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Flash Research Assignment: Wordpress

Our Web Development team can use Wordpress to give the company a three-year net benefit of $2,451,000. According to our research, 75% of their work can be done through this content management system, which would be a much faster process. This platform can help us achieve a 77.8% increase in efficiency.

Wordpress is an open-source website creating tool. It is one of the most powerful and easy to use website and blogging content management systems. The platform is used by many news outlets and Fortune 500 companies. Wordpress is written in the programming language of PHP. It doesn’t require any coding and comes with a multitude of plug-ins to customize to the company’s needs. This CMS can help the company achieve a 77.8% improvement in efficiency.

The implementation of Wordpress will require a purchase of new software and hardware that will cost $100,000 with maintenance of $54,000 over the three-year period. Also the training for the 2 developers that will be on the team using Wordpress will cost $20,000. The efficiency of the new platform will allow us to downsize the team from 12 developers to five developers over three years; this headcount reduction will give the company a benefit of $2,625,000. This will leave us with a net benefit of $2,451,000 over a three-year period.

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| --- | --- | --- | --- | --- | --- |
| **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) |  | $20,000 | $0 | $0 | $20,000 |
|  |  |  |  |  | $174,000 |
| **Benefits** |  |  |  |  |  |
| Headcount Reduction(7) |  | $875,000 | $875,000 | $875,00 | $2,625,000 |
|  |  |  |  |  | $2,625,000 |
| **Net Benefit** |  |  |  |  | $2,451,000 |

Sources

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“What Is WordPress? A Simple Tutorial Video by WP101.Com.” *WordPress Tutorial Videos by WP101*, [www.wp101.com/tutorial/what-is-wordpress/](http://www.wp101.com/tutorial/what-is-wordpress/).

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