Flash Research Assignment: WordPress

We need to invest in WordPress, which will save our company $2,451,000 over the next three years. WordPress is a simple, easy-to-use web-based software program that is used to build and maintain a website (What is WordPress?). Investing in this technology will increase the efficiency of our workers by 78%, which will save us millions of dollars over its lifetime.

WordPress is a web-based content management system used to create and update a website or blog. It is an open source software, meaning that it can be used, modified, built upon, and redistributed in any way (Balkhi). The key capability of WordPress is its simplicity; plug-ins, themes, and widgets allow you to assemble the website rather than develop it (Features). This means that a fully functional website can be built without needing to know anything about coding. Selecting the themes, plug-ins, and widgets does all the coding you (What is WordPress?). This will enable our employees to work 77.8% more efficiently when compared to developing a website with code.

Investing in WordPress will allow us to reduce the overall headcount of our web developers from 12 to 5 due to the increased efficiency of our workers; this will save us $2,625,000 in development costs over the next three years. Implementing WordPress will require a one-time fee of $100,000 for the hardware and software system, $10,000 lost from training the two web developers, and $18,000 per year for maintenance, which will cost the company $274,000 over the next three years to implement and maintain. Overall, implementing WordPress will provide a net benefit of $2,451,000 as a result of the reduced costs. Because of the improved employee efficiency and reduced costs, our company should invest in WordPress immediately.

References

Balkhi, Syed. "Why Is WordPress Free? What Are the Costs? What Is the Catch?" *WPBeginner.com*. Awesome Motive Inc., 16 Jan. 2013. Web. 30 Oct. 2013. <http://www.wpbeginner.com/beginners-guide/why-is-wordpress-free-what-are-the-costs-what-is-the-catch/>.

"Features." *WordPress.org*. WordPress, n.d. Web. 30 Oct. 2013. <http://wordpress.org/about/features/>.

"What Is WordPress." *McBuzz.com*. McBuzz Communications LLC, n.d. Web. 30 Oct. 2013. <http://wordpress.mcbuzz.com/wordpress/what-is-wordpress/>.