

By having our web development team use WordPress, we can improve project productivity by 77.8% and generate a net benefit of \$2,451,000 over three years. Utilizing WordPress will allow us to reduce headcount in our web development department while allowing us to finish projects in less time

WordPress is a content management system that allows for efficient and less intensive web design. WordPress has a large library of supported themes and plugins that can be used to create sites quicker. Using WordPress will help us reduce the amount of time we spend on projects by 77.8%, which shows that it is far more time efficient than traditional web design. For example, projects that would take 100 hours with traditional web development would only take 22.2 hours with WordPress. Additionally, this will allow us to reduce headcount while still being able to complete projects in less time.

The costs for utilizing WordPress will be \$174,000 over a three-year period, which consists of the cost for implementing WordPress, maintenance costs, and costs for training. The benefit over three years will be \$2,625,000 which is made up of the reduction of salaries after headcount reduction. As a result, we will generate a net benefit of \$2,451,000 over that same three-year period.

References

Jackson, B. (2018, October 16). What Is WordPress? Explained for Beginners. Retrieved from <https://kinsta.com/knowledgebase/what-is-wordpress/>

Muriuki, F., R., V., Devesh, Adriano, Porter, M., Elijah, . . . Nivedita. (2017, July 05). What is WordPress? Why is it Free and How does it work? Retrieved from <https://www.wpkube.com/what-is-wordpress-why-you-should-use-it/>

Thomas, M. (2018, September 17). 8 Benefits of Using WordPress | Bluehost. Retrieved from <https://www.bluehost.com/blog/wordpress/8-benefits-of-using-wordpress-9894/>