David Dupell

Professor Mart Doyle

MIS 2501 – Flash Research Assignment #6

October 12, 2012

WordPress

Our organization has an opportunity to save $2,451,000 over a three-year period by investing in WordPress. WordPress is a customizable blogging tool and content management system used for developing web-based applications. Investing in WordPress will enable our company’s developers to easily assemble web-based applications and modernize our web development strategy.

The WordPress publishing platform is easily assembled using plugins, widgets, and themes. Plugins are installed to WordPress sites to extend additional functionality to the sites and minimize coding. Also, Plugins offer custom features and functions so developers can tailor sites to their specific need or function. Plugins can be added, removed, or rearranged on the WordPress administrator panel. Additionally, WordPress sites offer widgets, which are a type of plugin that add visitor visual or interactive features and options such as search engines, navigation tools, post categories, and tag clouds. Widgets can also be used to collect data from visitors through forms. Lastly, WordPress offers over 2,000 featured themes that developers can easily access and install. A theme is a graphical interface used to begin the design process of a website. WordPress plugins, widgets, and themes minimize coding and provide the foundation for developing applications; ultimately decreasing the time required to develop web-based applications.

By investing in WordPress our company will decrease developer salary costs from $4,500,000 to $1,875,000 and save a total of $2,451,000 over a three-year period. Although WordPress will cost our company $274,000 to implement and maintain, investing in this system will increase web developer efficiency by 80%, enabling us to decrease the number of our web developers from 12 to five. Three developers would be working on traditional development work while two developers would be working on word-press development. WordPress will significantly improve employee efficiency, decrease salary costs, and allow our company to complete projects more quickly.

Works Cited

Laing, Justin. "WordPress Customization." *WordPress Customization*. N.p., 9 May 2007. Web. 31 Oct. 2012. <http://merchantos.com/blog/2007/05/wordpress-customization/>.

"WordPress.org." *WordPress Plugins*. N.p., n.d. Web. 31 Oct. 2012. <http://wordpress.o rg/extend/plugins/>.

"The Benefits Of WordPress Websites." *HubPages*. N.p., n.d. Web. 31 Oct. 2012. <http://dannydijitul.hubpages.com/hub/The-Benefits-Of-WordPress-Websites>.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **WordPress Implementation Costs** | | | | |
| **Cost Type** | **Year 1 Cost** | **Year 2 Cost** | **Year 3 Cost** | **Total Cost** |
| Training and Loss in Productivity | $20,000 | X | X | $20,000 |
| Hardware and Software Maintenance | $18,000 | $18,000 | $18,000 | $54,000 |
| Hardware and System Software | $100,000 | X | X | $100,000 |
|  |  |  | **Total** | **$174,000** |
|  |  |  |  |  |
|  |  |  |  |  |
| **Salary Costs** | | | | |
|  | **# of Developers** | **Developer Salary** | **# Of Years** | **Total Salary Costs** |
| Before Implementation | 12 | $125,000 | 3 | $4,500,000 |
| After Implementation | 5 | $125,000 | 3 | $1,875,000 |
|  |  |  | **Salary Savings** | **$2,625,000** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | **Total Savings** | **$2,451,000** |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |