

Flash Research Assignment: WordPress

Prepare a paper for the CIO which describes this technology and describes the business case for making investments in WordPress based on the following scenario:

You are the IT Development Manager for a mid-sized financial services organization. You have a dozen developers on your Web Development team. The average annual cost for these developers (salary plus benefits) is \$125,000 per year. All of these developers are experts with traditional web-based development tools but have never used WordPress.

Based on your research you believe that 75% of the work currently being done by the Web Development team could be done much more efficiently using the WordPress platform. You decide to split your Web Development team in two (not in half) with one team continuing to focus on the applications which will require traditional web-based technologies and a second team that will focus on the applications which will be developed on the WordPress platform. Again, based on your research, you believe that you can realize an 77.8% improvement in the efficiency of your web developers by using the WordPress platform instead of traditional web platforms (what I mean by this is, if it takes a developer 100 hours to complete a task using traditional technologies, it would only take 22.2 hours to complete this task using WordPress.)

You will need to purchase some hardware and system software (Windows Server operating system and Microsoft SQL Server). You will need both a development and a production system. The total cost for the hardware and system software is \$100,000. In addition, you will need to purchase hardware and a software maintenance agreement for these systems which will cost you an additional \$18,000 per year. Finally, the developers will need some training and will experience a loss in productivity during the time it takes them to learn how to use WordPress. This training and lost productivity will cost you approximately \$10,000 per developer.

This organization evaluates all investments over a period of three years.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

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Flash Research Paper #4

WordPress

Our company can generate a net profit of \$2.45 million by increasing efficiency over the next three years if we integrate WordPress. WordPress is an online, open source website creation tool and it is the most powerful blogging and website content management system. By implementing Wordpress, we can improve our work efficiency by 77.8%.

The key capability of WordPress is the increased efficiency. People can quickly drag and drop functions, plugins and widgets. The ease of use will increase our efficiency and we will not need as many web developers as we currently have. For example, if we are planning to launch a website, we can just drag and drop the widgets and plugins instead of starting from the scratch. Because of the increase of efficiency, our company can cut down the cost of seven developers' salaries and benefits.

Integrating WordPress will generate a net benefit of \$2.45 million over the next three years. It will cost a total of \$174,000 for hardware, software, maintenance and training of employees over the next three years. Also it will save us a total of \$2.635 million from headcount reduction over the next three years.

Works Cited

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Levasseur, J. (2015). The Pros and Cons of Choosing WordPress for Your Website. Retrieved November 28, 2016, from <https://www.hallme.com/blog/is-wordpress-the-best-choice/>

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