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Enterprise IT Architecture

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WordPress Proposal

This company needs to invest in the web development platform WordPress. This technology will allow the business to see a net benefit of \$2,441,000 over a span of 3 years. The efficiency provided by WordPress will allow the company to reduce headcount and total costs. 25% of new websites are created using Wordpress (Lynda).

WordPress is an open source, browser based application for web design and publishing. The biggest advantage of WordPress is that the websites do not need to be built and coded from scratch. Instead, users assemble themes, widgets and plugins that can be instantly activated or deactivated. WordPress also provides better content management both within the business and outside community. All content is published in real time regardless are how much one publishes at a time. This saves time and increases efficiency which will reduce the headcount of web developers needed.

75% of the work done by the web developers can be done more efficiently with the implementation of WordPress and those using WordPress will be 77.8% more efficient. This means that out of the 12 current web developers, 3 will continue work with traditional web development tools and the 9 that will work with Wordpress can be reduced to just 2 with the increased efficiency. The total cost of keeping things the way they are over 3 years would be \$4,500,000. Using WordPress and considering all the costs of hardware, software, maintenance, training and salaries, the 3 year total cost will be \$2,059,000. This produces a 3 year net benefit of \$2,441,000 (see figure 1).

<u>Without WordPress</u>	<u>year 1</u>	<u>year 2</u>	<u>year 3</u>	<u>total</u>
Salary	1500000	1500000	1500000	4500000
<u>With WordPress</u>				
Hardware/Software	100000	0	0	100000
Maintainence	18000	18000	18000	54000
Salary (3 Traditional Developers)	375000	375000	375000	1125000
Salary (2 WordPress Developers)	250000	250000	250000	750000
Productivity Loss/Training	10000	10000	10000	<u>30000</u>
				2059000

Figure 1:

Total Cost Without WordPress	4500000
Total Cost With WordPress	<u>2059000</u>
3 year Total Net Benefit	2441000

References

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