

Amanda Krauth – 913027226
MIS 2501: Flash Research Assignment #4
WordPress

By implementing WordPress, our firm can downsize our web development team, generating \$2.45 million in three year net benefits. WordPress is an open source content management system supplied with plugins, widgets, and themes that will optimize functionality and efficiency for our web developers. Improving our developer's efficiency would allow our company to reduce salary costs with cut backs, increasing our profit without disrupting production.

WordPress utilizes an immense variety of pre-existing plugins, such as spam protection and social media widgets, to improve functionality and efficiency; a plugin is a software add-on that is installed onto a program, enabling it to perform additional features. Our web development team can recognize a 77.8% improvement in the efficiency from this capability. For example, if it takes a developer 100 hours to complete a task using our current traditional technologies, it would only take 22.2 hours to complete using WordPress. Therefore, increasing efficiency for our web developers will allow our company to downsize.

The improvement of efficiency can reduce our web development team from twelve developers to five, providing a \$2.62 million benefit. Our company will only spend \$174,000 to implement the WordPress platform, maintain the hardware and system software annually, and train two of our five web developers. By transforming to a WordPress platform, our organization can stimulate \$2.45 million in three year net benefits.

Figure 1

Traditional Web based Technologies	Year 1	Year 2	Year 3
12 developers	\$ 1,500,000.00	\$ 1,500,000.00	\$ 1,500,000.00
5 developers	\$ 625,000.00	\$ 625,000.00	\$ 625,000.00
Difference	\$ 875,000.00	\$ 875,000.00	\$ 875,000.00

WordPress Costs	Year 1	Year 2	Year 3
Cost to implement	\$ 100,000.00	\$ -	\$ -
Maintenance	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
Training 2 developers @ \$10,000/developer	\$ 20,000.00	\$ -	\$ -
Totals	\$ 138,000.00	\$ 18,000.00	\$ 18,000.00

Benefits of the conversion	Year 1	Year 2	Year 3
Traditional - Wordpress	\$ 737,000.00	\$ 857,000.00	\$ 857,000.00
		3 year net benefit:	\$ 2,451,000.00

Citations

"10 Benefits of Using WordPress to Power Your Company's Website." Aspire Internet Design. N.p., 21 Sept. 2012. Web. 16 Mar. 2015. <<http://aspireid.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>>.

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