Delivering high quality tailor-made solutions to address business-specific challenges requires a way to meet the rapid time constraints imposed by rivals. Embracing CI/CD is the perfect fix to shorten the time to finish a project and market new features. The shorter the development cycle, the higher the chances are to meet ambitious time-to-market goals.

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

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 Deployments	Increase Revenue	New value-generating features released more quickly
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 |