Flash Research Paper: WordPress

The company can realize a net benefit of $2.5 million over the next three years by implementing a WordPress Platform. The benefit resulting from this investment will be incurred by reducing web developer head count after platform implementation. WordPress enables our company to incur this net benefit by reducing the time our company’s web developers need to create websites and web applications from scratch.

WordPress is a customizable content management platform that enables website and web application development. Utilizing WordPress will allow our company can realize a 77.8% in web developer efficiency by substituting the company’s traditional web based platform. WordPress will accomplish our company’s web developer efficiency by reducing the development time required to create websites and web applications from the bottom-up. Predeveloped templates, widgets, and plugins available on the WordPress platform will ensure the company’s we developers can customize websites and web applications with greater efficiency and speed.

Through the implementation of a WordPress platform our company can realize a net benefit of $2.5 million over a three year time frame. To acquire this net benefit the company will need to invest $138,000 over the next three years to pay for hardware/software, maintenance, and training. The resulting total benefits from this investment will equal $2.6 million over the next three years.

Table

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Original Web Development Team | 12 |  | Costs | Year 1 | Year 2 | Year 3 | Total |
|   |   |  | Hardware/Software |  $ 100,000.00  |  $ -  |  $ -  |  $ 100,000.00  |
| New Traditional Team | 3 |  | Maintenance |  $ 18,000.00  |  $ 18,000.00  |  $ 18,000.00  |  $ 54,000.00  |
| Remaining Developers | 9 |  | Training (2 People) |  $ 20,000.00  |  $ -  |  $ -  |  $ 20,000.00  |
| Increase in Efficiancy | 77.8% |  | Total Cost |  $ 138,000.00  |  $ -  |  $ -  |  $ 138,000.00  |
| New WordPress | 2 |  | Benefits |   |   |   |   |
| Headcount Reductions | 7 |  | Headcount Reduction |  $ 875,000.00  |  $ 875,000.00  |  $ 875,000.00  |  $ 2,625,000.00  |
|  |  |  | Total Benefits |  $ 875,000.00  |  $ 875,000.00  |  $ 875,000.00  |  $ 2,625,000.00  |
|  |  |  |   |   |   | Net Benefit |  $ 2,487,000.00  |

Works Cited:

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