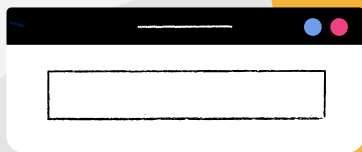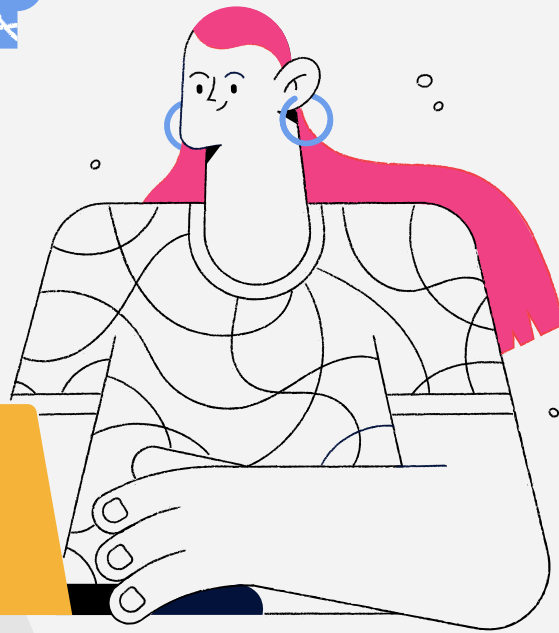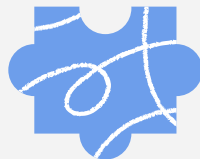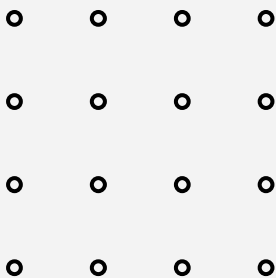# Maximizing Value with CI/CD

How to Drive Revenue, Protect Customer Satisfaction, Control Costs, and Reduce Risk
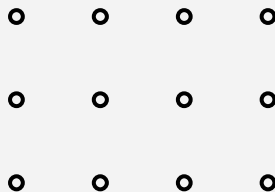
What is CI/CD?

✕

- **Definition**: Continuous integration (CI) and continuous delivery (CD) are software development practices that aim to reduce the time and effort required to deliver high-quality software products.

- **CI**: Automated process of integrating code changes into a shared repository, with automatic testing and feedback on the success or failure of the integration.

- **CD**: Automated process of releasing software updates to production environments, with the ability to roll back if needed.

- **Key benefits**: Faster time to market, higher quality, lower risk, better collaboration.
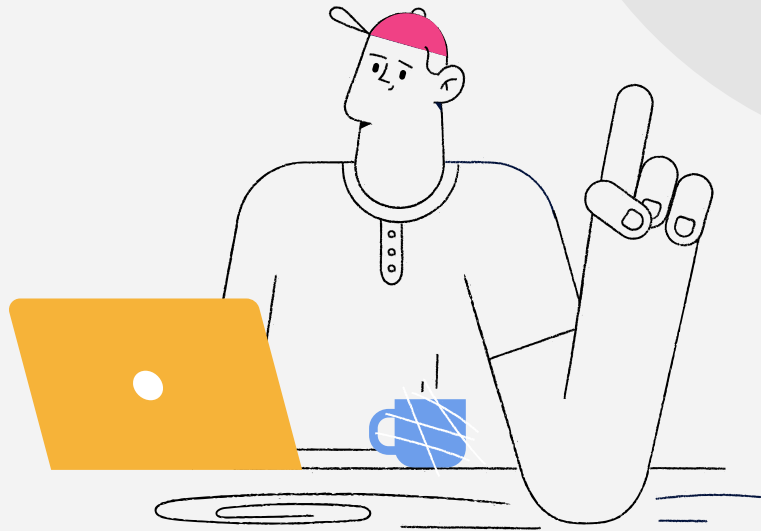
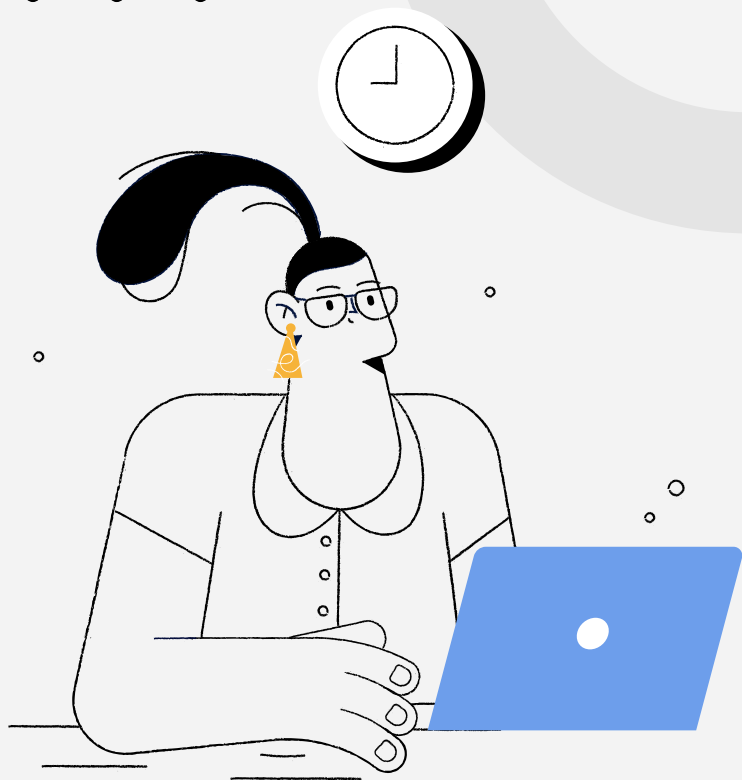# Benefits of CI/CD

