Flash Research Assignment: WordPress

Our financial services organization can have a net benefit of $2,451,000 over a period of three years by utilizing WordPress. WordPress is an online website creation tool preinstalled with plugins and widgets that will allow the work currently being done by our Web Development team to be done much more efficiently. This will reduce our total number of developers on our Web Development team from twelve to five. We should invest in WordPress to increase the efficiency of our Web Development team.

WordPress is an open source content management system with the key capability of customizability for our developers to create, edit, and publish content to increase efficiency. WordPress can be installed on our current web server in 5 minutes and our developers can use a simple editor to create or edit web pages without having to code. Developers will have access to 2,600+ customizable templates and 31,000+ plugins to design their website. For example, our developers can choose from one of these customizable templates to start designing their website instead of having to code from scratch. Developers can also view and modify the source code of these templates and plugins to verify and make sure they function properly. Currently, it takes a developer 100 hours to complete a task, but it will only take 22.2 hours to complete using WordPress which will give a 77.8% improvement in efficiency. After implementing WordPress, we will be able to reduce our Web Development team to five developers due to the increase in efficiency.

To utilize WordPress, it will cost our company $174,000 over three years, which includes the purchase of the hardware and system software, maintenance agreement, and loss of productivity. It will provide a three-year benefit of $2,625,000. This will give our company a net benefit of $2,451,000 over three years.

**References**

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

“What Is WordPress? A Simple Tutorial by WP101.Com.” *WordPress 101 Tutorial Videos*, [www.wp101.com/tutorial/what-is-wordpress/](http://www.wp101.com/tutorial/what-is-wordpress/).

“Why You Should Use WordPress?” *WPBeginner*, 7 June 2015,

[www.wpbeginner.com/why-you-should-use-wordpress/](http://www.wpbeginner.com/why-you-should-use-wordpress/).

Number of Traditional Web Developers: 3

Number of WordPress Developers: 2

Hardware and System Software: $100,000

Hardware and Software Maintenance: $18,000 per year

Training and Lost Productivity: $10,000 per developer

Headcount Reduction: $125,000\*7 = $875,000

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| --- | --- | --- | --- | --- |
| **Cost** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| Hardware and System Software | ($100,000) | $0 | $0 | ($100,000) |
| Maintenance | ($18,000) | ($18,000) | ($18,000) | ($54,000) |
| Training and Lost Productivity | ($20,000) |  |  | ($20,000) |
| **Total Cost:** | ($138,000) | ($18,000) | ($18,000) | **($174,000)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Benefit** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| Headcount Reduction | $875,000 | $875,000 | $875,000 | $2,625,000 |
| **Benefit** | $875,000 | $875,000 | $875,000 | **$2,625,000** |
| **Net Benefit** | **$737,000** | **$857,000** | **$857,000** | **$2,451,000** |