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WordPress

By utilizing WordPress, our company will generate a total net benefit of $2,451,000 in a three-year period. WordPress is a web development software that allows us to improve efficiency of our web developers through simplified coding. By switching from our traditional web development tools to WordPress, we can reduce our headcount by 7.

WordPress can make website creation quicker and more flexible because of its thousands of themes, plugins, and widgets. Our web developers will not need to write additional codes for formatting, but can just use the available sources to easily customize the website. For example, employees can use the plugins to add calendars, Twitter Feeds, and more to sites with a drag-and-drop. WordPress also allows users to update sites easily so that they can make updates more frequently without spending too much time. Investing in WordPress can increase our total efficiency by 77.8%, thereby allowing us to reduce the number of web developers from 12 to 5.

By investing in WordPress, we will gain a benefit of $2,625,000 over the next three years because of the headcount deduction. Using WordPress will cost us a total of $174,000 in three years, which includes hardware and software fees, maintenance fees and training fees. We can realize a total net benefit of $2.4 million over the three years.

Appendix

“Learn the Five Key Benefits of Using WordPress”. Lahle Wolfe. N.p.n.p. July 17th ,2017.  
<https://www.thebalance.com/five-key-benefits-of-using-wordpress-for-your-website-3515362>

“Why you should use WordPress?”. Editorial Staff. N.p.n.p. July 7th, 2015  
<http://www.wpbeginner.com/why-you-should-use-wordpress/>

“10 benefits of using WordPress to power your company’s website”. Aspire. N.p.n.p.  
<https://aspireinternetdesign.com/web-design/10-benefits-of-using-wordpress-to-power-your-business-website/>

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| hardware and software | $100,000 | 0 | 0 | $100,000 |
| maintenance | $18,000 | $18,000 | $18,000 | $54,000 |
| training (2 people) | $20,000 | 0 | 0 | $20,000 |
| total cost | $138,000 | $18,000 | $18,000 | $174,000 |
| Benefits |  |  |  |  |
| Headcount Reduction(7) | $875,000 | $875,000 | $875,000 | $2,625,000 |
| Total benefits | $875,000 | $875,000 | $875,000 | $2,625,000 |
|  |  |  |  |  |
| Net benefits |  |  |  | $2,451,000 |