Run Zhu

MIS 2501

WordPress

By utilizing WordPress to develop our website, we will gain $2,451,000 in net benefits over 3 years. WordPress allows our developers to use free templates (themes) to customize our website and can be extended by using plugins. By investing $2,049,000 in WordPress in the first year, we can increase our web development efficiency, therefore gaining benefits over 3 years.

The key capability of WordPress is that it provides website developers access to a variety of website templates and plug-ins used for website customization. By utilizing WordPress, our developers are able to be more efficient in website development. For example, our developers can simply apply themes and plugins to our website rather than hard code it from scratch. It will result in a 77.8% improvement in the efficiency of our web developers, thus decreasing the salary expense on web content development.

The 3-year cost for WordPress is $2,049,000, including hardware & software purchase fee, maintenance fee, and developers training salary and training fee. The 3-year benefit is $4,500,000 in avoided cost from decreasing web developers’ salary expense. Thus the 3-year net benefit is $2,451,000.

Appendix

Cost-benefit Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Old technique | Year 1 | Year 2 | Year 3 |  |
| Traditional Developer Salary | $1,500,000.00 | $1,500,000.00 | $1,500,000.00 |  |
| total | $1,500,000.00 | $1,500,000.00 | $1,500,000.00 | $4,500,000.00 |
|  |  |  |  |  |
| With WordPress | Year 1 | Year 2 | Year 3 |  |
| Purchase Fee | $100,000.00 | 0 | 0 |  |
| Maintenance cost | $18,000.00 | $18,000.00 | $18,000.00 |  |
| Training fee | $20,000.00 |  |  |  |
| Traditional Developer | $375,000.00 | $375,000.00 | $375,000.00 |  |
| WordPress Developer | $250,000.00 | $250,000.00 | $250,000.00 |  |
| total | $763,000.00 | $643,000.00 | $643,000.00 | $2,049,000.00 |
|  |  |  |  |  |
|  | Year 1 | Year 2 | Year 3 |  |
| Benefit | $737,000.00 | $857,000.00 | $857,000.00 |  |
|  |  |  | 3 Year Net Benefit | $2,451,000.00 |

References

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**About the Editorial StaffEditorial Staff at WPBeginner is a team of WordPress experts led by Syed Balkhi. Page maintained by Syed Balkhi. (2016, September 08). WordPress vs Static HTML - What's Best for Your Business Website? Retrieved April 18, 2017, from http://www.wpbeginner.com/beginners-guide/wordpress-vs-html-whats-best-for-your-business-website/**