

## **SECTION 1: SELLING CI/CD TO YOUR TEAM/ORGANIZATION**

Our industry-leading status has caused our customers to expect the highest level of software and product development from us. These expectations include exceptional product quality, a brief software release cycle, and quick resolution of any issues. Our customers are willing to pay a premium price for these top-tier services.

We are the top player in our industry, the go-to source for the best products and services. Our reputation is untouchable, and our clients are clamoring for more. But we all know we have a problem: our current software release process just can't keep up. We are turning away new clients left and right, and even our current clients are feeling the pinch. And the worst part? Some of those projects we are turning down are going straight to our competitors. Yikes! It's time to take action and scale up our software release process, so we can meet the demand and stay ahead of the game.

Our current software practices face a number of obstacles, including numerous repetitive manual tasks, difficulties with integration, a large amount of technical debt, a lack of time to deliver value, and problematic deployments, among other issues.

I am excited to present the concept of Continuous Integration and Continuous Deployment (CI/CD) to you, as I believe it will greatly benefit our organization in multiple ways. UdaPeople is a company that focuses on people, and it is only natural that we apply the same philosophy to our software development practices, which in turn will benefit our most valuable resource: our people.

CI/CD is a software development practice that emphasizes automation, testing, and rapid releases. It allows us to build, test, and deploy code changes faster, with less risk and higher quality, leading to more revenue, cost savings, and happier customers. In other words, CI/CD enables us to deliver high-quality software products to our customers faster and more efficiently.

### **REVENUE BENEFITS OF CI/CD**

1. **Faster Time to Market:** By implementing CI/CD, we can deliver new features and improvements to our customers much faster than before, giving us a competitive edge in the market. This leads to higher revenue, as customers are more likely to use our products and services.

2. Improved Product Quality: CI/CD emphasizes testing and quality assurance, leading to more reliable and stable software products. This can increase customer satisfaction and retention, leading to more revenue in the long term.
3. Better Customer Experience: CI/CD allows us to respond to customer feedback and requests quickly, leading to more satisfied customers who are more likely to refer new business to us.

### **COST BENEFITS OF CI/CD**

1. Reduced Manual Effort: CI/CD automates many of the repetitive and manual tasks associated with software development, such as testing and deployment. This leads to significant time savings for our development team, which can then focus on more strategic initiatives.
2. Fewer Bugs and Defects: CI/CD catches bugs and defects early in the development process, when they are cheaper and easier to fix. This reduces the cost of development and maintenance over time.
3. Better Resource Allocation: With CI/CD, we can better allocate our resources, such as developers and testers, to focus on high-priority tasks and initiatives. This can reduce the cost of development and improve the efficiency of our team.

My team and I are prepared to provide further details on how implementing CI/CD practices can lead to cost reduction, cost avoidance, revenue growth, revenue protection, and enhance our position as the top company in our industry.