Yinping Hu
WordPress

Dear Sir or Madam,

By investing in WordPress, our company can realize a net benefit of $2.45 million over three years through headcount reduction. WordPress is a web-based content management system that has a large library of plugins and themes, which make it efficient for experienced developers.

WordPress is an open source software based on PHP and MySQL. Its large collection of plugins and other ready to use components bring value to experienced developers by increasing their productivity. For example, our developers can download a free, or very inexpensive, transaction plugin from the WordPress library, modify the component with codes to fit our own requirements, and finish the project in only half the time it would have taken them if they were writing the software from scratch. With WordPress, we can realize a 77.8% efficiency improvement for our developers.

This increase in productivity will bring a headcount reduction of seven, generating a total benefit of $2.63 million over a three year period. Implementing this software will cost us a total of $174 thousand for items such as hardware, software, maintenance, and training over the same time period, which brings us a net benefit of $2.45 million over three years.

Sincerely,
Yinping

1. WordPress.org. (n.d.). *About WordPress.* Retrieved from https://wordpress.org/about/.
2. Murphy, J., Valdes, R., Phifer, G., Tay, G., & Revang, M. (2014, October 1). *Magic Quadrant for Horizontal Portals.* Retrieved from http://my.gartner.com/portal/server.pt?open=512&objID=260&mode=2&PageID=3460702&resId=2861117&ref=QuickSearch&sthkw=wordpress.
3. Shupe, R. (2013, November 9). *The Benefits of Using WordPress as a Content Management System.* Retrieved from http://www.business2community.com/content-marketing/benefits-using-wordpress-content-management-system-0671449.

Appendix. Calculations

# of Developers	12
25% on traditional	3
75% on WordPress	9
Efficiency increase	77.80%
Headcount reduction	7
Remaining total developers	5
Developer annual salary	$125,000
Annual savings	**$875,000**

Three Year Cost/Benefit				
	Year 1	**Year 2**	**Year 3**	**Total**
Costs				
Hardware + Software	$100,000	$0	$0	$100,000
Maintenance	$18,000	$18,000	$18,000	$54,000
Training/lost productivity	$20,000	$0	$0	$20,000
Total	$138,000	$18,000	$18,000	$174,000
Benefits				
Headcount Reduction	$875,000	$875,000	$875,000	$2,625,000
Net Benefit	$737,000	$857,000	$857,000	$2,451,000