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Wix Flash Paper

Over 3 years there will be \$4.6 million in net benefits if the company invests in Wix web design and content management platform. Wix offers pre-made web design templates that will increase efficiency so we can decrease our development team from 32 developers to 20.

The key capabilities of Wix is it's improvement in efficiency because it has pre-made templates and plugins that lower development time. In addition to pre-built templates and plugins, Wix developed artificial intelligence called Artificial Design Intelligence that can design the entire website automatically. With the automation of web design a project that would take 100 hours can be condensed into a 50 hour project.

The cost of Wix over 3 years is \$8.4 million. This comprises of traditional and Wix developers, Microsoft Azure web servers, a Wix subscription for support and maintenance, Wix developer training, and a short term Wix consultant. Over 3 years Wix will have a cost avoidance benefit of \$13 million because the avoidance of paying for all 32 traditional developers. The net benefit for Wix is \$4.6 million over 3 years.

Traditional Web Development	Year 1	Year 2	Year 3	Total
32 Developers	\$4,320,000	\$4,320,000	\$4,320,000	\$12,960,000
Azure	\$17,000	\$17,000	\$17,000	\$51,000
			3 Year Sum	\$13,011,000
Wix	Year 1	Year 2	Year 3	Total
8 Traditional Developers	\$1,080,000	\$1,080,000	\$1,080,000	\$3,240,000
Azure	\$4,250	\$4,250	\$4,250	\$12,750
12 Wix Developers	\$1,620,000	\$1,620,000	\$1,620,000	\$4,860,000
Wix Subscription	\$10,000	\$10,000	\$10,000	\$30,000
Training/productivity decrease	\$228,000	\$0	\$0	\$228,000
Wix Consultant	\$30,000	\$0	\$0	\$30,000
			3 Year Sum	\$8,400,750
	1620000		Costs:	\$8,400,750
	1080000		Benefit:	\$13,011,000
	228000		Net Benefit:	\$4,610,250

Works Cited

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