**Flash Research Assignment:** WordPress

We will realize a net benefit of $2,451,000 over the next three years by using Wordpress to develop our websites. Wordpress is a platform for building websites which will give our developers templates and content so they spend less time creating from scratch. Wordpress will allow us to improve efficiency in our developers to the point of reducing headcount.

Wordpress is an online website creation platform. Wordpress’s key capability is time saving through increased efficiency. Rather than having our developers code each website from scratch, Wordpress provides parts of a website already created and working. Wordpress also allows developers from around the world to create ‘plugins’; so if basic Wordpress does not contain something we need, our developers may be able to just download the ‘plugin’ rather than code it themselves. This platform will allow us to realize a 77.8% improvement in the efficiency of our developers, to the point where we can reduce headcount.

Wordpress will cost $174,000 over three years, which includes hardware, software, training, and maintenance. However, our three year benefit from headcount reduction will be $2,625,000. Thus, our three year net benefit will be $2,451,000.

“6 Important Reasons Why You Should Use WordPress for Your Website.” *Beginner’s Guide to Wordpress*, 14 Nov. 2018, www.wpbeginner.com/why-you-should-use-wordpress/.

Terada, Elisha. “5 Reasons Why We Use WordPress [UPDATED 2017].” *Fresh Consulting*, 25 Aug. 2017, www.freshconsulting.com/5-reasons-why-we-use-wordpress/.

“What Is WordPress?” *Kinsta*, ithemes.com/tutorials/what-is-wordpress/.



