

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.

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Flash Research Paper #4: WordPress

If our web developers start using WordPress, our organization will gain a \$2.4 million net benefit over the next three years. WordPress is a free online, open source web creation platform that provides plugins and widgets. With WordPress, our organization will be able to downsize our development team, allowing us to save money.

WordPress allows our developers to create and format websites without having to write code. Our web developers will be able to spend less time updating and formatting websites and more time performing other tasks that our organization can benefit from. With this increase of efficiency we will be able to reduce the amount of web developers from twelve to five and maintain the same efficiency.

With the reduction of seven web developers, our organization will benefit from \$2.6 million over the next three years. However, we will face \$128,000 in hardware/system software costs the first year, as well as an annual maintenance cost of \$18,000. Therefore, our organization will gain a three year net benefit of over \$2.4 million.

	Year 1	Year 2	Year 3	Total Benefit
Developer Salary (7)	875000	875000	875000	2625000

	Cost	Year 1	Year 2	Year 3	Total	
Hardware & Software	100000					
Maintenance/Year	18000					
Training	10000					
		Without WordPress	1500000	1500000	1500000	4500000
		With WordPress	793000	643000	643000	2079000
				Three Year Net Benefit		2421000

Works Cited

- “What Is WordPress?” *Ithemes*. N.P., n.d. Web. 18 Mar. 2015. <<https://ithemes.com/tutorials/what-is-wordpress/>>.
- “10 Benefits Of using WordPress To Power Your Company’s Website.” *Aspire Internet Design*. N.P., n.d. Web. 18 Mar. 2015. <<http://aspireid.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>>.
- “About WordPress.” *WordPress*. N.P., n.d. Web. 18 Mar. 2015. <<https://wordpress.org/about/>>.