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Flash Research Assignment 4: WordPress

Our company should implement the WordPress Platform. WordPress is the ability to reduce costs by headcount reduction. With the implementation of this technology, our company will see an net benefit of $2.451 Million.

The key benefit of this technology is its ability to increase efficiency. This technology comes from the usage of plug-ins, which are free or low-cost. With an increase in efficiency, we will be able to have a reduction in headcount. When we implement this technology, our personnel who work with WordPress, we will have a realized headcount reduction of 7 developers.

The headcount reduction from this cost avoidance strategy results the company with three-year benefits of $2.625 Million. Hardware, software, maintenance and training/productivity losses comprise the three-year costs of $174 thousand. We will realize a three-year net benefit of $2.451 Million.

Works Cited

Gillespie, Penny, Jason Daigler, and Mangus Revang. *Market Guide for Digital Personalization Engines*. Gartner, 7 Apr. 2015. Web.

@WordPressDotCom. "Marketing – Create Your Stunning Website." *WordPress.com*. N.p., 2016. Web. 29 Nov. 2016.

Oni, Joseph. "5 Reasons You Might Not Want to Use WordPress." *Inspirationfeed*. N.p., n.d. Web. 29 Nov. 2016.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 12 | number of developers |  |  |  |
| 125000 | salary of developers |  |  |  |
| 0.75 | percent moved to WordPress |  |  |  |
| 0.778 | efficiency improvement |  |  |  |
| 100000 | hardware and software cost |  |  |  |
| 18000 | maintenance |  |  |  |
| 10000 | training and productivity loss per developer |  |  |
| 9 | Percent of word press\* number of employees |  |  |
| 7 | Headcount reduction |  |  |  |
| 2 | efficiency improvement \* A8 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | **Year 1** | **Year 2** | **Year 3** | **Total** |
| **Costs** |  |  |  |  |
| Hardware/ Software | 100000 |  |  | 100000 |
| Maintenance | 18000 | 18000 | 18000 | 54000 |
| Training/ Productivity loss | 20000 |  |  | 20000 |
| **Total Costs** | 138000 | 18000 | 18000 | 174000 |
|  |  |  |  |  |
|  | **Year 1** | **Year 2** | **Year 3** | **Total** |
| **Benefits** |  |  |  |  |
| Headcount Reduction | 875000 | 875000 | 875000 | 2625000 |
| **Total Benefits** | **875000** | **875000** | **875000** | **2625000** |
|  |  |  |  |  |
| **3- Year Net Benefits** | 737000 | 857000 | 857000 | 2451000 |