Nick Rivera

Flash Paper #4 WordPress

When our company implements WordPress as our web creation platform, we will receive a net benefit of $2.4 million over the next three years. Because the platform will increase web developer efficiency, fewer developers will be needed to perform the current tasks. The increase in web developer efficiency will allow our company to reduce headcount and still operate at the current level of productivity.

WordPress increases efficiency by utilizing a drag & drop style of web creation centered on the use of plugins. Due to the drag & drop nature of the platform, our company will be able to perform the same amount of work, using less web developers. Plugins are pre-written sets of code which can be dragged and dropped anywhere to speed up the designing process. With WordPress implemented, our company will benefit from an efficiency increase of 77.8% allowing us to reduce headcount from 12 developers to 5.

The cost of implementing WordPress is $174,000, which includes maintenance costs, as well training expenses for the next three years. Because WordPress will improve the efficiency of our web developers by 77.8%, our company will be able to reduce headcount, decreasing employee salaries by over $2.6 million over the next three years. By investing in WordPress, taking the headcount reduction savings of $2.6 million, and deducting the $174,000 in total costs, our company will gain a net benefit of $2.4 million over the next three years.

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| --- | --- | --- | --- |
| **Costs of wordpress** | **year 1** | **year 2** | **year 3** |
| **hardware / software** | $ 100,000.00 | $ - | $ - |
| **maintenance costs** | $ 18,000.00 | $ 18,000.00 | $ 18,000.00 |
| **training (2 developers)** | $ 20,000.00 | $ - | $ - |
| **Totals:** | $ 138,000.00 | $ 18,000.00 | $ 18,000.00 |
|  |  |  | **$ 174,000.00** |
|  |  |  |  |
| **Benefits of WordPress:** | year 1 | year 2 | year 3 |
| **salary of 12 employees** | $ 1,500,000.00 | $ 1,500,000.00 | $ 1,500,000.00 |
| **salary of 5 employees** | $ 625,000.00 | $ 625,000.00 | $ 625,000.00 |
|  |  |  | **$ 2,625,000.00** |

Works Cited

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