The goal of Release and Deployment Management is the scheduled transfer of changes in IT structure to the rest of the business. A release is a logical summary of all changes; a deployment is the actual implementation of these changes. Over the course of a release or deployment, the actual configuration of the IT-infrastructure is changed. The implementation of changes often leads to unavailability of IT services during the deployment process. Moreover, changing a currently operating configuration always leads to the risk that disturbances in service or limitations in availability can arise. Figure 28 shows the steps of release and deployment that can, on the one hand, ensure that the risk of disturbances is kept as low as possible; on the other hand, the timing of the deployment should ensure that users experience no or only few service limitations.

To minimize disruptions and limitations, a release and deployment plan can be created to communicate the development and deployment of a release. Typically, multiple changes are packaged and developed together in a single release. In addition to the further development and maintenance of IT components, all necessary documentation on the development and deployment of changes needs to be provided to the rest of the business receiving IT service. After development, the release is tested. In addition to the functionality of the release, one should check whether any rollbacks of the release can successfully be implemented. After successful completion of the tests, a detailed plan and the final deployment of the release is carried out. Here, all of the IT service management activities should be implemented in addition to the changes to software and hardware. This includes, among others, updating the CMDS and potentially the service catalogues, the implementation of Change Management Processes, and monitoring and modifying contracts for the provision of IT services, where necessary.