Megan Gallagher

WordPress

I strongly recommend that the Web Development team switches many members to using the WordPress platform, in order to have a net benefit of $2,451,000 over the next 3 years. The easy user interface that WordPress offers will allow our team to operate more efficiently and reduce our headcount. Our company will have a chance to save money due to the increase in efficiency in our Web Development team.

WordPress is a self-hosted, open source content management system that would increase efficiency and reduce the headcount if implemented in our team. To use WordPress, no prior knowledge of HTML is needed. WordPress allows its users to have access to many different plug-ins and themes so that our team does not have to create these things. The easy user interface reduces the time normally spent coding in traditional web based technology so that time saved can be used for other causes.

By eliminating 7 members of our team due to increased efficiency through WordPress, our company would save $2,625,000 in three years due to salaries. To implement WordPress would cost $174,000 over a 3 year span, including the initial installation of hardware and software, training and maintenance. Considering these savings and costs, the net benefit over a three year span is $2,451,000 if we choose to have 75% of our Web Development team use WordPress.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Costs** | | **1** | | **2** | | **3** | | **Total** |
| **Hardware & Software** | | **100000** | | **0** | | **0** | | **100000** |
| **Maintenance** | | **18000** | | **18000** | | **18000** | | **54000** |
| **Training** | | **20000** | | **0** | | **0** | | **20000** |
| **total costs** | | **138000** | | **18000** | | **18000** | | **174000** |
| **benefits** | |  | |  | |  | |  |
| **headcount reduction (7)** | | **875,000** | | **875,000** | | **875,000** | | **2625000** |
| **total benefits** | | **875,000** | | **875,000** | | **875,000** | | **2625000** |
|  |  | |  | | **3 year net benefit =** | | | |
|  |  | |  | | **2451000** | |  | |

|  |  |
| --- | --- |
| **new traditional team** | **3** |
| **remaining developers** | **9** |
| **increase in efficiency** | **77.80%** |
| **new wordpress** | **2** |
| **headcount reduction** | **7** |
|  |  |
| **original web development team** | **12** |

"10 Benefits of Using WordPress to Power Your Company's Website." *Website Company SEO Online Branding Denver Colorado Aspire Internet Design*. Aspire Internet Design, 21 Sept. 2012. Web. 17 Oct. 2014. <http://aspireid.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>.

Biglione, Kirk. "10 Reasons Why You Should Use WordPress To Run Your Business Website | WP Apprentice." *WP Apprentice*. WPApprentince, 25 Feb. 2014. Web. 20 Oct. 2014. <http://wpapprentice.com/blog/10-reasons-use-wordpress-run-business-website/>.

"WordPress.org." *WordPress › About*. Wordpress, n.d. Web. 20 Oct. 2014. <https://wordpress.org/about/>.