

WordPress

We could save approximately \$3,131,000, reduce headcount and increase our efficiency by switching our web development from traditional technologies to WordPress. WordPress is a web-based design platform that will accommodate the tasks our current development team works on with more simplicity and ease. By using WordPress as our web-design platform, our company's web development team can achieve a 77.8% increase in work productivity.

WordPress is the ultimate web-design platform because of its versatility and ability to accommodate any feature imaginable. With WordPress, comes a thriving ecosystem of themes and plugins. Plugins can be shopping carts (for ecommerce), photo galleries, forums, maps, and even more functionality options. WordPress allows more customization for plugins with "hooks". Hooks will allow our developers to add in their own code to any aspect of WordPress.

Estimated that 75% of the work done by our developers can be completed using WordPress. This means that our web development team's headcount can be reduced from 12 to 4 after the implementation of WordPress. This alone will provide us with benefits totaling \$875,000. Although we will experience additional costs of \$1,369,000 from hardware, software, and training, our company will have net benefits of \$3,131,000. Not only do the benefits greatly outweigh the costs, but the efficiency of our web development team will increase by 77.8% which will only continue to add further benefits in the future.

Cost of Current Team	1500000	1500000	1500000	4500000
Cost of Wordpress Team	523000	423000	423000	1369000

Net Benefits = \$4,500,000 - \$1,369,000 = \$3,131,000

Works Cited

1. Thomas, Marc. "Why WordPress Is So Good." *Code Tuts+*. N.p., 2 Oct. 2012. Web. 31 Mar. 2014.
2. Wilson, Katie. "Web Design / Ecommerce / Web Marketing." *Aspire ID*. N.p., n.d. Web. 03 Apr. 2013.
3. Wolfe, Lahle. "Five Key Benefits of Using WordPress For Your Website." *About.com Women in Business*. N.p., n.d. Web. 03 Apr. 2013.