

## **Flash Research Assignment: WordPress**

Prepare a paper for the CIO which describes this technology and describes the business case for making investments in WordPress based on the following scenario:

You are the IT Development Manager for a midsized financial services organization. You have a dozen developers on your Web Development team. The average annual cost for these developers (salary plus benefits) is \$125,000 per year. All of these developers are experts with traditional web based development tools but have never used WordPress.

Based on your research you believe that 75% of the work currently being done by the Web Development team could be done much more efficiently using the WordPress platform. You decide to split your Web Development team in two (not in half) with one team continuing to focus on the applications which will require traditional web based technologies and a second team that will focus on the applications which will be developed on the WordPress platform. Again, based on your research, you believe that you can realize an 77.8% improvement in the efficiency of your web developers by using the WordPress platform instead of traditional web platforms (what I mean by this is, if it takes a developer 100 hours to complete a task using traditional technologies, it would only take 22.2 hours to complete this task using WordPress.)

You will need to purchase some hardware and system software (Windows Server operating system and Microsoft SQL Server). You will need both a development and a production system. The total cost for the hardware and system software is \$100,000. In addition, you will need to purchase hardware and a software maintenance agreement for these systems which will cost you an additional \$18,000 per year. Finally, the developers will need some training and will experience a loss in productivity during the time it takes them to learn how to use WordPress. This training and lost productivity will cost you approximately \$10,000 per developer.

This organization evaluates all investments over a period of three years.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

## WordPress

With the implementation of WordPress, our company will realize a net benefit of \$2,451,000 over three years. WordPress is an open source web creation platform that includes customizable add-ons and features that reduce the amount of time it takes developers to build a website. By utilizing WordPress, our company will operate 77.8% more efficiently with a lower cost because fewer developers will be needed.

WordPress is a content management system that makes the process of creating a website more efficient by providing developers with a platform designed to “work with minimum set up” (“Our Mission”). Offering over 55,000 plugins and more than 3,000 templates, WordPress enables users to build interfaces by selecting and installing the desired components for a site instead of coding the features from scratch. The ability for developers to use these tools speeds up the process of editing and configuring a web application (Wolfe). Using this platform, our company will be able to develop websites in a fraction of the time, improving efficiency by 77.8% and reducing the number of developers on our team from twelve to five.

The three year cost of implementing WordPress is \$174,000, which stems from purchasing hardware and software, performing annual maintenance, and training developers to use WordPress. The headcount reduction offsets these costs and provides our company with a three year benefit of \$2,625,000. As a result, our company will realize a net benefit of \$2,451,000 over three years.

## Works Cited

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## Calculations

COSTS	Year 1	Year 2	Year 3	Total
Cost of hardware/software	\$100,000			\$100,000
Cost of annual maintenance	\$18,000	\$18,000	\$18,000	\$54,000
Loss of productivity	\$20,000			\$20,000
<b>Three Year Cost</b>				<b>\$174,000</b>
BENEFITS	Year 1	Year 2	Year 3	Total
Headcount reduction	\$875,000	\$875,000	\$875,000	\$2,625,000
<b>Three Year Benefit</b>				<b>\$2,625,000</b>
<b>Three Year Net Benefit</b>				<b>\$2,451,000</b>