

Prompt #6:

## **Flash Research Assignment: WordPress**

Prepare a paper for the CIO which describes this technology and describes the business case for making investments in WordPress based on the following scenario:

You are the IT Development Manager for a midsized financial services organization. You have a dozen developers on your Web Development team. The average annual cost for these developers (salary plus benefits) is \$125,000 per year. All of these developers are experts with traditional web based development tools but have never used WordPress.

Based on your research you believe that 75% of the work currently being done by the Web Development team could be done much more efficiently using the WordPress platform. You decide to split your Web Development team in two (not in half) with one team continuing to focus on the applications which will require traditional web based technologies and a second team that will focus on the applications which will be developed on the WordPress platform. Again, based on your research, you believe that you can realize an 77.8% improvement in the efficiency of your web developers by using the WordPress platform instead of traditional web platforms (what I mean by this is, if it takes a developer 100 hours to complete a task using traditional technologies, it would only take 22.2 hours to complete this task using WordPress.)

You will need to purchase some hardware and system software (Windows Server operating system and Microsoft SQL Server). You will need both a development and a production system. The total cost for the hardware and system software is \$100,000. In addition, you will need to purchase hardware and a software maintenance agreement for these systems which will cost you an additional \$18,000 per year. Finally, the developers will need some training and will experience a loss in productivity during the time it takes them to learn how to use WordPress. This training and lost productivity will cost you approximately \$10,000 per developer.

This organization evaluates all investments over a period of three years.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

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Our company can save \$2.451M over three years by implementing the WordPress platform. WordPress is a website and blog creation platform that allows developers to set up websites quickly and securely. With our costly team of developers we will benefit from the efficiency guaranteed through using WordPress.

The key capability of WordPress is that it offers a template system to significantly reduce the time it takes to build a website. Developers do not have to code every aspect of the site, improving efficiency by 77.8%. WordPress templates allow developers to reduce the amount of time they spend on web design; templates quickly set up the website with colors and layouts that can all be customized and changed based on preference. All desired website features such as widgets, plugins, and analytics can be easily integrated into a WordPress site. With WordPress websites will take hours to complete instead of months when using traditional coding.

As displayed in Figure 1, we will see a benefit in headcount reduction of \$2.625M over three years. WordPress will cost us \$174,000 over three years for hardware and software, maintenance, and training. Overall, WordPress will realize a \$2.451M three-year net benefit for our company. Evidently, implementing the WordPress platform will improve productivity for our company by reducing the number of developers needed on our team.

## Works Referenced

"Website Features and Benefits." *WebRabbit*. N.p., n.d. Web. 29 Oct. 2013.

<<http://webrabbit.co.za/website-features-benefits/>>.

"What Is Wordpress: Features and Benefits." *Blog*. Website Boston, 12 Sept. 2013. Web. 29 Oct.

2013. <<http://blog.websiteboston.com/2013/09/what-is-wordpress-features-and-benefits/>>.

"WordPress.org." *About WordPress*. N.p., n.d. Web. 29 Oct. 2013.

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

**Figure 1**

<b>To-Be Benefits</b>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Headcount reduction</b>	\$875,000	\$875,000	\$875,000	<b>\$2,625,000</b>
<b>To-Be Costs</b>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Hardware/Software</b>	\$100,000	\$0	\$0	\$100,000
<b>Maintenance</b>	\$18,000	\$18,000	\$18,000	\$54,000
<b>Training</b>	\$20,000	\$0	\$0	\$20,000
<b>Total</b>	\$833,000	\$733,000	\$733,000	<b>\$174,000</b>
<b>To-Be Net Benefits</b>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Net Benefits</b>	\$42,000	\$142,000	\$142,000	<b>\$2,451,000</b>