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Flash Research Paper – WordPress

By using WordPress, our company will generate a 3-year net benefit of $2,451,000 due to a headcount reduction of seven employees. WordPress is an online, open source tool that allows for intuitive website creation and customization. With WordPress, our organization will require fewer developers and save money.

Since WordPress is an open source platform that can be modified to meet a variety of business needs, there will be far less demand for traditional web development. The appearance and functionality of a WordPress site can be customized by installing various themes, plugins and widgets. In other words, our employees would work to leverage WordPress components rather than code applications from scratch. For our company, this means that a project that would’ve previously taken 100 hours will now take 22.2 hours.

With WordPress, we can reduce our number of developers and increase efficiency, resulting in a 3-year benefit of $2,625,000. The 3-year cost of WordPress is $174,000, which includes hardware, software, maintenance and training expenses. This will result in a net benefit of $2,451,000 by the end of year three.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost |  |  |  |  |
|  | Year 1 | Year 2 | Year 3 | Total |
| Hardware/Software | $100,000 | 0 | 0 | $100,000 |
| Maintenance | $18,000 | $18,000 | $18,000 | $54,000 |
| Training | $20,000 | 0 | 0 | $20,000 |
|  |  |  |  | $174,000 |
|  |  |  |  |  |
| Benefits |  |  |  |  |
|  | Year 1 | Year 2 | Year 3 | Total |
| Headcount Reduction (7) | $875,000 | $875,000 | $875,000 | $2,625,000 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  | Net Benefit | **$2,451,000** |

Sources:

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