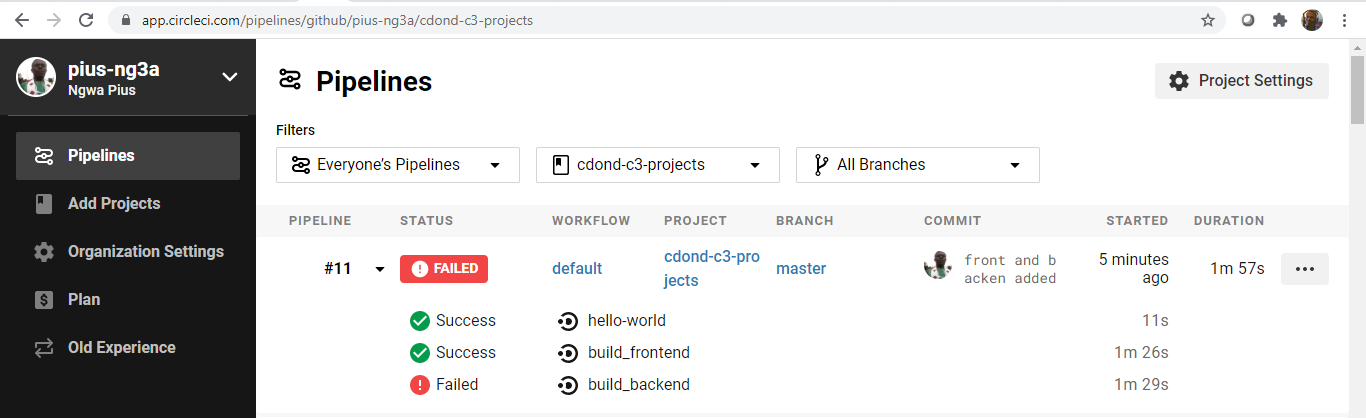
Create a proposal in document or presentation form that “sells” the concept of CI/CD to non-technical decision-makers in the UdaPeople organization. For this, you will need to step out of your technical world and step into the world of revenue and costs. You will need to translate the benefits of CI/CD from technical language to the values of the business. To appeal to what makes business people tick, you’ll need to focus your attention on benefits that create revenue, protect revenue, control costs or reduce costs.

CI/CD helps the developer teams build confidence in the work they are implementing. The philosophy of CI/CD provides the implementation and release of software features on a rolling basis. As it builds confidence in the developers’ team, the approach avails various benefits to a business model. These include:

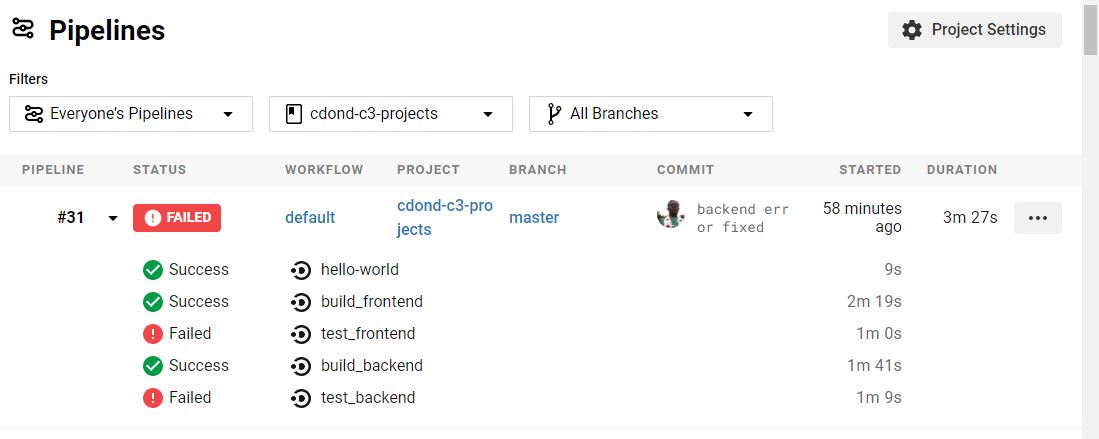
1. Developer’s confidence ensures that quality software is rapidly deployed for end users to use on time. This approach guarantees the quality of the end product as feedback will readily be implemented to meet customers’ satisfaction. Customers’ satisfaction is precondition to retention and opens doors to marketing through referrals. This will increase the revenue of the product.
2. Features are often split into smaller units and developers master them before implementing. This reduces the time of development and curtails cost incurred.
3. Metrics that tell the story of code health like coverage, complexity, code smells, code style are continuously watched and improved by the team.
4. Products rolled out with increasing features sustain the interest of users in the product. As such, stakeholders start generating revenue early enough when the full fleshed product is yet to be achieved in the future. This helps the business capture a good share of the market and have a competitive edge over other businesses. If development were to be completed before deploying the product, the initial take off inertia coupled with the delay in the release would have caused the company lose some revenue
5. Competitors may release similar products and gain grounds in the market before a business unit releases its own product if the entire product has to be ready before deployment. This poses another challenge on gaining a reasonable share of the market with great existing competition.

