Mike McAleer

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**Flash Research Assignment: Wordpress**

By investing in Wordpress, we will experience a $1,296,000 net benefit. Currently, the efficiency of my web development team is being restricted by the use of our traditional web platforms. WordPress is an open source publishing platform that can help increase our efficiency and productivity. Implementing Wordpress will reduce the number of necessary employees, and enable the remaining team members to increase application output, eliminate excess development hours, and increase company revenue.

Implementing Wordpress will result in a dramatic improvement in team productivity. Features that are essential to our company include drag and drop, plug-in, and e-commerce capabilities. These capabilities will produce a 77.8% improvement in the efficiency of our web development team; reducing the number of hours required to complete a task from 100 to 22.2. The capability that is most beneficial to our organization is the drag and drop capability. This capability allows developers to assemble and tailor applications rather than write them from scratch, decreasing the development time of each application. Plug-ins extend our organization’s services without the use of code; enabling us to enhance galleries, social networking, forums, social media widgets, spam protection, and search engine optimization. The e-commerce capabilities will directly influence the banking, investment, and other financial services of our organization, making them quick and accessible for our clients. Wordpress possesses features that our current traditional web applications do not present, allowing our organization to deliver services more efficiently through a Wordpress platform.

The three year total cost of implementing Wordpress is $3,204,000, consisting of salary expenses, a $100,000 hardware and software implementation fee, an annual $18,000 maintenance fee, and a $10,000 training cost for every developer. The net benefit is $1,296,000, as a result of reducing traditional web application costs from $4,500,000 to $3,204,000. Because we can transfer 75% of our web development work to the Wordpress platform, we can decrease the size of our development team from 12 to 8 employees; eliminating $1,000,000 of salary expenses per year. Wordpress will improve our productivity and efficiency by 77.8%, reduce the size of our development team by 4 employees, and cut our organizations costs by 29%.

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| --- | --- | --- | --- | --- |
| **Costs: Currently** | Year1 | Year2 | Year3 | Total |
| Salary | 1,500,000 | 1,500,000 | 1,500,000 | 4,500,000 |
| Total | 1,500,000 | 1,500,000 | 1,500,000 | 4,500,000 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Costs: After implementation** | Year1 | Year2 | Year3 | Total |
| Salary | 1,000,000 | 1,000,000 | 1,000,000 | 3,000,000 |
| Hardware/Software | 100,000 | 0 | 0 | 100,000 |
| Maintenance | 18,000 | 18,000 | 18,000 | 54,000 |
| Training | 50,000 | 0 | 0 | 50,000 |
| Total | 1,168,000 | 1,018,000 | 1,018,000 | 3,204,000 |

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| --- | --- | --- | --- | --- |
| **Benefit** | Year1 | Year2 | Year3 | Total |
| Current (costs) | 1,500,000 | 1,500,000 | 1,500,000 | 4,500,000 |
| After implementation (costs) | 1,168,000 | 1,018,000 | 1,018,000 | 3,204,000 |
| **Net benefit** | 332,000 | 482,000 | 482,000 | **1,296,000** |

Sources:

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