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MIS 2501

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Flash Research Assignment #4 - WordPress

CTA has the opportunity to realize a three-year net benefit of $2,451,000 by adopting WordPress for web development. WordPress is an open source web publishing software that allows the user to build and manage a website with widgets and plugins. WordPress will allow CTA to reduce the number of developers by seven resulting in increased revenue.

WordPress gives organizations the ability to develop websites without resource-heavy programming. WordPress is very flexible for the end-user – there are thousands of plugins and themes that allow the user modify the look and function of the site (wp101.com). 75% of the work done by our web-development team can done much more efficiently on WordPress. WordPress will allow us to reduce our number of programmers from twelve to five while maintaining the same amount of productivity.

Our operating costs for implementing WordPress over a three-year period is $174,000, which includes hardware, software, maintenance and training. After adoption, we will experience a three-year benefit of $2,625,000 because of a reduction of seven developers. Factoring in costs, we will see a net benefit of $2,451,000 over a three-year period.

Sources:

<https://aspireinternetdesign.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>

<https://www.wp101.com/tutorial/what-is-wordpress/>

<https://digitalneighbor.com/advantages-of-wordpress>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Benefits |  |  |  |
|  | Year 1 | Year 2 | Year 3 |  | Total Benefit |
|  | 875000 | 875000 | 875000 |  | **2625000** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | Costs |  |  |  |
|  | Year 1 | Year 2 | Year 3 |  | Total Costs |
| Hardware | 100000 | 0 | 0 |  | 100000 |
| Maintenance | 18000 | 18000 | 18000 |  | 54000 |
| Training | 20000 | 0 | 0 |  | 20000 |
|  |  |  |  |  | **174000** |
|  |  |  |  |  |  |
|  |  | Net  Benefit |  |  |  |
|  | Year 1 | Year 2 | Year 3 |  | Total Net Benefit |
|  | 737000 | 857000 | 857000 |  | **2451000** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |