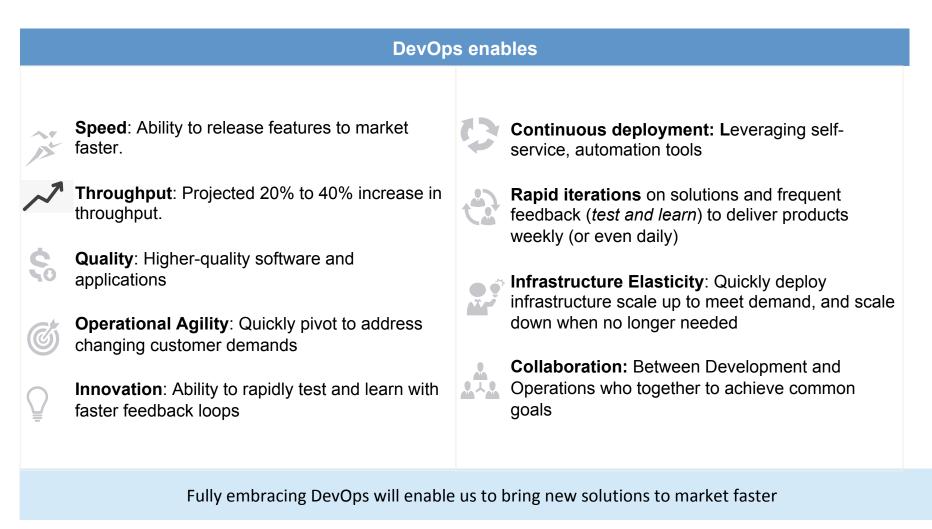# Why DevOps?

DevOps doesn't just impact software development, it enable us to address customer needs faster, increase speed to market, throughput, and improve operational agility.

DevOps enables	
Speed: Ability to release features to market faster.	**Continuous deployment:** Leveraging self-service, automation tools
Throughput: Projected 20% to 40% increase in throughput.	**Rapid iterations** on solutions and frequent feedback (*test and learn*) to deliver products weekly (or even daily)
Quality: Higher-quality software and applications	**Infrastructure Elasticity**: Quickly deploy infrastructure scale up to meet demand, and scale down when no longer needed
Operational Agility: Quickly pivot to address changing customer demands	**Collaboration:** Between Development and Operations who together to achieve common goals
Innovation: Ability to rapidly test and learn with faster feedback loops	

Fully embracing DevOps will enable us to bring new solutions to market faster