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With an investment in WordPress technology, our company stands to ~~experience~~ <sup>gain</sup> a ~~3-year~~ <sup>year</sup> benefit of \$2.63 million. WordPress is an open source content management and web development system that will enable our developers to efficiently plan, build, and control our company's web presence. Investing in WordPress hardware, software and training will allow our company to ~~conduct a headcount reduction and reduce costs.~~ <sup>by downsizing our web development team.</sup>

<sup>what the</sup> platform is, how you use it.

The key capability of WordPress is its prebuilt architecture, ~~that~~ <sup>ing</sup> allows the use of plugins and themes, which facilitates ~~a~~ <sup>our web development team can</sup> developer to build upon an existing foundation, customizing only what is needed rather than building the site ~~and its content~~ from scratch. ~~The~~ use of the tools built into the WordPress platform will allow our web development team to be 77.8% more efficient. ~~For~~ example, 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. The use of ~~the~~ WordPress permits our web development team to focus more on the customized applications being built for the site itself and greatly increase each team member's efficiency.

The increased efficiency will enable the company to exercise a headcount reduction ~~within the~~ <sup>from 12 to 5</sup> web development ~~team~~ <sup>ess</sup>, saving \$2.63 million over ~~3~~ <sup>year</sup> years. The ~~3~~ <sup>year</sup> year investment in the WordPress Platform will cost \$174,000 in new hardware, training, and maintenance costs, resulting in a 3-year net benefit of \$2.45 <sup>m</sup> ~~M~~illion for this project.