

# PROCESS IMPROVEMENT PROPOSAL

*How can we produce and release value  
faster, more frequently, and more efficiently?*





# THE OPPORTUNITY

## CREATE REVENUE

Increasing market share and sales through better software and higher customer satisfaction

## PROTECT REVENUE

Reducing downtime from deployment crashes, bugs, and security breaches

## AVOID COSTS

Avoiding hefty non-compliance fines and reputational cost from security breaches

## REDUCE COSTS

Cutting down spending on unnecessary infrastructure costs and wasted developer time



# CAPTURING THE OPPORTUNITY

Continuous Integration

(CI)

*Continuously merging all  
code*

*and quickly catching  
errors via automation*

*then fixing defects*

*before deployment*



Continuous Deployment

(CD)

*Reliably automating  
deployment of tested*

*software*

*then managing*

*infrastructure cost and*

*performance*



Continuous Delivery:

*Producing and releasing*

*value faster,*

*more frequently,*

*and more efficiently*

# FAQS

## Is the technology the solution?

*The technology is a tool that facilitates the real solution – improved ways of working resulting in efficiencies that drive down costs and increase revenue for greater profitability and ability to serve our customers.*

## What if we don't adopt CI/CD for Continuous Delivery?

*For our ambitious moon-shot projects we need to leverage the rocket that is CI/CD to arrive our destination or else we won't remain competitive and be able to traverse our strategic roadmap.*

## How can I help?/I have more questions?/What next?

*Please reach out to me on [johndoe@udapeople.com](mailto:johndoe@udapeople.com) for more details.*