

Improving Value Delivery in UdaPeople

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UdaPeople can use Continuous Delivery to improve the impact

The company should use Continuous Integration and Continuous Deployment to achieve that continuous delivery impact.

- **Continuous Integration (CI)** can make the development team more competent and focused on release new features quickly, that can help the company to **increase revenue and avoid errors that cause costs** before the features deployment.
 - **Continuous Deployment (CD)** can help the team to deploy the features in production quickly without human interaction errors improving the time to market and **producing more revenue**
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Continuous Integration can help the development team to be more efficient

The developers doesn't have to use their time doing manual tests

- This can be helpful to be more productive and **avoid costs**

The CI server can actually tell the team what is wrong before it happens in production

- It can help the company to **cut bad deployment costs**

CI can help UdaPeople to release features faster

- The Team can focus on what really matters (Developing and improving features) rather than in code reviews, this can **assure best time to market, happy customers and increased revenue**
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Continuous Deployment can help to make improvements faster

The release cycle can be fast and reliable

- The CD services actually can deploy new features while maintaining old app versions, **avoiding losing revenue** caused by bad deployments

The CD process can create and inactivate infrastructure

- The process creates new infrastructure to test the new features, and destroys the old when the deployment process passes smoke tests, **cutting costs and maintaining the continuity of the business**
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