

Flash Research Assignment: WordPress

Prepare a paper for the CIO which describes this technology and describes the business case for making investments in WordPress based on the following scenario:

You are the IT Development Manager for a mid-sized financial services organization. You have a dozen developers on your Web Development team. The average annual cost for these developers (salary plus benefits) is \$125,000 per year. All of these developers are experts with traditional web-based development tools but have never used WordPress.

Based on your research, you believe that 75% of the work currently being done by the Web Development team could be done much more efficiently using the WordPress platform. You decide to split your Web Development team in two (not in half) with one team continuing to focus on the applications which will require traditional web-based technologies and a second team that will focus on the applications which will be developed on the WordPress platform. Again, based on your research, you believe that you can realize a 77.8% improvement in the efficiency of your web developers by using the WordPress platform instead of traditional web platforms (what I mean by this is, if it takes a developer 100 hours to complete a task using traditional technologies, it would only take 22.2 hours to complete this task using WordPress.)

You will need to purchase some hardware and system software (Windows Server operating system and Microsoft SQL Server). You will need both a development and a production system. The total cost for the hardware and system software is \$100,000. In addition, you will need to purchase hardware and a software maintenance agreement for these systems which will cost you an additional \$18,000 per year. Finally, the developers will need some training and will experience a loss in productivity during the time it takes them to learn how to use WordPress. This training and lost productivity will cost you approximately \$10,000 per developer.

This organization evaluates all investments over a period of three years.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

Through the implementation of WordPress our firm will experience a three-year net benefit of \$2.5 million. WordPress is a customizable Web publishing application, content management system and blogging tool used for developing web-based applications. Implementing WordPress will increase Web Development efficiency allowing headcount reduction.

WordPress is a completely customizable content management system that enables web application development. WordPress integrates numerous plugins, widgets, and themes, which all allow the 'integration of third-party code snippets.' This integration is what allows for complete customization of web-based applications. The presence of these customizable widgets and plugins increases web development efficiency by 77.8%, reducing the average time spent on a task. For example, currently, when creating a website or another web-based application, web developers build every piece from scratch, meaning that every piece of code is mechanically written out and applied. When using WordPress, our web developers will be able to start every task with a template that can then be customized to fit our needs. This allows for projects to be completed faster and more efficiently.

Through WordPress and its capabilities we can increase the efficiency of our Web Development team by 77.8% allowing the reduction to our Web Development team from 12 employees to 5 employees. This reduction allows our company to experience a total benefit of \$2.6 million over three years. WordPress presents a three-year cost of \$174,000, which includes the initial implementation and training costs, as well as maintenance. Overall, WordPress will help our company achieve a three-year net benefit of \$2.5 million.

	Year 1	Year 2	Year 3	Total
Before WordPress (12 web developers)	\$1,500,000	\$1,500,000	\$1,500,000	\$4,500,000
With WordPress (5 employees)	\$625,000	\$625,000	\$625,000	\$1,875,000
			<i>Three Year Benefits</i>	\$2,625,000

	Year 1	Year 2	Year 3	Total
Loss In Productivity and Training Costs -2 employees-	\$20,000	\$0	\$0	\$20,000
Hardware and Software Implementation	\$100,000	\$0	\$0	\$100,000
Maintenance	\$18,000	\$18,000	\$18,000	\$54,000
			<i>Three Year Total Costs</i>	\$174,000
			<i>Three Year Total Benefits</i>	\$2,625,000
			<i>Three Year Net Benefits</i>	<u>\$2,451,000</u>

References

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