**Nathaly Gonzalez**

**Flash Research - WordPress**

The company will generate a 3-year net benefit of $2,451,000 when moving to a WordPress platform due to the increase in efficiency of the work done by Web Development team. The Content Management System (CMS) that WordPress provides allows for easy customization and built-in updates that create an easy-to-use platform. This improves efficiency by 77.8% and reduces the headcount of developers needed.

WordPress provides a Content Management System that helps companies improve the efficiency of work done by Web Developers. This is due to a combination of customization and plugins/updates. The Admin dashboard provided allows companies to change themes, headings, layouts, etc. for quick customization. The availability of plugins means that the company can insert small pieces of code to perform specific tasks and can quickly customize this code to fit the needs of the company without having to go through the process of writing the code themselves. These factors improve the efficiency of work done by Web Developers by 77.8%, making it so that if the completed work originally took 100 hours to complete, it can be done in 22.2 hours.

The switch to a WordPress platform will have a 3-year cost of $174,000 due to hardware, maintenance, and training costs. The improvements in efficiency and headcount reduction will generate a 3-year benefit of $2,625,000. This will produce a 3-year net benefit of $2,451,000.

**Works Cited**

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**Math:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Costs** | **Year One** | **Year Two** | **Year Three** | **Total** |
| Hardware Costs | $ 100,000.00 | - | - | $ 100,000.00 |
| Maintenance | $ 18,000.00 | $ 18,000.00 | $ 18,000.00 | $ 54,000.00 |
| Training + Loss Productivity | $ 20,000.00 | - | - | $ 20,000.00 |
|  |  |  | 3 Year Costs ---- | $ 174,000.00 |
| **Benefits** | **Year One** | **Year Two** | **Year Three** |  |
| Salary (+benefits) Saved | $ 875,000.00 | $ 875,000.00 | $ 875,000.00 | 3 Year Benefit --  $ 2,625,000.00 |
|  |  |  |  |  |
| Net Benefit | $ 855,000.00 | $ 875,000.00 | $ 875,000.00 | Net 3 Year Benefit  $ 2,451,000.00 |