To: Mart Doyle

From: Shawn Niederriter

Flash Paper: WordPress

WordPress, a content management system used to create websites or blogs, will reduce our software workflow by 77.8%, allowing web developers to work more efficiently. Our company should implement WordPress in order to save $2,451,000 over a three-year period. The upgrade to WordPress will produce a total benefit of $2,625,000 over the three year-period.

WordPress is an open source content management system that enables web developers to utilize thousands of free themes, plugins, and resources. For example, by utilizing WordPress, it would only take our web development team only 111 hours instead of 500 hours to produce a new web page, increasing efficiency by 77.8%. Doing this would free up our resources while also increasing efficiency.

WordPress will cost us $174,000 over a three-year period including hardware, software, maintenance agreements, and training. By reducing the number of developers on our team, WordPress would give us a benefit of $2,625,000 over a three-year period. Overall, the implementation of WordPress would give us a net benefit of $2,451,000 over a three-year period.

**Net Benefit - Salariess**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Total |
| Web Development Team(12) | $1,500,000 | $1,500,000 | $1,500,000 | $4,500,000 |

**Total Implementation Costs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Total |
| Hardware and Software | $100,000 | 0 | 0 | $100,000 |
| Maintenance agreements | $18,000 | $18,000 | $18,000 | $54,000 |
| Developer  Training | $20,000 | 0 | 0 | $20,000 |
|  |  |  | Total Cost | $174,000 |

**Total Benefit**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Total |
| Web Development Team(5) | $625,000 | $625,000 | $625,000 | $1,875,000 |

**Net Benefit**

**$4,500,000-$1,875,000-$174,000 = $2,451,000**

Sources:

* http://www.wpbeginner.com/why-you-should-use-wordpress/