

WordPress

If we make an investment into WordPress, our company can realize a 3-year net benefit of \$2,451,000 from increased productivity and a reduced headcount. WordPress has the ability to create a website and introduce a variety of plug-ins that will tailor our business needs. Its efficiency can headcount by seven.

The key capabilities of WordPress are the simple to use interface for website development and plug-in utilization, allowing developers to increase efficiency by 77.8%. For example, WordPress has the ability to create something as simple as a blog or as complicated as an interactive business website much quicker than a developer can. Since there are over 45,000 different plug-ins, we can customize our websites with any feature and no coding.

Implementing WordPress will give us a 3-year gross benefit of \$2,625,000 by headcount reduction. It will cost us \$174,000 for software/hardware, training, and maintenance. In return, our company will see the 3-year net benefit of \$2,451,000.

Original Web Development Team	12
New Team	3
Remaining Developers	9
Efficiency Increase	77.8%
New WordPress	2
Headcount Reduction	7

Costs	Year 1	Year 2	Year 3	Total
Hardware/Software	\$100,000	\$0	\$0	\$100,000
Maintenance	\$18,000	\$18,000	\$18,000	\$54,000
Training (2 people)	\$20,000			\$20,000
Total Costs	\$138,000	\$18,000	\$18,000	\$174,000
Benefits				
Headcount Reduction (7)	\$875,000	\$875,000	\$875,000	\$2,625,000
Total Benefits	\$875,000	\$875,000	\$875,000	\$2,625,000

3-year net benefit \$2,451,000.

Resources:

“Features.” WordPress.com, 26 Apr. 2016, en.wordpress.com/features/.

“What Is WordPress?” IThemes, ithemes.com/tutorials/what-is-wordpress/.

“10 Benefits of Using WordPress to Power Your Company's Website.” Aspire Internet Design, 26 Sept. 2017, aspireinternetdesign.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/.