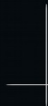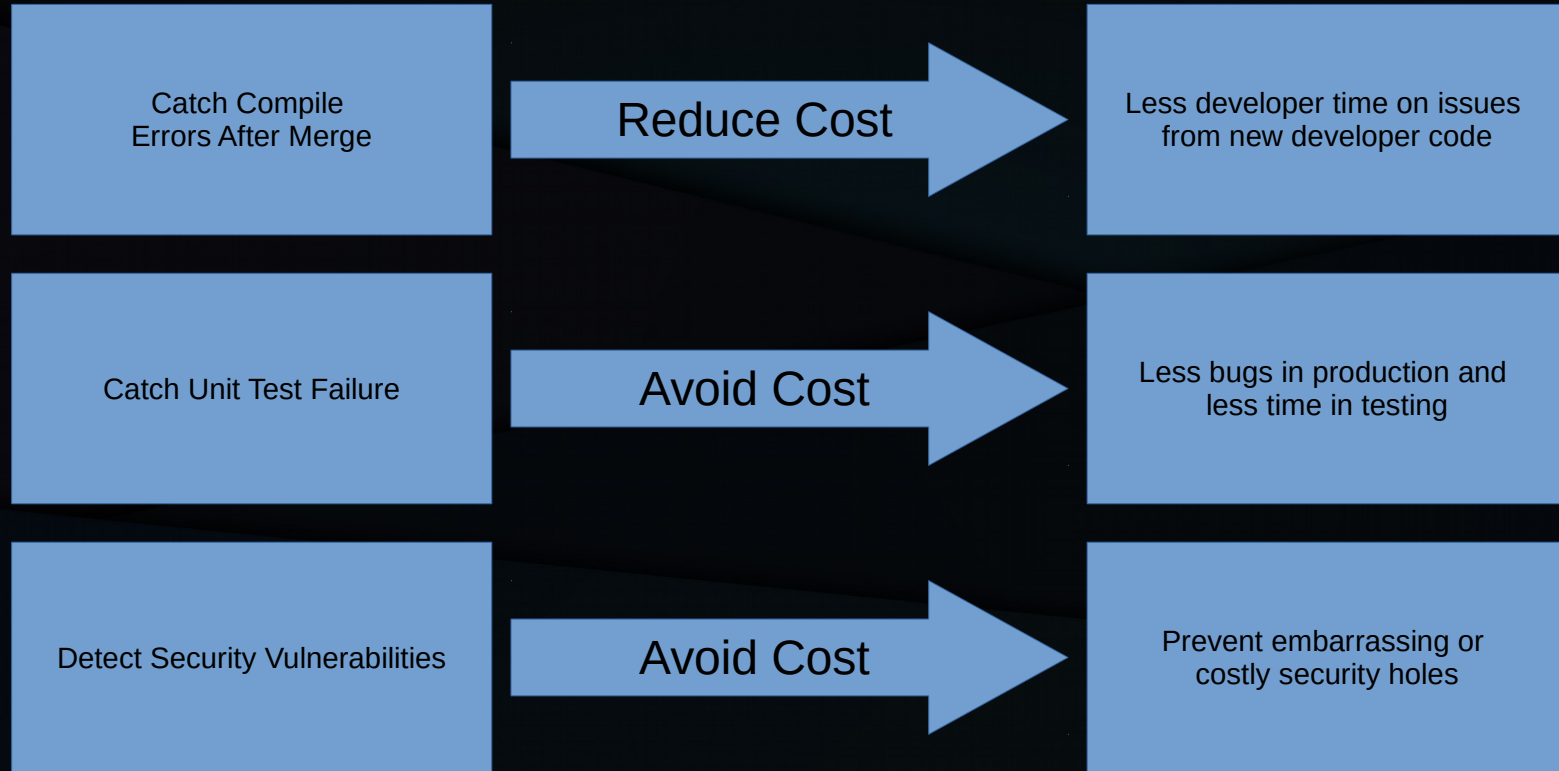# CI/CD: Supercharging deploys

