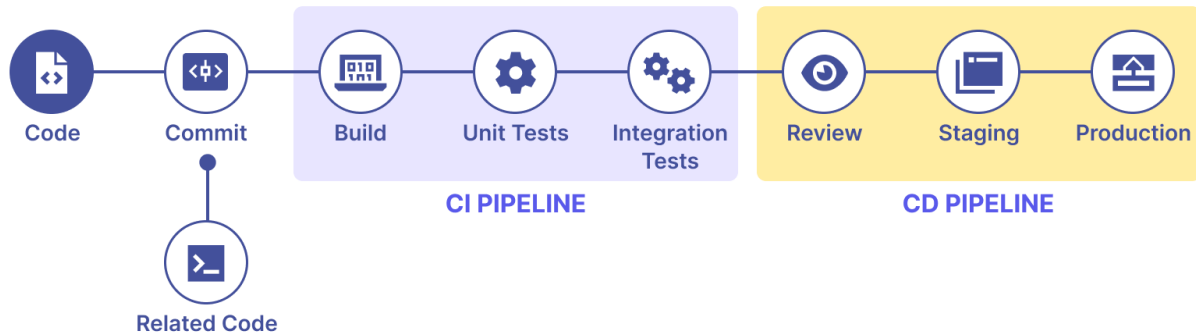


# Selling CI/CD to Business

## CI/CD Workflow:



## Continuous Integration: -

Continuous Integration(CI) is a modern software development practice in which incremental code changes are made frequently and reliably.

## Continuous Delivery: -

Continuous delivery is a software development practice that ensures a faster and stable release of the changes in the code.

## Continuous Deployment: -

Continuous deployment is a step further towards process automation. The change that passes through all the production stages is released to the client directly without the need for any human intervention.

## Business value derived from CI/CD

### Increased Revenues:

1. Features released through pipeline with less time to market
2. Increase in value generating features being released quickly
3. Quicker feedback from customers
4. Reduced downtime and easier rollback

### Cost Protection:

1. Efficiency in managing unused resources leads to saving infrastructures costs
2. Less number of production errors
3. Reducing human error by automating as much as possible.