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Enterprise IT Architecture

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Benefits of WordPress

Investing in WordPress will increase company efficiency and allow us to realize a three-year net benefit of $2,451,000. WordPress’ web development platform enables users to create customizable websites without having to spend months writing code. This will drastically increase our development team’s productivity.

WordPress facilitates efficient website creation by allowing users to spend less time building the code framework and more time on improving design and functionality. Its platform comes with customizable templates and pre-made plug-ins to suit any business’ needs. WordPress would increase our development team’s productivity by 77.8%, which means for every 100 hours it would take a developer to complete a task the traditional way, it would only take him 22.2 hours with WordPress. For example, instead of spending months writing the code for a shopping cart application, our developers could use WordPress’s plug-ins to assemble one in days.

Our company would save money from a significant headcount reduction, which would lead to a $2,625,000 three-year benefit. The three-year cost, which includes hardware, software, maintenance, and employee training is $174,000. Investing in WordPress will improve our company’s efficiency and allow us to realize a three-year net benefit of $2,451,000.

Sources:

“Meet Wordpress”, (2017). *WordPress*. Retrieved from <https://wordpress.org/>.

“Ten Benefits of Using Wordpress”. (2017). *Aspire Internet Design*. Retrieved from <http://aspireid.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>.

“Why Should you Use Wordpress?”. (2015, June 7th). *Wp Beginner.* Retrieved from <http://www.wpbeginner.com/why-you-should-use-wordpress/>.

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| --- | --- | --- | --- | --- |
|   | Year 1 | Year 2 | Year 3 | Total |
| Costs: |   |   |   |   |
| Hardware and Software | 100,000 |   |   | 100,000 |
| Maintenance  | 18,000 | 18,000 | 18,000 | 54,000 |
| Training (2 employees) | 20,000 |   |   | 20,000 |
|   |   |   |   | 174,000 |
|   |   |   |   |   |
| Benefits: |   |   |   |   |
| Headcount Reduction (7 employees) | 875,000 | 875,000 | 875,000 | 2,625,000 |
|   |   |   |   |   |
|   |   |   |   |   |
| Net Benefit: |   |   |   | 2,451,000 |
|   |   |   |   |   |

12 employees x .75 = 9 WordPress Developers and 3 Traditional Developers

9 x (1-.778) = 1.998 🡪 2 Really only need two WordPress Developers

5 employees total 🡪 headcount reduction of 7 employees