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WordPress

By using WordPress for 75% of our traditional web platforms, our company will generate a three-year net benefit of \$2,451,000. WordPress is an open-source content management system which allows us to fully build and manage our website without having our developers code from scratch. The investment in WordPress will increase the efficiency of our web developers by 77.8%, which will help reduce headcount by seven developers in our Web Development department.

The key capability of WordPress is providing a flexible and customizable web platform, which enables us to fully create our own website and applications and increase efficiency. With more than a thousand themes and plug-ins, our web developers can utilize the ecosystem of themes and plug-ins to change the look and add new features efficiently. For example, instead of writing scripts for an online customer service form, our developers can install a form plug-in which accomplishes the same result. With its flexibility and extensibility, the efficiency of our Web Development team can increase significantly resulting in a headcount reduction of seven.

The three-year cost of using WordPress is \$174,000, which covers the initial purchase of hardware and software, maintenance, and training costs for two WordPress web developers. The three-year benefit is \$2,625,000 from reducing headcount by seven developers. Over three years, our company will recognize a net benefit of \$2,451,000 from using WordPress.

Reference

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	Year 1	Year 2	Year 3	Total
Hardware/Software	\$100,000			\$100,000
Maintenance	\$18,000	\$18,000	\$18,000	\$54,000
Training	\$20,000			\$20,000
Total costs	\$138,000	\$18,000	\$18,000	\$174,000
Headcount savings	\$875,000	\$875,000	\$875,000	\$2,625,000
Total benefits				\$2,625,000
Net benefits				\$2,451,000

Total developers	12
New traditional team	3
Remaining developers	9
Increase efficiency	77.80%
New WordPress team	2
Reduction	7