

To: CIO Mart Doyle
From: CTA Sean O'Neill
Subject: WordPress
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Our company has the opportunity to save \$2,451,000 over the next 3 years by investing in WordPress. WordPress is a site that will allow our Web Development team to become 77.8% more efficient. By implementing WordPress our company will be able to save money by reducing our web developer headcount.

The key capability of WordPress is its drag and drop feature. When creating a website WordPress comes with thousands of templates from which you can use. The old technology requires excessive coding, compared to WordPress, which requires very little coding by the web developers. WordPress can increase the efficiency of the company's web developers by 77.8%. With this increased efficiency our company will be able to reduce the current web developer headcount

If our company were to implement WordPress we would be able to dramatically cut cost over a three year investment span. Our cost would decrease from our current cost of \$4,500,000 to a significantly lower cost of \$2,049,000. This decrease in cost is achieved by reducing our web developer headcount from 12 to 5 developers. The successful implementation of WordPress in our company will allow us to realize a cost savings of \$2,451,000 over the next 3 years.