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We have the opportunity to save $2,451,000 over a span of 3 years by investing in WordPress. WordPress serves as a collaborative, web-based platform from which content can be added or otherwise modified without technical expertise. The utilization of this software will increase the efficiency of the company’s Web Development team, allowing the company to reduce its web developer headcount and corresponding wages expense.

WordPress is an online website creation tool. By means of the internet, users can create a website with WordPress acting as a platform, and then easily upload and manage its content without having to write time-consuming code. Additional features can also be added without individuals having to program it themselves by taking advantage of plugins, or pieces of software with particular functionalities, that WordPress makes available. Ultimately, WordPress streamlines the company’s web development operations. 5 workers will be able to do the work that previously took 12 workers to do.

Investing in WordPress will yield savings of $2,451,000 in 3 years. The benefit of using WordPress is the $2,625,000 in salaries of the Web Development team it will save. The cost of the technology accumulates to $174,000 over 3 years due to hardware and software, maintenance, and developer training fees. The benefit less the cost of WordPress results in a net benefit of $2,451,000.

**Cost**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Total** |
| *Hardware & Software* | $100,000 | - | - | $100,000 |
| *Maintenance* | $18,000 | $18,000 | $18,000 | $54,000 |
| *Developer Training* | $20,000 | - | - | $20,000 |
| **Total** |  |  |  | **$174,000** |

**Benefit**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **# of Developers** | **Developer Salaries per Year** | **Salaries Expense over 3 Years** |
| *With WordPress* | 5 | $125,000 | $1,875,000 |
| *Without WordPress* | 12 | $125,000 | $4,500,000 |
| **Difference** | 7 | - | **$2,625,000** |

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