Flash Research Assignment #6: WordPress

By shifting the majority of our development team to the WordPress platform, which is an open source, web-based content management system, there will be a 77.8% improvement in efficiency and three-year net benefit of $2,451,000. Traditional web technologies are bogging down our business and wasting valuable development time. This new platform will save development time mainly through its template system, database of plugins. and community of support.

WordPress is largely free and open source, meaning that there is no licensing fee and all developers can use and change the software in any way that they want. Its key capabilities as a content management system tool involve its themes, plugins, and community support. There are thousands of pre-made themes available to alter the appearance and functionality of a website, as well as thousands of plugins in the WordPress database which add features that can be custom tailored to our business and needs. Both of these aspects of WordPress can be edited internally by both our developers, in any way they see fit, as well as the large community of WordPress users that support and maintain the software. Compared to traditional web development, WordPress will never be able to accurately implement every single feature or aesthetic that a user may want 100% of the time (it's only downfall), but for what it can do it saves a lot more time and effort than doing it the old-fashioned way.

Based on research, we believe that 75% of the work currently being done by the Web Development team could be done much more efficiently using the WordPress platform, with an additional 77.8% improvement in efficiency for those who switch to the platform. This would allow us to split our team of 12 developers; 2 would switch to WordPress, and 3 would remain with traditional web technologies to allow us to implement anything that WordPress wouldn't be able to accomplish. That would allow us to fire 7 unnecessary employees. Beyond these cost savings, the investment would merely require the purchase of necessary hardware and system software, the yearly maintenance of those systems, and the training of the 2 new WordPress developers (along with the associated loss in productivity during this time). In total, the 3-year cost would be $174,000, the 3-year savings would be $2,625,000, and the 3-year net benefit would be $2,451,000. As evidenced, the benefit completely outweighs the cost; there is

absolutely no reason not to invest in WordPress development to maximize efficiency in our organization.

Works Cited

"WordPress Codex." *Main Page « WordPress Codex*. N.p., n.d. Web. 31 Mar. 2014. <https://codex.wordpress.org/>.

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"Plugin Directory." *WordPress › WordPress Plugins*. N.p., n.d. Web. 31 Mar. 2014. <http://wordpress.org/plugins/>.