

# Selling CI/CD

What is CI/CD?

Continuous integration and continuous deployment (CI/CD) is a processes and capabilities that enables software changes to be delivered to users in a timely, repeatable, and secure manner by introducing automation into software development processes.

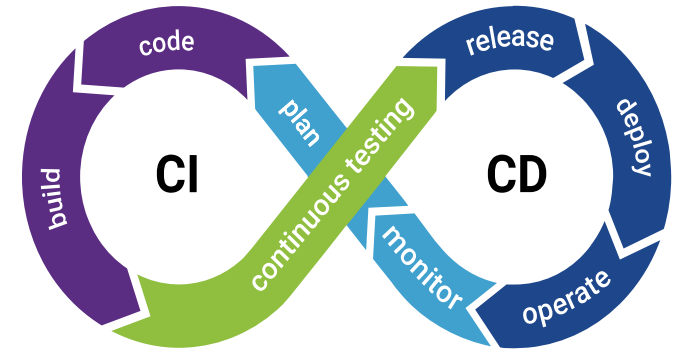
CI/CD allows organizations to ship software quickly and efficiently. CI/CD facilitates an effective process for getting products to market faster than ever before, continuously delivering code into production, and ensuring an ongoing flow of new features and bug fixes via the most efficient delivery method.



# Difference Between CI/CD

**CI (Continues Integration):** is practice that involves developers making small changes and checks to their code. Due to the scale of requirements and the number of steps involved, this process is automated to ensure that teams can build, test, and package their applications in a reliable and repeatable way.

**Continuous delivery (CD):** is the automated delivery of completed code to environments like testing and development. CD provides an automated and consistent way for code to be delivered to these environments. It is the next step of continuous delivery. Every change that passes the automated tests is automatically placed in production, resulting in many production deployments.



# Cont...

## CI value:

- Reduces code conflicts.
- Faster code merge.
- Catch compile errors after merge.

## CI Value for Organization:

- Increase in revenue.
- Cost Reduction.
- Cost Avoidance at some cases.
- Revenue protection.

## CD value:

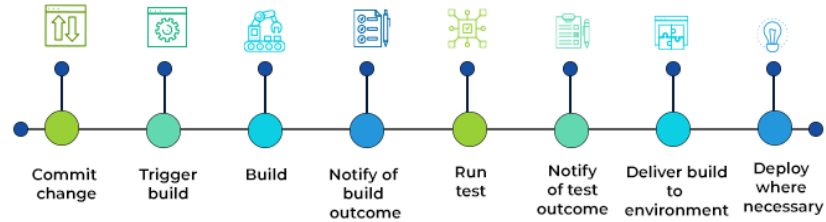
- Faster and more frequent production deployments.
- Avoid manual intervention by deploying to production in an automated fashion.
- Automated rollbacks in case of failure.

## CD value for Organization:

- Increase in market share
- Faster feature delivery for customers



## CI/CD PIPELINE



# Benefits of CI/CD



## BENEFITS OF CI/CD



**Higher Efficiency of web development:** CI/CD pipeline increase productivity and automate your process that includes deploying code to development, testing, and production environments.

**Reduce Risk of defects:** Finding and resolving defects late in the development process is costly and time-consuming.

**Faster product delivery:** With a smooth CI/CD workflow, multiple daily releases can become a reality.

**Log generation:** Observability is pivotal for DevOps. If something isn't right, you need to figure out why.

**Easier Rollback of code changes:** CI/CD pipeline is that it leads to the quick and easy rollback of code changes if there are any issues in the production environment after a release.