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Flash Research Assignment 6: Wordpress

Our firm has an opportunity to increase the efficiency of our web development operations and realize a net cost savings of $2,451,000 by implementing Wordpress. Wordpress is a software application that will allow us to publish highly-functional, well-designed websites and blogs using fewer developers. We currently maintain a team of 12 web developers using traditional development tools but by implementing Wordpress we can increase the efficiency of our developers so the work currently being done by 12 can be done by just five employees.

Wordpress is open-source web publishing software that allows our company to create and manage websites and blogs more easily and efficiently. The key technical features of Wordpress for our company are its Plugins and Themes, which allow web developers to create and publish content easily and quickly. Plugins are small, user-developed programs that add numerous functionalities to a site, such as the ability to monitor and manage site activity or communicate with clients via live chat or social media. Our web developers can simply download any plugin they require from the thousands available in the Wordpress plugin library and install it in the site they are developing for immediate functionality. Plugins can be quickly and easily added, enabled, disabled, and/or deleted by our developers without the need to write any code. Themes are files that determine the aesthetic feel and functional behavior of the site to the user on the front end. As with Plugins, thousands of themes are available from an extensive library, and users can modify existing themes to better suit our business needs. Eliminating the need to write our own code in order to manage our web presence will boost the efficiency of our developers by 75%, without reducing the functionality or aesthetic appeal of the sites they create.

Wordpress will increase our web developers’ efficiency by 75%, meaning that our company will be able to manage our online presence with far fewer personnel necessary. Currently, we employ a team of 12 web developers at $4.5M over a three-year period. By implementing Wordpress, we can develop and manage our online presence effectively with just five full-time developers at $1.875M over three years. Initial purchase and employee training costs and annual maintenance over three years will be $184,000. Thus our total costs to purchase and implement Wordpress, including developers’ compensation over three years, are just $2,049,000; our company realizes a net savings of $2,451,000.