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**Flash Research Assignment – WordPress**

Our company can generate a net benefit of $2,451,000 over a three-year period, by implementing WordPress, along with other web-based tools, in the company’s web development process. By training our Web Development team to use WordPress, we can significantly raise the company’s efficiency by reducing the number of developers we employ which would reduce costs. WordPress is a web-based design platform and content management system (CMS) which offers an extensive range of features for creating truly impressive business websites.

WordPress is an easy-to-use and has an intuitive interface. Adding new pages, blog posts, images, and designs can be done quickly. Because the technology is so simple, time spent on formatting is greatly reduced (Wolfe). WordPress is browser-based. You can login from any Internet connected computer and manage your site (Aspire ID). Plugins are the backbone of this platform. By making use of plugins, users can customize the site and add the desired features and functionalities to it. There is a large number available and most of them are free of cost or reasonably priced (Orange Mantra).

About 75% of the work that our web development team is currently doing can be done by WordPress. Therefore, we can reduce our team of developers from twelve to three, and the new WordPress team would consist of two developers. In total, we can reduce our web development team by seven developers. This would allow a net cost saving of $875,000 amount per year, which amounts to a net benefit of $2,451,000 over three years.

**Calculations**

|  |  |  |  |
| --- | --- | --- | --- |
|  | With Wordpress |  |  |
|  | Year 1 | Year 2 | Year 3 |
| Benefits | 875000 | 875000 | 875000 |
| System | 100000 |  |  |
| Maintenance | 18000 | 18000 | 18000 |
| Training | 20000 |  |  |
| Net Benefit | 737000 | 857000 | 857000 |
|  |  |  |  |
| Over 3 Years | 2451000 |  |  |

**Works Cited**

Wolfe, Lahle. “Learn the Five Key Benefits of Using WordPress”. *The Balance.*

<https://www.thebalance.com/five-key-benefits-of-using-wordpress-for-your-website-3515362>

Aspire ID. “10 Benefits of Using WordPress to Power Your Company’s Website”

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