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## Drupal

By implementing Drupal, our company will save approximately 8.8 million dollars over the next three years. Drupal is an open source platform that allows developers to efficiently publish customizable online content. Implementing Drupal will increase productivity and thus reduce headcount resulting in greater savings. The net benefit of implementing Drupal is \$8,724,000 over the three years (Table 1), and thus would be a profitable investment for our company.

Drupal is a management platform which powers millions of websites and applications and comes with several standard content types. Drupal's flexibility allows it to handle countless types of software including video, text, blog with robust user management, menu handling, and real-time statistics. Also, there are thousands of free designs and plug-ins for rapid site assembly. The presentation layer allows developers to create a highly interactive experience that will engage users of marketing companies and increase traffic. While the Drupal content management features make it efficient to create and manage web content for marketing companies. For example, if it takes a developer 100 hours to complete a task using traditional technologies, it would only take 60 hours to complete task using Drupal. Therefore, implementation of Drupal will be highly beneficial to our company.

The total cost of Drupal consultant and training is \$156,000 (Table 1) over the three years. These costs include necessary training as well hiring two Drupal consultants. However, there will be a net benefit of \$8,724,000 over the three years (Table 1). By implementing Drupal will increase productivity and thus the company will be able to reduce its headcount from 80 to 64. This reduction of 16 developers will result in savings within the salary department. The total benefits of implementing Drupal is \$8,880,000 from salary and technology savings (Table 1) over the three years

Table 1: Cost and Benefit over 3 year period

<b>Total Cost</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>24 Training Cost</b>	\$12,000.00			\$12,000.00
<b>2 Drupal Consultants Cost</b>	\$144,000.00			\$144,000.00
				\$0.00
<b>Total</b>	\$156,000.00	\$0.00	\$0.00	\$156,000.00

<b>Total Benefit</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>16 Developer Salary Saving</b>	\$2,800,000.00	\$2,800,000.00	\$2,800,000.00	\$8,400,000.00
<b>16 Developer Technologies Saving</b>	\$160,000.00	\$160,000.00	\$160,000.00	\$480,000.00
<b>Total</b>	\$2,960,000.00	\$2,960,000.00	\$2,960,000.00	\$8,880,000.00

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Net Benefit</b>	\$2,804,000.00	\$2,960,000.00	\$2,960,000.00	\$8,724,000.00

### Work Cited

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