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**MIS 2501**

**18 Mar 2015**

### **WordPress**

Our company has an opportunity to save \$3,191,000 over a three-year period by using the WordPress platform. WordPress is an online, open source website creation tool. By using this technology, 75% of the work currently being done can be done much more efficiently. By switching to WordPress, we can decrease the cost of our developers' salary to \$375,000 annually.

“WordPress is free, open source publishing software that can be installed locally on a web server and viewed on a proprietary web site or hosted in the cloud and viewed on the WordPress web site” (Rouse). WordPress is easy to use and has an intuitive interface, which can greatly reduce time spent on formatting. Our developers can create any type of website that they want, and extend it with plugins. Also they can build their very own application. By implementing WordPress, there will be a 77.8% improvement in the efficiency of our web developers, which can significantly increase our work efficiency and allow us to decrease the cost of our labor force.

Utilizing the WordPress will help us improve the efficiency of our developers and allow us to reduce our developers from 12 to 3, saving us \$3,375,000 in salary over a three-year period. In order to switch this technology, we will spend \$100,000 for the hardware and system software as well as \$54,000 for the maintenance of these systems. Also, we will spend \$30,000 for the developer's training. Overall, we can see a \$3,191,000 net benefit by using the WordPress. Therefore, it is definitely a worth investment.

	Year 1	Year 2	Year 3	3-Year Period Total
Hardware and System Software	\$100,000	\$0	\$0	\$100,000
Maintenance	\$18,000	\$18,000	\$18,000	\$54,000
Training and Loss in Productivity	\$30,000	\$0	\$0	\$30,000
3 Developers Salary	\$375,000	\$375,000	\$375,000	\$1,125,000
WordPress Platform				\$1,309,000
Traditional Web Platform	\$1,500,000	\$1,500,000	\$1,500,000	\$4,500,000
Net Saving				<b><u>\$3,191,000</u></b>

#### Works Cited

“Features of WordPress.” *WordPress.org*. Web. 18 Mar. 2015.

Rouse, Margaret. “WordPress.” *TechTarget*. Web. 18 Mar. 2015.

“10 Benefits of Using WordPress to Power Your Company’s Website.” *Aspireid.com*.  
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