

Dante Bieri

Flash Research Paper #4

Our company should invest in WordPress, an open source, web host that allows our company to build new sites with minimal time. Due to its ease, implementing this in our company will allow us to reduce our headcount as more work can be done with less people. Investing in WordPress will allow our company to see a net benefit of \$2.4 million by reducing headcount.

The key benefit of implementing WordPress is the fact that it increases efficiency. Open Source allows our company to make websites that are custom made to us. WordPress' templates allow us to easily make a site in a fraction of the time, but also enables us to customize the sites with PHP and MySQL. WordPress is also home to over 47,000 plugins, which allows us to save time when developing websites. With the amount of time saved using WordPress, our company can reduce the headcount drastically. Of the current team, 75% of the work we do can be done on WordPress, or a team of nine. WordPress will also allow us to be 77.8% more efficient, which would allow us to reduce our headcount by seven and save our company millions.

By implementing WordPress, our company will start see the savings stack up. After an investment in new hardware and software, training costs and yearly maintenance, our three year costs are \$174,000. Reducing our headcount by seven, we will create a three-year benefit of \$2,625,000. After subtracting the net cost from the benefit, our company will see a three-year net benefit of \$2,451,000. WordPress allows our company to build websites with ease and save millions of dollars along the way.

	Year 1	Year 2	Year 3	Total
Costs				
Hardware	\$ 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 Cost	\$ 138,000.00	\$ 18,000.00	\$ 18,000.00	\$ 174,000.00
Benefit				
Headcount Reduction	\$ 875,000.00	\$ 875,000.00	\$ 875,000.00	\$ 2,625,000.00
Net Benefit	\$ 737,000.00	\$ 857,000.000	\$ 857,000.000	\$ 2,451,000.00

Works Cited

About WordPress. n.d. 28 November 2016. <<https://wordpress.org/about/>>.

What is WordPress? n.d. 28 November 2016.

WordPress. n.d. 28 November 2016.

WordPress. n.d. 28 November 2016. <<https://www.siteground.com/wordpress.htm>>.