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Flash Research Assignment: WordPress

I suggest investing in WordPress for our web development. WordPress is a platform that enables developers to build and update websites more efficiently rather than building the entire website from scratch. With this investment, we will greatly increase the efficiency of our developers and see a net benefit of \$2,451,000 over a three-year period.

WordPress offers the capabilities to combine and customize premade components with imported themes, widgets, and plugins that are integrated into the desired website rather than building the entire website from scratch. These are built by external developers and can be imported from the WordPress marketplace, this results in less time spent on web development. Because of these features, three-fourths of our work can be done more efficiently with WordPress, reducing the number of developers we need. Our team can complete tasks much faster than with traditional technologies and eliminate wasted time and increase productivity, as much as a 77.8% improvement in efficiency.

Implementing WordPress to our company will cost \$174,000 over three years in software, hardware, maintenance and training. During that period, we will gain a three-year benefit of \$2,625,000 by reducing the number of our development team, resulting in a three-year net benefit of \$2,451,000. This will be possible because moving to WordPress to develop our websites we will reduce the amount of time our developers spend developing the website.

| WordPress | | | | |
|--------------------------|-----------|-----------|-----------|-------------|
| | Year 1 | Year 2 | Year 3 | Total |
| Eliminating 7 developers | \$875,000 | \$875,000 | \$875,000 | \$875,000 |
| | | | Total: | \$2,625,000 |

| Costs | | | | |
|-----------------------|-----------|----------|-------------|------------------------------------|
| | Year 1 | Year 2 | Year 3 | Total |
| Training | \$20,000 | \$0 | \$0 | \$20,000 |
| Hardware and Software | \$100,000 | \$0 | \$0 | \$100,000 |
| Maintenance | \$18,000 | \$18,000 | \$18,000 | \$54,000 |
| | | | Total cost: | \$174,000 |
| | | | | Total net Benefits: \$2,451,000 |

Works Cited

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