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MIS 2501

Flash Research Paper #4
WordPress

Investing in WordPress would provide a three-year net benefit of \$2,451,000 to the company. The WordPress platform would allow our developers to create web applications more efficiently due to the many tools and features it offers. This will reduce the number of developers needed on our payroll to five. To increase the efficiency of our staff and decrease its cost, we should invest in WordPress.

WordPress is a web publishing tool and content management system that allows developers to create and customize websites and applications with greater efficiency. Our current development team is comprised of experts in traditional web development, but they are writing all the code from scratch, and therefore, are not working as efficiently as they could be. The open-source WordPress framework provides user management, databases, and an ever-growing list of plug-ins, preventing someone from writing code that is otherwise required. Following implementation, we would have three developers continue to focus on the applications that will require traditional web-based technologies. However, due to a 77.8% efficiency improvement, we would only need another two developers to focus on the new applications developed with WordPress. The increased efficiency would allow us to trim the expensive development team from 12 down to 5 while still producing the same output.

Currently our 12 developers cost \$1,500,000 each year. Investing in WordPress would cost the company \$174,000 over three years from the purchase of hardware and software, maintenance, training, and lost productivity during training. This solution would provide a benefit of \$2,625,000 over that span from the reduction in developer staff by seven, a savings of \$875,000 each year. The company will decrease costs immediately and would see a net benefit of \$2,451,000 after three years from the project start date.

References

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