

Kim Eastlake
Flash Research Paper 4
WordPress

Currently, our web development team is wasting 75% of their time and productivity by leveraging only traditional web-based technologies. WordPress is a leading content management system that provides code to build websites more quickly. Implementing WordPress, and its massive library of pre-made components, can substantially increase the efficiency of our team. Utilizing the platform can significantly reduce costs, allowing us to shrink our team from 12 members to 5, and produce a three-year net benefit of \$2,451,000.

Our organization will realize a 77.8% improvement in efficiency by implementing WordPress. The highly accessible and open-source library of components, including plug-ins, themes, and widgets maximizes the flexibility and functionality of the web development process. A widget is a piece of code that can be tailored and configured based on our individual needs to add value to our organization. The WordPress team's responsibility would be to assemble and leverage the components rather than write the code to build them. This time can be better spent ensuring that our websites remain competitive, visually pleasing, and secure. For example, our WordPress experts can modify and customize code for an e-commerce widget tailored to our organization's needs rather than building the content from scratch.

By eliminating the salary and benefits packages of seven employees from our team and reducing web development time due to increased efficiency, our organization will realize a three year benefit of \$2,625,000. The cost to purchase and maintain the hardware and software as well as train WordPress experts is \$174,000 over a three year period. Leveraging WordPress is an essential investment for the future success of our company; with WordPress, we will reap a three year net benefit of \$2,451,000.

Works Cited

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Cost	Year 1	Year 2	Year 3	Total
Hardware/Software	\$100,000	\$0	\$0	\$100,000
Maintenance	\$18,000	\$18,000	\$18,000	\$54,000
Training for WP Experts	\$20,000	\$0	\$0	\$20,000
			Total Cost	\$174,000
Benefit				
Headcount Reduction	\$875,000	\$875,000	\$875,000	\$2,625,000
			Total Benefit	\$2,625,000
			Net Benefit	\$2,451,000