

Flash Research Assignment: WordPress

Prepare a paper for the CIO which describes this technology and describes the business case for making investments in WordPress based on the following scenario:

You are the IT Development Manager for a mid sized financial services organization. You have a dozen developers on your Web Development team. The average annual cost for these developers (salary plus benefits) is \$125,000 per year. All of these developers are experts with traditional web based development tools but have never used WordPress.

Based on your research you believe that 75% of the work currently being done by the Web Development team could be done much more efficiently using the WordPress platform. You decide to split your Web Development team in two (not in half) with one team continuing to focus on the applications which will require traditional web based technologies and a second team that will focus on the applications which will be developed on the WordPress platform. Again, based on your research, you believe that you can realize an 77.8% improvement in the efficiency of your web developers by using the WordPress platform instead of traditional web platforms (what I mean by this is, if it takes a developer 100 hours to complete a task using traditional technologies, it would only take 22.2 hours to complete this task using WordPress.)

You will need to purchase some hardware and system software (Windows Server operating system and Microsoft SQL Server). You will need both a development and a production system. The total cost for the hardware and system software is \$100,000. In addition, you will need to purchase hardware and a software maintenance agreement for these systems which will cost you an additional \$18,000 per year. Finally, the developers will need some training and will experience a loss in productivity during the time it takes them to learn how to use WordPress. This training and lost productivity will cost you approximately \$10,000 per developer.

This organization evaluates all investments over a period of three years.

The maximum length of the body of this per is 1 page. Additional pages may be used for optional diagrams and required references.

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Flash paper#4: WordPress

We can save \$2,451,000 in revenue if our company invests in WordPress technology. WordPress is easier to use and it does not require a large web development team to maintain. By investing in WordPress, we will more easily and more effectively assemble web-based applications and modernize our web development strategy.

WordPress is a free web software that can help us create our own website or blog, it is a highly flexible content management system that enables us to build and manage a full-featured website. First, the WordPress publishing platform is easy to use and the interface is intuitive, which allows us to spend less time on formatting. Second, the operation of WordPress is fixable, anyone can manage the website from any computer at any time. Third, WordPress is an open-sourced-software and it already has thousands of free widgets, plugins, applications, and premade templates available. By using WordPress platform, we will improve the efficiency of our web developers by 77.8%, which means that a 100 hour development project will only take us 22 hours to complete after using WordPress.

Our current 12 employee developers` salary costs us \$4,500,000 over three years, but if we invest in WordPress technology, we can decrease our web developers from 12 to five. After installing WordPress, the three year salary cost of five employees will be \$1,875,500, a saving of \$2,625,000(Table 1). Purchasing and maintaining WordPress, along with maintenance fees will cost our company \$174,000. However, after three years, we can gain \$2,451,000 in net benefits (Table 3). As a result, investing in WordPress creates big value for our company.

Table 1: benefits of salary save

	Year 1	Year 2	Year 3	Total
Before Implementation Workers=12	12*125,000 =1,500,000	12*125,000 =1,500,000	12*125,000 =1,500,000	1,500,000*3 =4,500,000
After Implementation Workers=5	5*125,000 =625,000	5*125,000 =625,000	5*125,000 =625,000	625,000*3 =1,875,000
			Saving	2,625,000

Table 2:Cost for Wordpress

	Year 1	Year 2	Year 3	total cost
Hardware and system software	100,000	0	0	100,000
Maintenance Fee	18,000	18,000	18,000	54,000
Training and lost productivity	10,000*2 =20,000	0	0	20,000
			Total cost	174,000

Table 3: net benefits

Net Benefits	$2,625,000 - 174,000 = 2,451,000$
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Works Cited

Morley, Matt. "WordPress Pros and Cons." *CommonPlaces*. N.p., n.d. Web. 16 Mar. 2016.

"5 Benefits of Using WordPress as a CMS." *WordPress*. WordPress, n.d. Web. 16 Mar. 2016.

Laing, Justin. "WordPress Customization." *WordPress Customization*. n.d. Web. 16 Mar. 2016. <<http://merchantos.com/blog/2007/05/wordpress-customization/>>.