Justin Christiansen

MIS 2501

WordPress

Our company can obtain $2,451,000 in net benefit over a three-year period by implementing WordPress. Using WordPress, our web development team will increase work efficiency using plugins and widgets. Getting rid of seven web developers will help the company save spending for the remaining developers’ salaries and employee benefits.

WordPress provides basic services to web developers as an open-source content management system. As an open-content management system, WordPress offers a large variety of plugins, various templates and themes which can allow for a web site to be created. For example, Mercedes-Benz uses WordPress for their main website. It is reported Mercedes used WordPress because it is “Scalable, allows quick launch, easy integration with social media, and 100% responsive and mobile friendly” (WPEX 1). There require very minimal coding requirements with WordPress and can save time because there is no incentive for our web developers to start creating from the beginning of a script. This can increase the efficiency of the web developers by 78.8%, which leads to a headcount reduction of 7.

WordPress will have a total cost of $174,000 over a three-year period. The costs come from hardware and software purchasing for launching WordPress, the maintenance fees, and the two developers’ training and lost productivity costs. WordPress will provide a total benefit of $2,625,000. This benefit comes by reducing headcount over a three-year period. The company will gain a net benefit of $2,451,000 over a three-year period.

Works Cited

“55 Big Name Brands That Use WordPress (and Why).” *WPExplorer*, 28 Mar. 2018, [www.wpexplorer.com/name-brands-use-wordpress/](http://www.wpexplorer.com/name-brands-use-wordpress/).

“Mercedes-Benz Luxury Cars: Sedans, SUVs, Coupes and Wagons.” *Mercedes-Benz USA*, [www.mbusa.com/mercedes/index](http://www.mbusa.com/mercedes/index).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Cost | Year1 | Year 2 | Year 3 | Total |  |
| Hardware and purchasing fees | 100,000 | 0 | 0 | 100,000 |  |
| Maintaining fees | 18,000 | 18,000 | 18,000 | 54,000 |  |
| Developers training and lost productivity cost | 20,000 | 0 | 0 | 20,000 |  |
|  |  |  | Cost | 174,000 |  |
| Benefit |  |  |  |  |  |
| Head count reduction (7) | 875,000 | 875,000 | 875,000 | 2,625,000 | Net Benefit |
|  |  |  | Benefit | 2,625,000 | 2,451,000 |