Anne McMaster

Professor Doyle

Flash Research Paper: WordPress

March 18, 2015

 By implementing WordPress, our company will realize a net benefit of $2.4 million over the next three years. WordPress is a website management platform that allows for greater efficiency due to better content management and website organization. With WordPress’s many features, our company will increase efficiency, allowing us a 7 person head count reduction and millions in savings.

 WordPress’s key capability is that it increases efficiency by allowing content organization and management through its many widgets and plugins. WordPress allows developers to quickly access, share and use data from the website at once, minimizing wasted time and increasing efficiency by 77.8%. Furthermore, WordPress’s many plugins and widgets make the platform completely customizable. This customization gives us the benefit of creating a website that tailors to our needs exactly and makes data quickly accessible.

 Implementing WordPress will cost our company $174,000 over the next three years. This cost includes implementation, annual maintenance and training. Because WordPress can increase our efficiency, our company has the opportunity to save $2.6 million in the next three years. From reducing headcount and increasing efficiency, our company will realize a three-year net benefit of $2.4 million by implementing WordPress.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Benefits | Year 1 | Year 2 | Year 3 | Total |
| Developer Salaries Before WordPress | 12\*125,000=1,500,000 | 1,500,000 | 1,500,000 | 4,500,000 |
| Developer Salaries After WordPress and Eliminating 7 Developers | 1,500,000-875,000=625,000 | 625,000 | 625,000 | 1,875,000 |
| Totals | 1,250,000 | 1,250,000 | 1,250,000 | 2,625,000 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Costs | Year 1 | Year 2 | Year 3 | Total |
| Implementation | 100,000 | 0 | 0 | 100,000 |
| Annual Maintenance | 18,000 | 18,000 | 18,000 | 54,000 |
| Training | 20,000 | 0 | 0 | 20,000 |
| Totals | 138,000 | 18,000 | 18,000 | 174,000 |
| **Net Benefit** |  |  |  | **2,451,000** |

Works Cited

“10 Benefits of Using WordPress to Power Your Company’s Website.” AspireID. 21 September 2012. Web. 18 March 2015.

Balkhi, Syed. “Squarespace vs. WordPress- Which One Is Better? (Pros and Cons).” WPBeginner. 22 September 2014. Web. 18 March 2015.

“Pros and Cons of WordPress: Open Source.” Webnology. Web. 18 March 2015.