With an investment in WordPress technology, our company stands to experience a 3-year 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 by downsizing our web development team.

The key capability of WordPress is its prebuilt architecture that allows the use of plugins and themes which facilitates a 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 web development team, saving $2.63 million over 3 years. The 3-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 million for this project.