C I / C D   P I T C H

Continuous Integration and **Continuous Delivery**, today, has become a crucial aspect of optimizing the software product delivery pipeline. It helps to eliminate a plethora of avoidable issues, and thereby boosts efficiency, as is evident from metrics like faster product release rates, more reliable tests, reduced deployment errors, efficient error isolation, faster error resolution times, increased customer satisfaction, increased team satisfaction and a lot more of other improvements that span from contributors down to the end users.

The implementation of CI/CD practices across our developer teams here at **UdaPeople** has the potential to manifest these far-reaching benefits which will impact our operational efficiency, our financial position and our ease of operation.

Some translations of some of the ways in which these benefits can impact revenue and costs are outlined below:

- Tests and checks on production deployments can be automated. This means **faster and more frequent production deployments**, leading to a faster time to market for novel, value generating features which directly reflects as an **increase in revenue**.
- Automation of the infrastructure creation and cleanup process using the power of Infrastructure As Code will help to **avoid costs** by eliminating human creation errors, and **reduce costs** from unused or redundant resources.
- Compile **errors will be caught quicker**, leading to less developer time spent reviewing new code. This translates to **cost reductions**.
- Less bugs in production as a result of unit tests failures being caught early, translates to **cost savings** from **reduced time spent in testing**.
- CI/CD practices will also help us to **detect security vulnerabilities** and therefore **avoid costs** that may arise from embarrassing security situations like data breaches and malicious hacks.
- Automated Smoke Tests and Rollbacks will help to **protect revenue** by **reducing downtime from a deploy related crash, and by speedily reversing production back to a working state**, in the event of a job failure.

The benefits of incorporating CI/CD practices into our technical culture will ensure that UdaPeople continues to be a lean, profitable, productive and sustainable venture for all stakeholders, investors and customers.