

To: Mart Doyle: CIO
From: Ally Guilford
Date: 02 April 2012
Subject: WordPress

Our developers can increase our efficiency by 80% by upgrading to a WordPress development platform. Our current web based tools slow company productivity and use up valuable resources. Easy content managing and customization is provided at a low cost. By implementing WordPress, we can reduce headcount by seven employees and reduce expenses by \$2.6 million.

WordPress is an open source content management system that can dramatically increase efficiency of our company. Its many preset themes and customizable options will allow us to create a valuable product. In addition, various plugins, such as an e-commerce application and an analytics application, will help performance and efficiency. The search engine optimization application is available for better viewing of our system when being searched. WordPress is easy to edit. Changing or adding pages, posts, or sections can be done “in a matter of clicks” and editing privileges can be allocated to multiple authors (Kula). The advanced multimedia support allows us to add audio, video, pdfs, and other important documents. WordPress also has a spam protection feature that will help our company to maintain a clean and valuable website.

Our company will break up into teams, three using the current web based development tools and only two needed for the new WordPress platform. Again, we will be able to reduce headcount by seven employees. Initial costs of upgrading to WordPress include a hardware and system software, maintenance agreements, and training. Over three years, these costs will total \$174,000. After all expenses and revenues are counted, we will see an increase in revenue of \$2,451,000. Because of this, WordPress will allow us to greatly enhance company productivity and value.

References:

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