

### **Flash Research Assignment #4: WordPress**

By investing in WordPress, we will gain a net benefit of \$2,451,000 over three years.

WordPress is a content management system that is used to create websites or blogs. WordPress will increase the efficiency of our web developers which will allow us to reduce headcount.

WordPress is an open source platform that has many established themes and components that are ready to be utilized in building a website. WordPress will decrease the amount of time our web developers spend on creating and managing websites. If a task traditionally takes 100 hours to complete, WordPress can allow that same task to be completed in 22.2 hours. All the features and themes are already created, they just need to be assembled in the desired format instead of coding every function from scratch. With a 77.8% increase in efficiency on more than half of the work our web developers do, we can decrease our team from 12 to 5 developers.

This investment in WordPress will cost \$174,000 over three years comprised of a one-time hardware and software cost, a one-time training fee, and a yearly maintenance fee. We will gain a three-year benefit of \$2,625,000 due to headcount reduction. Over three years, our company will realize a net benefit of \$2,451,000 by using WordPress.

## Works Cited

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