Henry Wadsworth

Flash Research Assignment #4

WordPress

By integrating the open-source content management platform WordPress, our company will realize a 3-year net benefit of $2.45 million. WordPress enables our developers to efficiently organize, create, and maintain our website. Investing in WordPress will make it possible to downsize our development, thereby reducing costs.

WordPress allows our web developers to focus on our own in-house software rather than maintaining a website, as WordPress heavily relies on included architecture. Premade themes and plugins mean we can use customizations are needed rather than having to build a website from the ground up. Since WordPress is open-source, there are copious support resources, plugins, and themes available. These benefits mean our developers will be 77.8% more efficient with their time.

We will be able to reduce our web developer headcount to five from our current twelve, a $2.63 million savings in three years, as a developer costs $125,000 a year. While the hardware, software, training, and maintenance costs will cost us $174,000 over the three years, we will still reap a net benefit of $2.45 million.

References

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Rayat, Harpreet. "Features And Benefits Of Using WordPress." *Gigabit*, 2017, https://www.gigagit.com/web-development/features-and-benefits-of-using-wordpress.

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| --- | --- | --- | --- | --- |
|  | Number of Developers | Salary | Total | Total over 3-years |
| Current Developers | 12 | $125,000 | $1,500,000 | $4,500,000 |
| WordPress Developers | 3 | $125,000 | $375,000 | $1,125,000 |
| In-House Developers | 2 | $125,000 | $250,000 | $750,000 |
|  |  |  | New Cost | $1,875,000 |
| Savings | 7 | $125,000 | $875,000 | $2,625,000 |
|  |  |  |  |  |
|  | Year 1 | Year 2 | Year 3 | Total |
| Current Cost | $1,500,000 | $1,500,000 | $1,500,000 | $4,500,000 |
| New hardware cost | $100,000 | $- | $- | $100,000 |
| Maintenance | $18,000 | $18,000 | $18,000 | $54,000 |
| Training | $20,000 | $- | $- | $20,000 |
|  |  |  |  |  |
| New developer cost | $1,875,000 |
| New infrastructure cost | $174,000 |
| Total cost | $2,049,000 |
| Net benefit | $2,451,000 |