

# Introduction

UdaPeople, a revolutionary HR management software designed to help small businesses streamline their HR processes and better care for their employees.

As the software development team, our goal is to deliver new features and improvements to the UdaPeople product as quickly and efficiently as possible. However, traditional software development methods can lead to delays and errors.

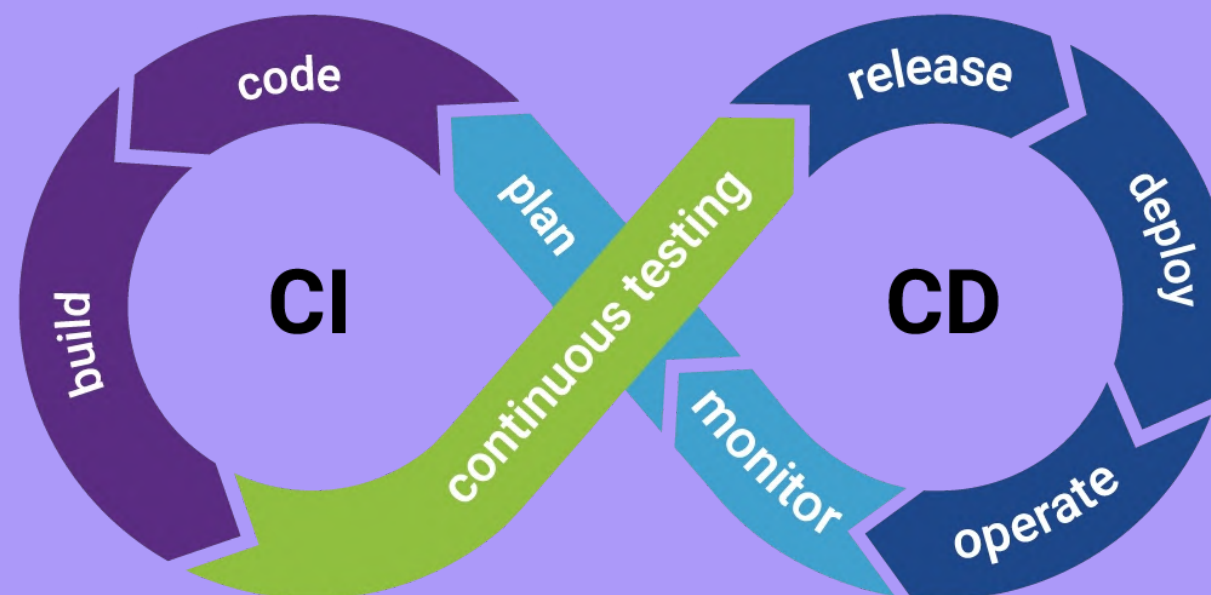
Hence the concept of CI/CD and its importance in automating the software development process.

# What Is CI/CD?

CI is the practice of automatically building and testing code changes as soon as they are committed. This helps to identify and fix problems early in the development process.

CD is the practice of automatically deploying code changes to production as soon as they pass the testing and approval process. This helps to ensure that new features and improvements are delivered to customers as quickly as possible.

The key benefits of CI/CD such as increased efficiency, faster release cycles, and improved software quality would enable UdaPeople release new features and improvements to customers faster and with fewer errors.



# CI/CD Increases Revenue

Automating the build and deployment process allows for faster delivery of new features and bug fixes, leading to increased customer satisfaction and retention, thus increasing revenue.

Regular releases and testing can help identify and fix problems before they impact customers, thus preventing customer churn and ensure customer loyalty.

Implementing CI/CD for the UdaPeople product will help increase revenue and customer satisfaction.

# CI/CD Protects Revenue

Automating testing and deployment can prevent human errors, which can also help to protect revenue. For example, by automatically deploying code changes to a staging environment before deploying to production, we can catch and fix issues before they impact customers.

There is an inversely proportional relationship between automated testing and deployment, and the reduction in downtime and software failures. The more automated the testing and deployment system is, the less downtime and software failures, and associated overhead cost.

By implementing CI/CD for the UdaPeople product, it will help protect revenue and reduce the risk of software failures and downtime.

# Conclusion

The key points discussed so far in this presentation are that CI/CD is a set of practices that aim to automate and streamline the software development process, it increases revenue by allowing for faster delivery of new features and bug fixes and by preventing customer churn and ensuring customer loyalty, it protects revenue by preventing downtime and software failures, and by catching and fixing issues before they impact customers, it also leads to improved software quality and reduced costs, hence it has a positive return on investment.

Thank you for your time and attention. I believe the implementation of CI/CD for the UdaPeople product will bring significant benefits in terms of increased revenue, protected revenue, and improved software quality. If you have any questions or feedback, please don't hesitate to contact me.

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