Andrea Behler

Flash Research Assignment #4

4 December, 2018

**WordPress**

Our company can realize a 3-year net benefit of $2.45 million by investing in a WordPress platform for our web development. WordPress is a website content management system that can increase the development team’s efficiency by 77.8%, which will result in savings from employee reduction.

WordPress is an open source software that can assist our website development team. A key capability of this technology is the flexibility provided by the platforms customizable plug-ins, widgets, and publishing tools. Currently, our team is starting from a blank canvas and developing code for our website entirely from scratch. WordPress provides an application framework for a website, which can cut down 77.8% of our team’s work. This increase in efficiency will decrease the time the development team spends managing the website, resulting in a headcount reduction of 7 employees.

The total three-year cost to implement WordPress is $174,000. This includes the purchase of hardware and software systems, maintenance over 3 years, and training hours for developers. Investing in WordPress will provide a total three-year benefit of $2.6 million from salaries of the foregone employees. After the costs, our company can realize a three-year net benefit of $2.45 Million

**References:**

Balkhi, Syed. “24 Must Have WordPress Plugins and Tools for Business Sites (2018).” *WPBeginner*, 27 Sept. 2018, www.wpbeginner.com/showcase/24-must-have-wordpress-plugins-for-business-websites/.

“WordPress 101: Understanding the Technical Benefits.” *THE BRAND BUILDER TOOLBOX with Virtuallinda*, 27 Mar. 2017, www.virtuallinda.com/wordpress/the-technical-benefits-of-wordpress/.

“WordPress.org.” *WordPress.org*, wordpress.org/about/features/.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Work done on WordPress | 75% |  |  |  |
| Traditional | 3 |  |  |  |
| WordPress Team | 9 |  |  |  |
| Increase in Efficiency | 77.80% |  |  |  |
| Headcount Reduction | 7 |  |  |  |
| Remaining WordPress Developers | 2 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | Year 1 | Year 2 | Year 3 | Total |
| **Costs** | | | | |
| *Hardware & Software* | $100,000.00 | $- | $- | $100,000.00 |
| *Maintenance* | $18,000.00 | $18,000.00 | $18,000.00 | $54,000.00 |
| *Training Costs* | $20,000.00 | $- | $- | $20,000.00 |
| **Total** | | | | $174,000.00 |
| **Revenues from Headcount Reduction** | | | | |
| *Salary of foregone employees* | $875,000.00 | $875,000.00 | $875,000.00 | $2,625,000.00 |
| **Total Benefit** | | | | $2,625,000.00 |
| **Net Benefit** | | | | $2,451,000.00 |