CONTINUOUS DELIVERY (CD) is a design practice used in software development to automate and improve the process of software delivery. Techniques such as automated testing and continuous integration allow software to be developed to a high standard that is easily packaged and deployed to test environments. The result is the ability to rapidly, reliably and repeatedly push out enhancements and bug fixes to customers at low risk and with minimal manual overhead.

Benefits of CD

- **Rapid Development**
  More frequent testing and deployment delivers new features in a matter of hours rather than days or weeks.

- **Operational Efficiency**
  Frequent development and release schedule leads to a smoother effort with less risk. Increased responsiveness leads to more favorable customer engagement.

- **Improved Quality**
  Automated QA and best-practices reduce mistakes due to manual testing and configuration.

- **Increased Business Focus**
  High level of automation creates the ability to focus on core business functions and processes.

Continuous Delivery’s frequent release events generate **CONSISTENT and SMOOTH EFFORT** + **LOW RISK**

Traditional Incremental Development’s infrequent releases lead to **INCONSISTENT and INCREASED EFFORT** + **HIGH RISK**

1901 Group experienced the following benefits (which were then passed on to a large government client) after implementing **CONTINUOUS Delivery**

- **300% FASTER**
  Time to complete 2 user stories

- **25X FASTER**
  Average time to complete 1 release

- **14X FASTER**
  Average time to complete 1 in QA

HOW CD WORKS!

For more details on how Continuous Delivery works, scan the QR code or visit the site linked below where you will find a wonderfully detailed CD visualization by Nhan Ngo, a QA engineer at Spotify.

Source concept: Praneeth Muskula | Principal Software Architect | 1901 Group

Infographic design: John Bennett | Sr. Graphic Designer | 1901 Group