

To: Mart Doyle

From: Dan Kovacs

Subject: WordPress

By investing in WordPress, we can severely reduce the headcount of our web development team to under half the original size, and gain revenue of \$2.4 million in three years. WordPress is a website building program that is extremely easy to use due to the lack of coding required, which allows for greater user accessibility. The simplicity of WordPress will increase the efficiency of our team by 80%, and will allow them to complete tasks with greater ease.

The thousands of themes, widgets, plugins, and the lack of coding required, all combine to make WordPress a more efficient option compared to our current web development tool. Now, without having to code, our team can focus more on the exact layout than worrying about executing the code correctly. On top of that, with a click of a button, a widget can be inserted onto a page or the overall theme can be altered. These features also allow a level of customization that cannot be matched, and will guarantee that each web page is more unique than the previous one.

With the extreme usability of WordPress, our company will see a dramatic increase in efficiency of 80%. This spike in productivity will allow for the company to reduce headcount from twelve workers to five over three years, which will directly result in savings of \$2,625,000. The total investment into this product of \$174,000 is a fraction of the savings we will see. This means that the net benefit of switching to WordPress will be \$2,451,000. Our company should strongly consider adopting WordPress in order to increase the efficiency of the employees, and reduce costs over the next three years.

| Cost | Year 1 | Year 2 | Year 3 | Total |
|---------------------|-----------|-----------|-----------|--------------------|
| Hardware | \$100,000 | \$0 | \$0 | \$100,000 |
| Maintenance | \$18,000 | \$18,000 | \$18,000 | \$54,000 |
| Training | \$20,000 | \$0 | \$0 | \$20,000 |
| Total Costs | \$138,000 | \$18,000 | \$18,000 | \$174,000 |
| Benefits | | | | |
| Headcount Reduction | \$875,000 | \$875,000 | \$875,000 | \$2,625,000 |
| Total Benefits | \$875,000 | \$875,000 | \$875,000 | \$2,625,000 |

Net Benefit = \$2,451,000

Works Cited

"10 Benefits of Using WordPress to Power Your Company's Website." *Aspire ID*. Aspire ID, LLC., 2012. Web. 08 Apr. 2013.

"21 Popular Brands That Are Using WordPress." *WPBeginner*. Awesome Motive Inc., 18 June 2012. Web. 08 Apr. 2013.

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