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MIS 2501 **WordPress Flash Research Assignment**

By investing in Microsoft WordPress we have the opportunity to generate an additional $2,451,000 in revenue. WordPress makes developing and managing our web-based technologies and applications seamless with higher accessibility and built-in management and administrative tools. Our company needs to invest in WordPress to eliminate the inefficiencies within the Web Development team that are hindering our profit margins.

Microsoft WordPress will make the web development and application management of our technologies much more efficient. Because it is browser-based, developers can access it at any time from any device. It includes administrative features that can assign specific roles to users and assign rights to respective users as well. All direct connections are made via File Transfer Protocol, so we have the ability to edit our files directly from WordPress. Built in functions also reduce common errors in the code of applications. With this technology, we can centralize the work of maintaining our web-based technologies to one local network, simplifying our maintenance process. Microsoft WordPress is open source, so our developers have the option to tweak it as works best for them as well.

This platform carries an initial investment of $100,000, with $18,000 in annual maintenance costs. Additionally, we will need to spend $20,000 the year of investment to train our developers to use WordPress. In turn, we will generate an additional $875,000 from the headcount reduction that WordPress would allow us. This results in a net benefit of $2,451,000 three years following our investment in this technology.

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| --- | --- | --- | --- | --- |
| **Costs** | **Year 1** | **Year 2** | **Year 3** |  |
| Hardware | $ 100,000.00 | $ - | $ - |  |
| Maintenance | $ 18,000.00 | $ 18,000.00 | $ 18,000.00 |  |
| Training (2 Persons) | $ 20,000.00 | $ - | $ - |  |
|  |  |  | Total Cost: | $ 174,000.00 |
|  |  |  |  |  |
| **Benefits** | **Year 1** | **Year 2** | **Year 3** |  |
| Headcount Reduction | $ 875,000.00 | $ 875,000.00 | $ 875,000.00 |  |
|  |  |  | Total Benefit: | $ 2,625,000.00 |
|  |  |  |  |  |
|  |  |  | 3-year Net Benefit: | $ 2,451,000.00 |

References

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"WordPress Pros and Cons For Web Designing." *HexaDesigns*. N.p., n.d. Web. 28 Nov. 2016. <https://www.hexadesigns.in/blog/wordpress-pros-and-cons-for-web-designing/>.