

Miraziz Zakhidov
Flash Research Assignment #6
WordPress
11/5/2012

By investing in WordPress, our company will save a total of \$2.45 million over a period of three years. Investing in this technology will help our company to considerably increase its web development efficiency. WordPress is a free and open source blogging tool that is often used as a content management system. The user friendly capability of WordPress can be highly beneficial to our company because it allows us to reduce the number of our web developers. Utilizing WordPress would not only increase our web development efficiency, but it would also help our company to remain competitive in the market.

One of the key capabilities of WordPress is that it is a very user friendly web development tool. Users do not have to be highly skilled web developers with advanced coding skills to use WordPress to create web pages. WordPress allows users to easily update and control their content on their websites. Users can choose their themes and add in any plugins or widgets they need to create more complex web pages that can provide more functionality. It is also easy to install WordPress and update it regularly to newer versions. This key capability of WordPress can be extremely productive in business because it significantly reduces web development cost for companies. Unlike WordPress, traditional web development tools require each user to have advanced coding skills. This major advantage of WordPress would increase the productivity of our team of web developers while reducing our overall cost.

Investing in WordPress might initially cost us \$174,000 for purchasing of hardware and system software, maintenance, and user training, but we would be making a great investment over a period of three years. Our company would overall save a total of \$2.45 million by increasing the efficiency of our web developers by 80% over a period of three years. It is also important to note that we will not incur any software licensing fee cost for WordPress since it is completely free to use. Instead of using traditional web development tools, utilizing WordPress will help our company to gain a competitive advantage over its rivals who do not use this same technology. Investing in this technology will allow our company to increase its web development efficiency and stay competitive in the market.

Miraziz Zakhidov
Flash Research Assignment #6
WordPress
11/5/2012

References

“Features”. WordPress.Org. WordPress. Nov 5. 2012. Web.

<http://wordpress.org/about/features/>

“Why use WordPress?”. BlogohBlog. Nov 5. 2012. Web.

<http://www.blogohblog.com/why-use-wordpress/>

“Why WordPress?”. WPSHOUT.COM. Nov 5. 2012. Web.

<http://wpshout.com/why-wordpress/>