



# CI/CD

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## WHY CI/CD

Protecting the integrity of a business is very key in ensuring the business continuity that is why checks are always made to ensure standards are enforced. The Business needs to keep the trust of the clients to ensure client satisfaction which in turn results in client becoming permanent customers hence yielding revenue. CI/CD is the tool which ensures that software infrastructure of business is always of standard and follow best practises which helps in preventing situations where by critical business applications are unavailable on the internet due to events such as updates , maintenance and rollbacks.

## Benefits

1. Serve clients with new products in the least possible time.
2. Protecting Clients and revenue.
3. More time invested in creating improvements.

## Serve clients with new products in the least possible time

Oftentimes, operation teams who are responsible for releasing new versions/features of a software application are faced with issues of correctly provisioning resources for the software to run and be available on the internet. Due to that, CI/CD ensures that the process of releasing new features of a software is documented and run anytime there is an update which ensures consistency of correct deployments in least time periods.

## Protecting Clients And Revenue

It is a well known consumer behavior pattern which describes that a customer will always move to the next available vendor if the current vendor is not able to provide services.

CI/CD is a practice which ensures that the performance of software applications being used by clients are not affected in any way should there be an event such as rolling updates and new business features or values to customers.

Customers always have access to your digital platforms which ensures that sales processes are always conducted successfully increasing customers trust for the business and increasing revenue.

## More Time Invested In creating Improvements

In an environment where processes are being automated, there is enough time for business members to focus on improving the existing systems.

CI/CD seeks to automate processes for creating new software releases and have the aim as a code which can be used severally for the same operation.