**Flash Research Assignment: WordPress**

Our company has the chance to seize a net benefit of $2.45 million over a span of three years by investing in WordPress. WordPress is an online, open source tool used to create websites. By implementing WordPress, our web developers would be able to accomplish projects with a 77.8% increase in efficiency, meaning a task that normally takes 100 hours to complete would only take 22.2 hours to complete with WordPress.

The key capability of WordPress is increased efficiency, which is accomplished through the use of widgets, plugins, and other features, that improve the web publishing process. WordPress offers an assortment of widgets and plugins already created by other developers that reduces our time spent developing. As a result, we could reduce our Web Development team headcount by seven due to the decrease in time and resources used by our company.

This conversion to WordPress would benefit the company $2.625 million over a three-year period by reducing our number of web developers.. The three-year costs would be $174,000 for installation, hardware, maintenance, support, and training. Overall, improving our web platform would lead to a three-year net benefit of $2.451 million.

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| --- | --- | --- | --- | --- |
| **Costs** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| Hardware/software | $100,000.00 | - | - | $100,000.00 |
| Maintenance | $18,000.00 | $18,000.00 | $18,000.00 | $54,000.00 |
| Training | $20,000.00 | - | - | $20,000.00 |
| **Total Costs** | $138,000.00 | $18,000.00 | $18,000.00 | $174,000.00 |

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| --- | --- | --- | --- | --- |
| **Benefits** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| Headcount reduction | $875,000.00 | $875,000.00 | $875,000.00 | $2,625,000.00 |
| **Total Benefits** | $875,000.00 | $875,000.00 | $875,000.00 | $2,625,000.00 |
|  |  |  |  |  |
| **Net Benefits** | $737,000.00 | $857,000.00 | $857,000.00 | $2,451,000.00 |

Works Cited

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Wolfe, Lahle. “Learn About the Five Key Benefits of Using WordPress for Your Website.” *The Balance*, 17 July 2017, www.thebalance.com/five-key-benefits-of-using-wordpress-for-your-website-3515362.