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## WordPress

Our company has the opportunity to make an additional \$2,625,000 over three years by investing in WordPress. WordPress is an easy to use, open-sourced web development and content management platform that would allow us to increase efficiency and decrease our web developer head count. WordPress will allow us to decrease the size of our web development team while maintaining efficiency and ultimately increasing total revenue.

WordPress is a user-friendly and widely used platform that provides web developers with a simple way to develop and manage website content. WordPress's simple, intuitive design only requires limited training and significantly decreases the amount of time spent managing website content. The key feature of WordPress is that it improves efficiency of web developers by providing a platform that is much easier to use than traditional web platforms. With the addition of WordPress, our company will experience a 77.8% increase in efficiency. More specifically, this means that we can reduce our number of web developers by 7 (from 12 to 5 developers). A more efficient web content management system is important for our company because it will allow us to reduce our number of web developers and increase our total revenue.

Over three years, the total cost of implementing WordPress is \$174,000. The benefit over the current system is \$2,625,000, which leads to a 3-year net benefit of \$2,451,000. This is possible because of the significant increase in web developer efficiency after the implementation of WordPress and the subsequent reduction in our web developer headcount.

### References

<b>Benefit:</b>	Year 1	Year 2	Year 3	Total
Elimination of 7 Developers	\$875,000	\$875,000	\$875,000	\$2,625,000
<b>Total benefit</b>	<b>\$875,000</b>	<b>\$875,000</b>	<b>\$875,000</b>	<b>\$2,625,000</b>

<b>Cost:</b>	Year 1	Year 2	Year 3	Total
Hardware & Software	\$100,000	0	0	\$100,000
Yearly Maintenance	\$18,000	\$18,000	\$18,000	\$54,000
Initial Training and Lost Productivity	\$20,000	\$0	\$0	\$20,000
<b>Total</b>	<b>\$138,000</b>	<b>\$18,000</b>	<b>\$18,000</b>	<b>\$174,000</b>

<b>3 year net benefit:</b>	Year 1	Year 2	Year 3	Total
Benefit	\$875,000	\$875,000	\$875,000	<b>\$2,625,000</b>
Cost	\$138,000	\$18,000	\$18,000	<b>\$174,000</b>
<b>Total</b>	<b>\$737,000</b>	<b>\$857,000</b>	<b>\$857,000</b>	<b>\$2,451,000</b>

### Works Cited

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