

Flash Research
Paper #6
Dominic Lyate
8 April 2013

Our company is at the point in its growth where we must decide whether to continue following old principles, which cost us money, or to overhaul the web development process to allow for growth and profit in the future. WordPress is a free web development platform that allows for simple creation of webpages, electronic carts, etc. By implementing WordPress into the web development process instead of the traditional technologies we are currently using, we can eliminate 7 web developers from our workforce, at a total savings of \$875,000 annually, and prepare ourselves for a more efficient future.

WordPress was built around simplicity and allows users to simply insert pictures, type and format text and format pages without ever touching or seeing HTML or other coding languages. However, since our developers already have knowledge of traditional languages, WordPress does allow them to dig deeper and create richer web applications by accessing the code. WordPress is simple enough for end-users to work with, but offers our company and our developers the opportunity to create more valuable web applications at much lower costs.

By implementing WordPress, we can downsize our existing web development team by half and increase efficiency at the same time. The total 3-year costs for implementing WordPress are \$156,000, plus \$10,000 each for the 3 developers that will be working on WordPress, which creates a grand total of \$186,000. The other 3 developers will continue to work with the older technologies in order to keep running the 25% of our development process that cannot be transferred to WordPress. This costs seem minute when compared to the amount we will save in employee salaries and benefits, \$2,625,000 over a 3 year period, by using the new platform. Overall, our 3-year net benefits are \$2,451,000, which is an extremely substantial number and can help our company expand well into the future.