

Angela Gilson

#### Flash Research Assignment – WordPress

We need to implement WordPress for our company to save \$2,451,000. It is an easily adaptable platform that does not require knowledge of coding. By using this, our web developers will be able to increase efficiency leading to a headcount reduction of 7 developers.

Our web development team currently spends 100 hours using traditional technology to perform a task. This is a very time consuming process that is unavoidable using our traditional web based technology. WordPress is a platform used to design and customize websites or blogs without requiring knowledge of coding. This user friendly software has an infinite assortment of widgets, themes and plug-ins to download and create unique sites. When a developer uses a plug-in they can create an online store or social media feed. Widgets are also a tool in WordPress used to create search bars, a tag search and more. These features are completely customizable and can be tailored to any specific application. These tools can cut the hours spent on creating applications to 22.2 which increases our web development team's efficiency by 77.8%.

We can reduce our headcount to 5 developers, 2 using WordPress and 3 traditional developers. This saves our company \$2,625,000 by switching to WordPress. WordPress costs \$100,000 to install with an \$18,000 maintenance fee per year. Including salaries the three year cost will be \$2,049,000. Our revenue will increase by \$4.5 million in the next three years. Our overall three year net benefit will stand at \$2,451,000.

### As-Is Scenario

Traditional web development team – 12

Costs	Year 1	Year 2	Year 3	Total
Salaries + Benefits	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	<b><u>\$ 4,500,000</u></b>

### To-Be Scenario

Team 1 (25% of workload) - 3

Team 2 (75% of workload) – 2

Costs	Year 1	Year 2	Year 3	Total
Installation fee (including training)	\$ 120,000	-	-	\$ 120,000
Maintenance	\$ 18,000	\$ 18,000	\$ 18,000	\$ 54,000
Salaries + Benefits	\$ 625,000	\$ 625,000	\$ 625,000	\$ 1,875,000
Total	\$ 763,000	\$ 643,000	\$ 643,000	<b><u>\$ 2,049,000</u></b>

Three-year Net Benefit - **\$ 2,451,000**

### References:

“10 Benefits of Using WordPress to Power Your Company’s Website.” Aspire Internet Design, 21 September 2013. Web<<http://aspireid.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>>

Wolfe, Lahal. “Five Key Benefits of Using WordPress For Your Website.” About.com. Web<<http://womeninbusiness.about.com/od/interviews/a/Five-Key-Benefits-Of-Using-Wordpress-For-Your-Website.htm>>

“WordPress.” Wordpress.org,. Web<[wordpress.org](http://wordpress.org)>