Scott Winter

**Flash Research Assignment:** WordPress

By implementing the WordPress platform into our company’s web development strategy, we will have a net-benefit of $2,451,000 over three years. WordPress is a free and open-source content management system which allows us to build websites more quickly and more efficiently. By using WordPress, we can save money by reducing our headcount by seven.

WordPress is a platform for simple website creation. It is open-source, meaning that anyone can edit it from anywhere. It has thousands of plugins, widgets and themes that can be used to make the site look professional. Any kind of site can be made with WordPress; Plugins allow for sites to be customized to fit the needs of the creator, while themes allows for the site’s appearance to be altered in any way. This simple way of creating websites will result in a 77.8% improvement in efficiency.

The benefit of implementing WordPress stems from the headcount reduction of seven of our current developers; the subtraction of their salaries will result in a $2,625,000 three-year benefit for our company. The costs include hardware and system software installation, a yearly maintenance agreement, as well as developer training to learn WordPress. This will cost $174,000 over a three-year period. Switching to WordPress will result in a three-year net benefit of $2,451,000.

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| --- | --- | --- | --- | --- |
| **Benefits:** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| Seven Developer Headcount Reduction | $875,000 | $875,000 | $875,00 | $2,625,000 |
| **Total** | $875,000 | $875,000 | $875,000 | **$2,625,000** |
|  |  |  |  |  |
| **Costs:** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| Hardware and System Software | $100,000 |  |  | $100,000 |
| Maintenance Agreement | $18,000 | $18,000 | $18,000 | $54,000 |
| Training | $20,000 |  |  | $20,000 |
| **Total** | $138,000 | $18,000 | $18,000 | **$174,000** |
|  |  |  |  |  |
|  | **Year 1** | **Year 2** | **Year 3** | **Total** |
| **Net Benefit:** | $737,000 | $857,000 | $857,000 | **$2,451,000** |

References

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