HOW TO IMPROVE USER TRUST AND MAXIMIZE PROFIT IN UDAPEOPLE

Introducing the CI/CD Way of Life

CI/CD is a way of delivering updates to our products through frequent release cycles

CI/CD will help UdaPeople increase customers retention, because with CI/CD, we will have fewer users leaving us to competitors due to website unavailability or recurring errors. This is because our CI/CD workflow will automatically run checks to verify that all our code works as expected. Cool right? There's more to CI/CD.

NAME

DATE

Pitch

Why Should UdaPeople Invest in CI/CD?

1. CI/CD automated tests will help us verify that all code changes work as expected, increasing reliability and customer trust.

2. Each developer on our team currently spends an average of 4 hours a week trying to merge their new code with already existing code. With CI/CD, we can reduce this time to as little as 15 minutes a week. UdaPeople developers can then spend less time merging code changes and spend more time doing what's important: building new features for our customers. This improvement will translate to huge profits for UdaPeople.

Pitch

Why Should UdaPeople Invest in CI/CD?

3. With automated deployments, we can cut down the time that it takes us to release new features from an average of 4 hours to as fast as 15 minutes. This means that features get into our users' hands faster than ever.

4. CI/CD monitoring tools, coupled with Artificial Intelligence models, can help us predict upcoming downtimes. This means less money spent of legal costs of failing to reach SLAs

Pitch

Embrace CI/CD

At a time when the world is moving faster than ever, UdaPeople needs CI/CD to keep up with the demand of our ever-changing world. What's at risk if fail to meet up with these demands? Money. Lots of money.