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Flash Research Paper

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WordPress

Our company will generate a net benefit of $2,451,000 in three years by upgrading to WordPress. WordPress increases efficiency by having thousands of plugins and widgets that allow you to save time creating websites. The efficiency of WordPress will allow for a headcount reduction by saving us costs for our Web Development team.

Implementing WordPress gives us a tool to build websites that take little time causing for less need for a big development team. WordPress’s key capabilities utilizing plugins and widgets which reduces the need for code. The plugins allow for a wide variety of customization allowing you to build sites the way you want. This cuts the amount of web developers and time spent building websites. An example of this is if it takes a developer 100 hours to complete a task using current technologies, it would only take 22.2 hours to complete this task using WordPress. Due to this, we can save money by reducing our current development team by seven.

Implementing WordPress will give us a three-year cost of $174,000 from the hardware and software, maintenance, training and the loss of productivity (only incurred at startup). The result of this is a three-year benefit of $2,625,000 because of the headcount reduction of seven employees. The combination of these two will give us a net benefit of $2,451,000 within three years of implementing WordPress.

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| --- | --- |
| Original team | 12 |
| New team | 3 |
| Remaining Devs | 9 |
| Increase in efficiency | 77.8% |
| New WordPress team | 2 |
| Headcount reduction | 7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Costs | Year 1 | 2 | 3 | Total |
| Hardware/Software | $100,000 | 0 | 0 | $100,000 |
| Maintenance | $18,000 | $18,000 | $18,000 | $54,000 |
| Training (2 people) | $20,000 | 0 | 0 | $20,000 |
| Total Costs | $138,000 | $18,000 | $18,000 | $174,000 |
| Benefits |  |  |  |  |
| Headcount Reduction (7) | $875,000 | $875,000 | $875,000 | $2,625,000 |
| Total Benefits | $875,000 | $875,000 | $875,000 | $2,625,000 |
|  |  |  |  | $-174,000 |
| Net Benefit |  |  |  | $2,451,000 |

**Citations**

“What Is WordPress? A Simple Tutorial by WP101.Com.” *WordPress 101 Tutorial Videos*, www.wp101.com/tutorial/what-is-wordpress/.

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