

Flash Research Paper – WordPress

Our company can reduce operating costs by \$875,000 annually by investing in WordPress, a free web content management system that allows users to create, edit, and customize websites quickly and easily. WordPress's user-friendly functionality will decrease the amount time spent on web development by 80%, and our increased efficiency will allow us to reduce the headcount of web developers by 58%. Overall, we will realize a three year net benefit of \$2,451,000 with the implementation of WordPress.

WordPress is an open source web development platform we can use to build and customize websites with simple click and drag applications. Our current web development team works with traditional web based development tools that are tedious and time consuming. Unlike our current web development methods, WordPress does not require any coding for simple functions that would normally take our developers hours or days. The WordPress platform has built-in functions that allow users to add, delete, or change website features instantly. WordPress has thousands of themes that allow us to change the look and functionality of our site without changing the content, plugins that increase the functionality of our site beyond simple capabilities, and widgets that provide additional content and easy to use navigation for viewers. Since features can be implemented within a few minutes, we can decrease the amount of time normally spent programming by 80%, therefore reducing our overall time spent on web development.

With WordPress, we will realize a net benefit of \$2,451,000 over three years by decreasing our overall time spent on web development. Since 75% of our projects can be completed using the WordPress platform, we will only need 3 traditional web developers and the rest can be trained in WordPress. After training, hardware, and annual maintenance, we will incur a cost of \$174,000 over the first three years. The increased efficiency we will achieve requires 80% fewer WordPress developers, cutting our total number of developers from 12 to 5. This headcount reduction will result in a \$2,625,000 decrease in salary costs over three years.

3- Year Plan before WordPress				
Costs	Year 1	Year 2	Year 3	
Developers	\$1,500,000.00	\$1,500,000.00	\$1,500,000.00	\$4,500,000.00
			Total 3 Year costs	\$4,500,000.00
3- Year Plan with WordPress				
Costs	Year 1	Year 2	Year 3	Total
Hardware & Software	\$100,000.00	\$0.00	\$0.00	\$100,000.00
Yearly Maintenance	\$18,000.00	\$18,000.00	\$18,000.00	\$54,000.00
Lost Productivity	\$20,000.00	\$0.00	\$0.00	\$20,000.00
			Total Costs	\$174,000.00
Benefits	Year 1	Year 2	Year 3	Total
Developer	\$875,000.00	\$875,000.00	\$875,000.00	\$2,625,000.00
			3 Year Benefit	\$2,625,000.00
			3 Year Net Benefit	\$2,451,000.00
			Yearly Benefit	\$875,000.00

Bibliography

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