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Flash Research Paper: WordPress

Currently our business is using outdated web development when there is another option that can save this company \$2,700,000 while increasing our productivity. By implementing WordPress, a website design platform, our company can become more efficient by decreasing the amount of work in web development through the simplicity of WordPress.

WordPress will allow our web developers to edit their content for the website in a dashboard, including pages, posts, and media. Then the information goes to a database and WordPress combines the company's information to be posted, along with the themes and formats and the plugins that offer custom functions. Because WordPress is created from a website, it requires less coding and work. This simplicity will save the company money and increase productivity.

In three years this company spends \$4,500,000 on web developers who are using outdated platforms for the company's web site. However, by implementing WordPress, we can cut this down by 80% and save the company \$2,700,000 in labor costs through decreasing the size of our web development team. The costs of the implementation are minimal compared to the overall savings. It will only cost the company \$184,000 over three years for initial costs, maintenance, and training. By switching to WordPress, our company will be able to constantly update our customers with real-time information and have the ability to do this from any computer so there is never a gap on information on either end of the business. WordPress will enable our business to be more efficient and productive.

1. "WordPress." *Wikipedia*. Wiki, 30 2012. Web. 3 Nov 2012. <<http://en.wikipedia.org/wiki/WordPress>>.

2. "What is WordPress?." *OStraining*. N.p.. Web. 3 Nov 2012. <<http://www.ostraining.com/blog/wordpress/what-is-wordpress/>>.
3. "WordPress." *Mashable*. N.p.. Web. 3 Nov 2012. <<http://mashable.com/follow/topics/wordpress/>>.