

## WordPress

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Our Firm's reliance upon ground-up web development has made our web development team inefficient, bloated, and expensive. With the implementation of WordPress, we can streamline our web-development team and realize a net benefit of \$2,451,000 over the next three years. WordPress is a free, open-source, content management system that allows developers to efficiently create distinctive and effective websites.

Developing web pages from scratch is time consuming, inefficient, and redundant with tools such as WordPress available. WordPress is a powerful web development tool that allows full customization with thousands of pre-designed themes, widgets, and plugins. Through the use of these free or purchased plugins, our team can effectively put together professional websites far more efficiently than they can from scratch. Even with the use of pre-designed themes and widgets, our developers can still rework the code, allowing for advanced customization. WordPress's robust customization options give our developers all the tools they need to create the exact web presence we seek, far more efficiently than they could have before. With the increased productivity WordPress affords, we will need fewer web developers to complete our projects, while still maintaining a high quality of work.

Over the next three years, the implementation of WordPress into our organization will cost \$174,000 in maintenance, training, and initial hardware/software costs. Subsequently, our human capital efficiency will increase by 77.8%, allowing us to reduce headcount from 12 to 5 at a three-year benefit of \$2,625,000. Due to the resulting increase in efficiency we will realize a three-year net benefit of \$2,451,000.

Net Benefit	Year 1	Year 2	Year 3	Total Costs
<b>Benefits</b>				
Head Count Reduction	\$875,000	\$875,000	\$875,000	\$2,625,000
<b>Costs</b>				
Initial Investment	\$(100,000)	\$-	\$-	\$(100,000)
Lost Productivity	\$(20,000)	\$-	\$-	\$(20,000)
Maintenance Costs	\$(18,000)	\$(18,000)	\$(18,000)	\$(54,000)
<b>Net-Benefit</b>	<b>\$737,000</b>	<b>\$857,000</b>	<b>\$857,000</b>	<b>\$2,451,000</b>

Reference:

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