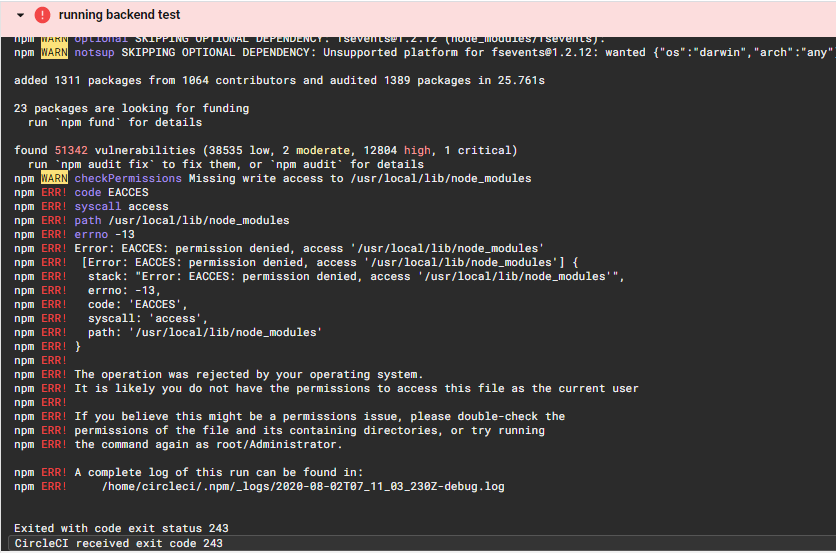
SOLUTION:

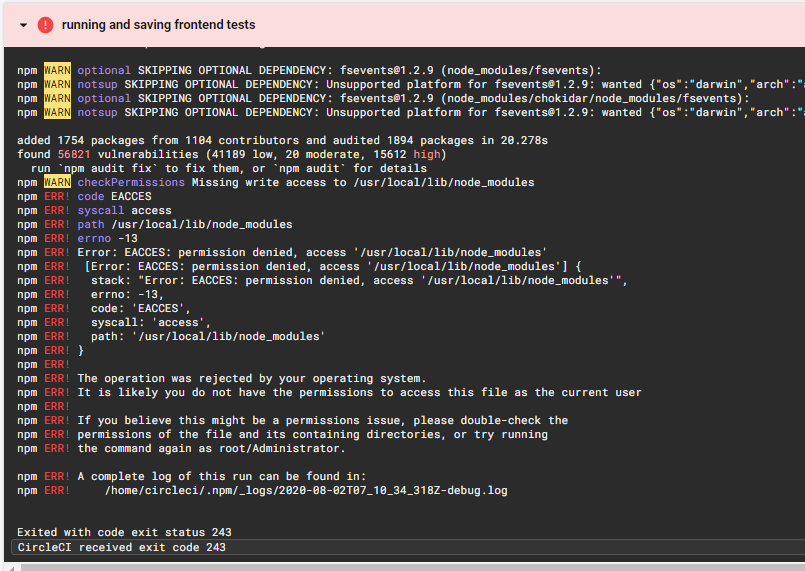
1. Building the application



Screenshot1







Screenshot2