

Because our current team of web developers use traditional web based technologies, we are currently very inefficient. By implementing WordPress, our web development team will be able to do work 75% more efficiently. In addition to an increase in efficiency, investing in WordPress will also greatly decrease costs. In a three-year period, we will have net benefits of \$2,451,000; we will get these benefits as a result of head count reduction by investing into WordPress.

WordPress is a free to use application used to create a variety of websites, from blogs to business professional sites. With the use of WordPress, anybody will be able to create and maintain a professional site with limited coding knowledge. The key capability of WordPress is the productivity that it will deliver. One way that it improves productivity is that it is very user friendly. With no or limited amount of coding required, anybody can become proficient in WordPress in an hour, as opposed to the extensive amount of time needed to learn traditional web development. WordPress' use of templates, widgets, and plug-ins also make the WordPress experience extremely simple. Because WordPress is open source there are thousands of official and user-created add-ons that can be used. This allows web developers to assemble a handful of applications instead of building them from the ground up, which would take a considerable amount of time. This will save our web development team hundreds of hours of coding that they would have been required to do, using traditional web development technologies.

These capabilities increase the efficiency of our workers and decrease costs. Since WordPress will allow the work done by our web developers to be done 75% more efficiently and improve the efficiency of our web developers themselves by 80%, we will be able to have a head count reduction of seven people. This will save us \$2,625,000 in three years in employee salaries. Although new hardware, maintenance, and training are required for implementing WordPress, this only equates to \$174,000 in costs over a three-year period. This means that in three years from investing into WordPress, we will be able to save our company \$2,451,000 in net benefits.

Before Implementing Word Press

| | |
|----------------------|-------------|
| # Of Web Developers: | 12 |
| Salary: | \$125,000 |
| Total per year: | \$1,500,000 |
| Total for 3 years | \$4,500,000 |

After Implementing Word Press

| | | | | |
|----------------------------|-----------|----------|-----------------|--------------------|
| # Of Web Developers: | 5 | | | |
| | Year 1 | Year 2 | Year 3 | Total: |
| Total savings in salaries: | 875,000 | 875,000 | 875,000 | \$2,625,000 |
| Hardware Costs: | \$100,000 | | | \$100,000 |
| Maintenance Costs: | \$18,000 | \$18,000 | \$18,000 | \$54,000 |
| Training Costs: | \$20,000 | | | \$20,000 |
| | | | Net Benefit: | \$2,451,000 |

Work Cited

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