Revenue

Faster releases and updates can mean more features and capabilities for customers, which can drive adoption and revenue growth

Protect revenue

CI/CD can help prevent errors and downtime, which can protect customer satisfaction and retention
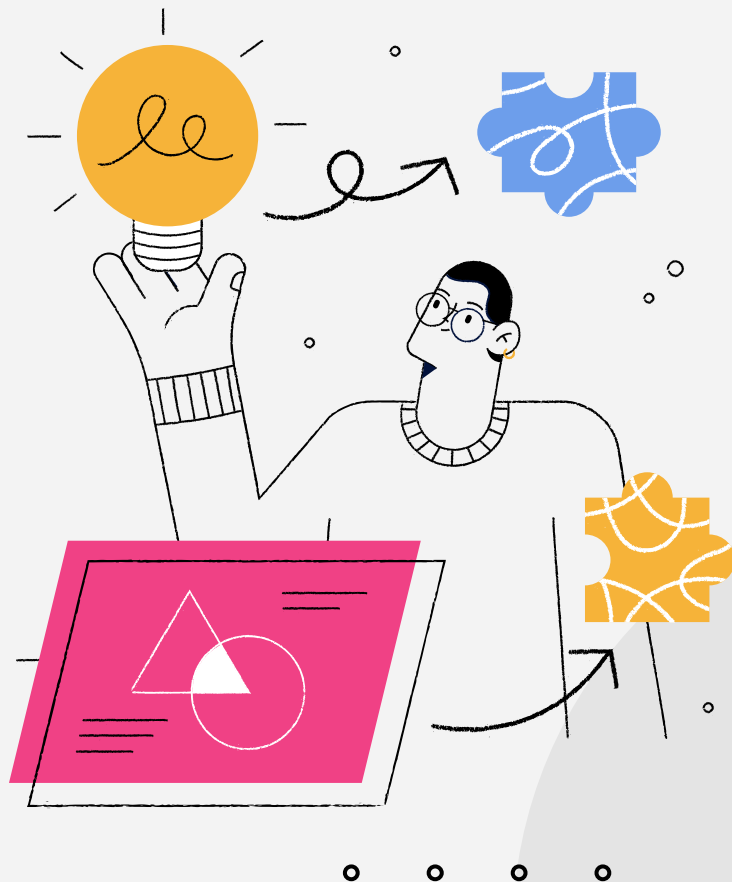
Control costs

Automated testing and deployment can reduce the need for manual testing and deployment efforts, leading to cost savings
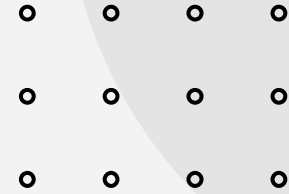
Reduce costs

CI/CD can also help reduce the cost of fixing errors and issues, by identifying and fixing them earlier in the development process

Conclusion

Powerful

It requires a strong foundation and clear goals to be successful, but the benefits are well worth the investment

Growth

It can drive revenue growth, protect customer satisfaction, control costs, and reduce risk