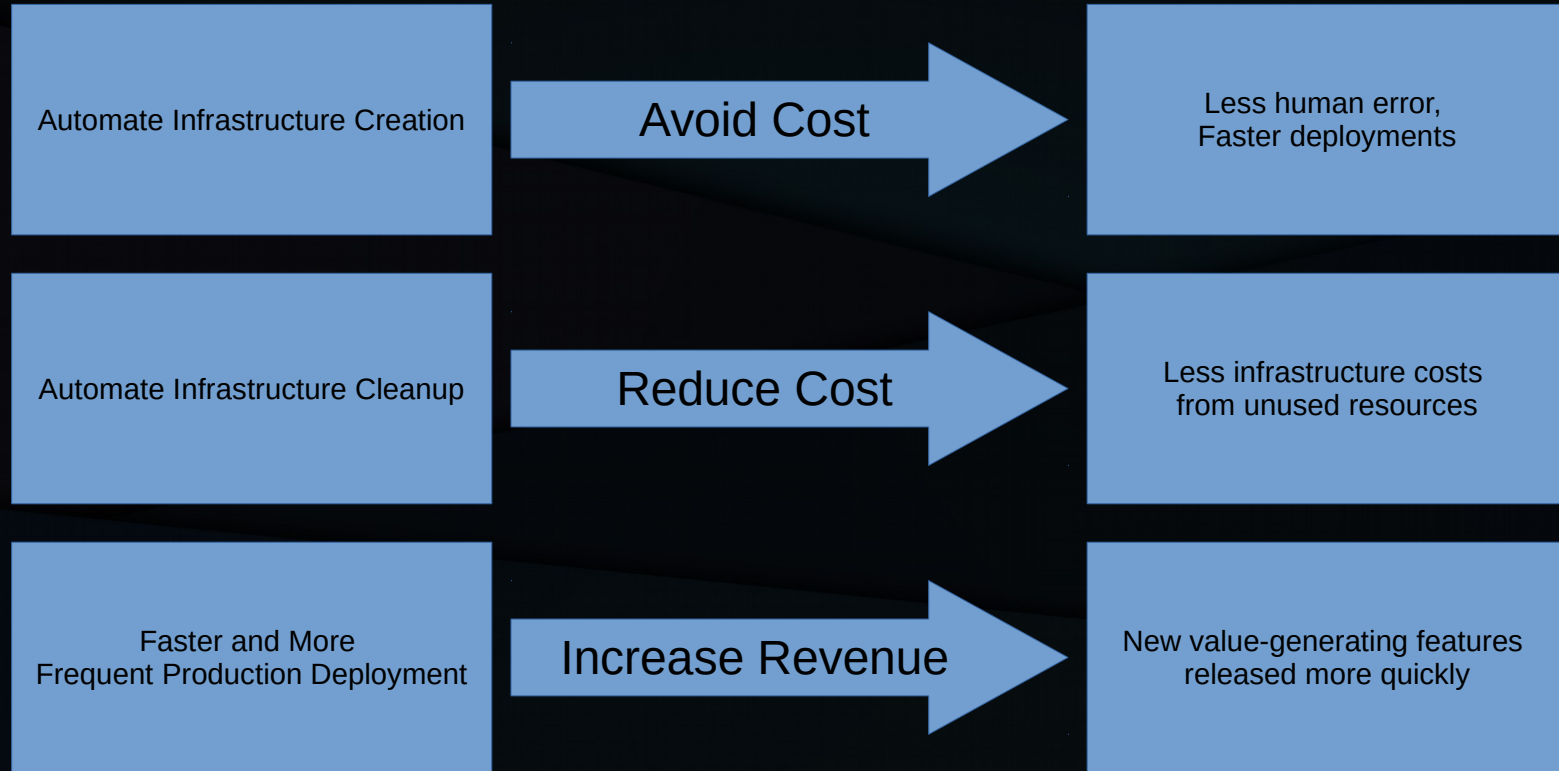- Continuous Integration (CI) will allow us to continuously integrate code into a central, easily accessible repository.

- Continuous Delivery (CD) will allow us to automatically deploy and deliver features to our end users quickly and efficiently.

- CI/CD facilitates a better consumer experience by enabling faster product delivery, bug fixes and feature releases.

- Our competition will not stand a chance!

CI/CD: Benefits

Catch Compile Errors After Merge	**Reduce Cost** →	Less developer time on issues from new developer code
Catch Unit Test Failure	**Avoid Cost** →	Less bugs in production and less time in testing
Detect Security Vulnerabilities	**Avoid Cost** →	Prevent embarrassing or costly security holes

CI/CD: Benefits

Automate Infrastructure Creation	Avoid Cost →	Less human error, Faster deployments
Automate Infrastructure Cleanup	Reduce Cost →	Less infrastructure costs from unused resources
Faster and More Frequent Production Deployment	Increase Revenue →	New value-generating features released more quickly

CI/CD: Benefits

Deploy to Production Without Manual Checks	**Increase Revenue** →	Less time to market
Automated Smoke Tests	**Protect Revenue** →	Reduced downtime from a deploy-related crash or major bug
Automated Rollback Triggered by Job Failure	**Protect Revenue** →	Quick undo to return production to working state