Flash research paper #4 – WordPress

Our business will receive the net benefit of $2.45 M over a three-year period, by utilizing WordPress to improve the working efficiency of web development. It allows developers use pre-developed plug-ins to customize the website, which will reduce the headcount for website development.

The key capability of WordPress is that it provides website developers access to a variety of widgets and plug-ins used for website customization. Developers will save time on adding functionalities to the website than start coding from scratch. For example, we may have a task that requires 100 working hours originally, it will take only 22.2 hours to complete by utilizing WordPress. Thus we will need less developers to work on the website development as usual.

The three-year total cost of investing WordPress will be $174k, which includes hardware and software purchase, maintenance and training. Additionally, the headcount reduction will save us $2.62M over three years. Overall, we will gain $2.45M net benefits over a three-year period.

References

*WordPress Features*, WordPress. Retrieved from https://wordpress.org/about/features/

*What Is WordPress?* ithemes, Retrieved from https://ithemes.com/tutorials/what-is-wordpress/

*10 Benefits of Using WordPress to Power Your Company’s Website*, aspire. Retrieved from

http://aspireid.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/

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| --- | --- |
| **Cost** |   |
|   | Year 1 | Year 2 | Year 3 |   |
| Hardware/Software | $100,000  | $0  | $0  |   |
| Maimane  | $18,000  | $18,000  | $18,000  |   |
| Developer  |  $ 20,000  | $0  | $0  |   |
|   |  |  | Total cost | $174,000  |
| **Benefits** |   |
|   | Year 1 | Year 2 | Year 3 |   |
| Headcount reduction |  $ 875,000  |  $ 875,000  |  $ 875,000  |   |
|   |  |  | Total benefits |  $ 2,625,000  |
|   |   |   | Net benefits |  $ 2,451,000  |
| Original team | 12 |
| New traditional team (75% work reduced) | 3 |
| Remain developers | 9 |
| Improve efficiency  | 77.80% |
| Developer need for WordPress | 2 |
| Headcount reduction  | 7 |