Flash assignment 6: Word Press

James Brunetto

This company could increase its revenue by more than $3 million over the next 3 years. Word Press will be able to significantly improve our efficiency through its ease of use. This efficiency will increase revenue by nearly 70%, over the next three years.

Word press is a content management system based on PHP and MySQL. Word press has a very intuitive interface, which makes adding content such as new pages, blog posts and images very easy to do. Word press also has plugins which increase the abilities of Word Press even without knowing how to program. There are over 10,000 plugins available that help you add all kinds of functionality to your site, like social media sharing, SEO, and photo slideshows. With this ease of use, formatting is greatly reduced. This creates an improvement in efficiency by 80%. For example if it currently takes a developer 100 hours to complete a task, they will only need 20 hours to do the same task. With this increase in efficiency, the work that use to be done by 12 developers can now be done by 2.4 fulltime developers.

Assuming we are only going to have full time employees, we need three developers to at least the work of 12 developers using the current technology. When adding up the cost for Word press’ hardware and system software, the 3 year maintenance cost, the loss incurred while the developers are training and the developers salaries, it will cost you a total of approximately $1.4 million over 3 years. This is still $3.1 million less than keeping the current system with 12 developers in place over 3 years.

|  |  |  |
| --- | --- | --- |
|  | Without Word Press | With Word Press |
| Salaries over 3 years | $ 4,500,000.00 | $ 1,125,000.00 |
| Hardware Cost | $ - | $ 100,000.00 |
| Maintainace | $ - | $ 54,000.00 |
| Training/Loss of productivity | $ - | $ 30,000.00 |
|  | $ 4,500,000.00 | $ 1,309,000.00 |
| Difference |  | 29.09% |

Works Cited

"Blog." *Website Company SEO Online Branding Denver Colorado Aspire Internet Design*. N.p., 21 Sept. 2012. Web. 05 Nov. 2013.

Lahle Wolfe. "Five Key Benefits of Using WordPress For Your Website." *About.com Women in Business*. N.p., n.d. Web. 05 Nov. 2013.

"WordPress as a CMS: Tutorials and Resources." *WordPress as a CMS Tutorials and Resources RSS*. N.p., n.d. Web. 05 Nov. 2013.