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To: CIO Mart Doyle

Subject: WordPress

By upgrading our traditional web based technologies to WordPress, we can decrease costs by \$2.45 million over the next three years. WordPress will allow our developers to complete tasks faster through its user-friendly interface that makes creating and updating websites much easier. Therefore, by investing in WordPress we will increase efficiency while decreasing costs.

WordPress is a free, web-based software program that allows users to build their own websites. It is considered a Content Management System, meaning it can be used to run full-sized business websites. Users customize their webpages with themes to tailor the design, widgets to add content and features, and plug-ins to extend the functionality of WordPress and tailor the site to their specific needs. WordPress offers an easy to use, intuitive interface that reduces the overall time our web designers spend on formatting. No knowledge of HTML or PHP is needed, allowing WordPress to offer a fast learning curve. WordPress also allows for better time management because users can add content ahead of time and schedule when they want the content to post. WordPress's easy to use interface will decrease our overall time spent on updating our clients' websites.

By investing \$174,000 over three years in WordPress hardware, software, and training we will achieve a three year net benefit of \$2.45 million. WordPress will improve our efficiency by 80%, allowing us to decrease our headcount by 80%, which will result in a three year benefit of \$2.63 million. WordPress is a technology worth investing in because we will be able to decrease the number of hours spent updating and modifying our website, resulting in higher efficiency and lower costs.

### Cost Breakdown

Developers	12
Salary	125000
New Efficiency	80%
Members of each team	6
Decrease in Developers	7
Remaining Wordpress Developers	2
Costs	
Hardware and software	100000
Maintenance agreement	18000
Developer training	10000
Number of developers to be trained	2

### 3 Year Outlook

	Benefit	Cost	Net Benefit
Year 1	875000	138000	737000
Year 2	875000	18000	857000
Year 3	875000	18000	857000
<b>Total</b>	<b>2625000</b>	<b>174000</b>	<b>2451000</b>

### Works Cited

- "10 Benefits of Using Wordpress to Power Your Company's Website." Aspire Internet Design, n.d. Web. 08 Apr. 2013. <<http://aspireid.com/aspire-id-blog/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>>.
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