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Flash Research Assignment #4

Doyle

 MIS 2501 Sec 002

By investing in WordPress, this firm has an opportunity to save $2.4 million over the next three-year period. WordPress, a blogging and content management tool that can be tailored to fit the specific needs of the company, will allow this firm to save money by increasing efficiency and reducing headcount of the development team.

WordPress is a content management system that provides various premade web development tools and premier site management. With over 60 million applications running WordPress, it has been proven to be an invaluable tool in regards to building a strong, efficient and operational online presence. Used by companies such as CNN, Forbes, and Tech Crunch, WordPress is an established product that is constantly being updated to bring its users the most current product in terms of functionality and security. Through the use of plugins, widgets, and themes, WordPress allows it users choose a premade application, e.g. a template for a “Shopping Cart” on an e-commerce site, negating the need to start coding from step one and saving both time and money associated with building web applications. Subsequently, if there is a need for something more specific to the company, any of these premade features may be customized and built upon by the development team if necessary. With over 19,000 plugins, WordPress will have a general product template to suit most needs of the business. This provides the company with the flexibility to focus on projects that are a better use of the IT team’s time, as well as lowers the amount of developers needed on the payroll.

An investment in WordPress will allow the company to reduce salary costs by $2.6 million over the next three years. While it was cost $274,000 to initially set up and maintain the system, it will increase the web developers’ efficiency by 77.8%, allowing us to reduce the developer headcount from twelve employees to five. WordPress will not only help by significantly decreasing costs, but it will also help by increasing efficiency and giving the developers more hours to spend on projects with higher yields.

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