David Yastremsky

By using Wordpress for our web development, we can halve our development team. Wordpress is a platform that enables developers to build and update websites more efficiently by combining premade, customizable components rather than building the entire website from scratch. Using Wordpress will greatly increase the efficiency of our developers and save $2.5 million in three years.

Wordpress' key capability is that it reduces time spent on web development by eliminating the need to create a website from scratch. Developers import premade themes, widgets and plugins. Themes determine the design of the website while widgets and plugins create website features such as spam protection and shopping features. All of these are built by external developers and can be imported from the Wordpress marketplace, eliminating the amount of time spent internally developing these features. Our developers would create the website by combining and customizing themes, widgets, and plugins. In our case, this means that three-fourths of our work can be done 77.8% more efficiently, reducing the number of developers we need.

Migrating our website to Wordpress will cost $174,000 over three years in software, hardware, maintenance and training. During that period, we will gain us a benefit of $2.6 million via headcount reduction, resulting in a three-year net benefit of $2.5 million. This is possible because moving our website to Wordpress will reduce the amount of time our developers spend coding the website.

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Original Web Development Team	12
New Traditional Team	3
New Wordpress Team	9
Efficiency	77.80%
Developers Needed for Wordpress	2
Developers Laid Off	7

	Year 1	Year 2	Year 3	Total
Benefits				
Headcount reduction (7)	$ 875,000	$ 875,000	$ 875,000	$ 2,625,000
			Total benefit	$ 2,625,000
Costs				
Training two developers	$ 20,000	-	-	$ 20,000
Software and hardware purchase	$ 100,000	-	-	$ 100,000
Maintenance	$ 18,000	$ 18,000	$ 18,000	$ 54,000
			Total cost	$ 174,000
Net benefits	$ 737,000	$ 857,000	$ 857,000	$ 2,451,000

Diagram 1