

FRP 6- Jacklin Altman

By training our web developers to use WordPress in addition to the web-based tools they are already familiar with, we could vastly increase our company's efficiency and cut costs by reducing the number of developers we employ. WordPress is a web-based design platform that would integrate many of the site features that our developers use regularly into one, seamless process. Once developers are trained, they could do 100% of their work in 20% of the time, which leaves the company room to take on more projects than ever before.

WordPress allows users to create a website with just about any feature imaginable all from one web-based platform. Users can choose a theme, add plugins, link to a blog or live feed, add photos, and customize everything down to the last detail. There are over 10,000 plugins available through WordPress, and they allow for added functionality without learning a new technology or coding anything. WordPress eliminates any learning curve that comes with designing a website. With everything so readily accessible and all in the same place, creating a site is as simple as dragging and dropping icons.

WordPress would allow our developers to create and update sites in a fraction of the time. It is estimated that 75% of all work that our developers are doing could be done with WordPress. By training our team to use WordPress, we are looking at an 80% increase in efficiency, meaning that we could reduce the number of developers we employ from 12 to only five. This would, even after costs of \$174,000 are recognized, net us an additional \$2,451,000 over three years. With a three-year benefit of about 2.6 million dollars, WordPress would allow our company to bring in more profit than ever, because we will be utilizing fewer web developers to their fullest capacity.

Old Team: 12
New Team: 3
Remaining developers total: 9
Efficiency up by 80%
New WP team: 1.8 or 2 developers

Costs: Hardware + Maintenance + Training 2 people = \$174000 over 3 yrs
Benefits: Headcount Reduction= \$26250000 over 3 yrs
Net Benefit: \$2451000

Works Cited

- Manahar, Scot. "Top Ten WordPress Benefits." *Niche Website Strategy*. N.p., n.d. Web. 03 Apr. 2013.
- Wilson, Katie. "Web Design / Ecommerce / Web Marketing." *Aspire ID*. N.p., n.d. Web. 03 Apr. 2013.
- Wolfe, Lahle. "Five Key Benefits of Using WordPress For Your Website." *About.com Women in Business*. N.p., n.d. Web. 03 Apr. 2013.