Frank Tkachenko

FRP: LemonStand

MIS 2501

4/27/17

 By investing in the LemonStand platform for our web development needs, our firm will realize a $5,250,000 3-year net benefit. LemonStand is a SaaS platform that will allow our developers to quickly and effectively create E-commerce solutions for our clients. Switching to this service will increase our developers’ efficiency, resulting in more high-quality work being completed in less time.

 A key feature in LemonStand is the selection of prebuilt themes and frameworks available to build upon. This saves lots of time when compared to traditional web development. For example, a traditional web developer would have to create a theme and framework from scratch, while using LemonStand would allow for the developer to get their e-commerce store online quickly. LemonStand also features content blocks and widgets, allowing web developers to save resources like videos and images to quickly reuse on another page. This further increases the speed and efficiency in which a developer can create an online store.

 Switching to the LemonStand software will cost our firm $990,000 over the next 3 years as a result of software licensing and employee training. Our increase in development efficiency will allow us to reduce our developer headcount by 16, leading to a $6,240,000 total benefit after 3 years. Factoring in all costs and benefits, our 3-year net benefit will be $5,250,000 by switching to the LemonStand platform.

"Create Amazing Online Stores." *LemonStand ECommerce*. N.p., n.d. Web. 27 Apr. 2017.

"LemonStand Software Reviews, Features and Alternatives | Crozdesk." *Crozdesk.com*. N.p., 26 Apr. 2017. Web. 27 Apr. 2017.

Zapier. "LemonStand Review, Pricing + Features." *LemonStand Review - Pricing, Features and Alternatives - Zapier*. N.p., n.d. Web. 27 Apr. 2017.

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| --- | --- |
| Original web development team  | 50 |
| New traditional team  | 10 |
| LemonStand team | 24 (40 x .6) |
| Headcount reduction  | 16 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Costs**  | **Year 1**  | **Year 2**  | **Year 3**  | **Total**  |
| software  | $250,000 | $250,000 | $250,000 | 750,000 |
| Training ( 24 people )  | $240,000 | 0 | 0 | $240,000 |
| **Total costs**  | **490,000** | **250,000** | **250,000** | **990,000** |
| **Benefits**  |
| Head count reduction (16) | 2,080,000 | 2,080,000 | 2,080,000 | 6,240,000 |
| **Total benefits**  | 2,080,000 | 2,080,000 | 2,080,000 | 6,240,000 |
| **Three year net benefit** **$5,250,000** |