

Sam Painter  
MIS 2501

## **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 mid-sized 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.

Sam Painter

Enterprise IT

Flash Research Assignment

12/1/17

## WordPress

By upgrading our traditional web development team to use WordPress our company can generate a three-year net benefit of \$2,451,000. WordPress is a website management tool that uses PHP to efficiently create and modify websites. Investing in WordPress would create a cost benefits saving of \$2,625,000 over a three-year span.

WordPress is a free and open sourced content management system. It allows users to efficiently adjust a company's website or blog using code in PHP. WordPress enables you to efficiently click and drag to modify the content of the website. With the ability to use functions like plugins, themes, and widgets WordPress saves a lot of time and improves the efficiency of the web development team by 77.8%. A plugin is a piece of software that expands the functionality of your website. Widgets are small blocks on your website that perform specific functions such as a search bar or comment posts. What would usually take a 100 hour for our traditional web developers, now only takes 22 hours when our developers use WordPress.

WordPress is a content management system that increases the efficiency of our company's web developers and can reduce the web developer's team by seven members. Investing in WordPress would have a total cost of \$174,000 for the hardware, software, maintenance, and training over three-years. Our company would also have a three-year cost benefit savings of \$2,625,000. Upgrading our company's web development team to WordPress would generate a three-year net benefit of \$2,451,000.

Total Costs				
	Year 1	Year 2	Year 3	Total
Hardware & Software	\$100,000.00	\$0.00	\$0.00	\$100,000.00
Maintenance	\$18,000.00	\$18,000.00	\$18,000.00	\$54,000.00
Training	\$20,000.00			\$20,000.00
Total	\$138,000.00	\$18,000.00	\$18,000.00	\$174,000.00

Total Benefits				
	Year 1	Year 2	Year 3	Total
7 Layoffs	\$875,000.00	\$875,000.00	\$875,000.00	\$2,625,000.00

3 Year Net Benefit				
	Year 1	Year 2	Year 3	Total
Net Benefit	\$737,000.00	\$857,000.00	\$857,000.00	\$2,451,000.00

Works Cited:

Balkhi, Syed. "What Is Widgets in WordPress." *WPBeginner*, [www.wpbeginner.com/glossary/widgets/](http://www.wpbeginner.com/glossary/widgets/).

Hesketh, Shawn. "What Is WordPress? A Simple Tutorial by WP101.Com." *WP101 WordPress Tutorials*, [www.wp101.com/tutorial/what-is-wordpress/](http://www.wp101.com/tutorial/what-is-wordpress/).

"What are WordPress Plugins?" *IThemes*, [ithemes.com/tutorials/what-are-wordpress-plugins/](http://ithemes.com/tutorials/what-are-wordpress-plugins/).