four major good benefits:

1. Cost reduction

   - Spending less time on issues from new developer code.
   - We will have less infrastructure costs from unused resources.

2. Avoid unnecessary costs

   - Having less bugs in production, that means less time in testing.
   - Prevent embarrassing or costly security holes.
   - With all this automated cycle we have less human error and faster deployments.

3. Increase revenue

   - CI/CD allow us to deliver small releases having new value-generating features released more quickly.

- Spend less time to delivery features to the market.

4. Protect our revenue

- Reducing software downtime from deploy-related crash or major bug.
- Using CI/CD we can have a quick undo process to return production to working state.

Remembering that all these steps are automated, our team will be focused only on producing new products and functionality. CI / CD will be our main supporter to do more in less time, spend less time and deliver more results.