

Overarching Standard

“Create a profitable business enterprise for selling the iGroups software while maintaining the reputation of the iGroups business through fair business practices, honesty, and compliance with the law and professional codes.”

Law

Canon: We, the members of the iGroups business, will abide by all laws. All source code used in iGroups and other products shall be the sole work of the code writers, and shall not infringe upon any other company's or individual's intellectual property rights. All business estimates shall be reasonable, supported by fact and data, and shall not be intended to defraud or mislead any investors, employees, or customers.

Pressure: To make the business appear more profitable and thus inflate its chances to attract investors.

Risk: Using code that is not owned by the company in order to assist the development of iGroups. This would allow us to add additional features for free which would lower our software development costs and make the business appear to be more profitable.

Risk: Artificially inflating profit estimates and/or minimizing estimated expenditures in order to mislead potential investors to receive funding.

Measure: Compliance shall be indicated by a lack of legal action taken against the company concerning software copyright and patent violations.

Measure: Compliance shall be indicated through use of either annual or bi-annual audits.

Contracts

Canon: We will abide to the best of our abilities by all terms of any agreement, both formal and informal, made with clients and contractors.

Pressure: To increase revenue.

Risk: Neglect previous, smaller contracts in favor of more lucrative contracts.

Pressure: cut costs, better utilize resources

Risk: Avoid paying contractors that do not have the resources to sue us.

Measure: Compliance shall be indicated by a lack of lawsuits brought against the company concerning contract violations.

Measure: Compliance shall be indicated by a record of feedback from clients and contractors. Missing records indicate Non-compliance, along with negative feedback.

Measure: Compliance shall be indicated by a timetable, showing the times contracts are initiated, and times they are completed. Large variations show Non-compliance.

Professional Codes

Canon: Our software developers will know and respect the Association of Computing Machinery's Code of Ethics and Professional Conduct.

Pressure: To implement features as quickly as possible in order to please our customers.

Risk: Implement features without taking the time to evaluate the overall security and privacy impacts and risks that the features may introduce to the iGroups software.

Pressure: To focus on completing projects and writing code for iGroups.

Risk: Time constraints set by the company may not allow software developers enough time to update their technical competence.

Measure: Compliance shall be indicated by a lack of complaints from software developer employees concerning company policy preventing them from complying with the ACM Code.

Measure: Compliance shall be indicated through a record of employee schooling. The time between schooling is to be proportional to technological advances.

Measure: Compliance shall be indicated through the lack of legal action taken against the company from other software developing companies.

Industry Standards

Canon: The iGroups business will adhere to industry standards regarding the development and sale of software unless the standards conflict with the law or we decide upon a better standard that opens opportunities for the whole industry.

Pressure: To develop a software solution that runs at an optimal level of efficiency.

Risk: Software developers may not implement security measures set out in standards so that the software efficiency is higher.

Pressure: To keep current customers.

Risk: Stifling competition by purposely making information entered in iGroups difficult to export to other programs and deliberately making our product incompatible with competitor's products, thereby encouraging current customers to use our product only. This would be seen in our industry as an unfair practice since it is meant to prevent competition rather than create opportunities for the whole industry.

Measure: Compliance shall be indicated by attainment of applicable ISO certification which is an audit by an international body that compiles many industry standards.

Measure: Compliance will also be indicated by a lack of negative press and criticism from other industry players.

Community

Canon: We will be responsible members of the general community of iGroups users and potential users. We will encourage employee participation in the local community.

Pressure: To release new features quickly after customers request them.

Risk: Release new features without ensuring the full functionality through testing.

Pressure: To please the local community in which the company operates so as to generate goodwill towards the company by promising to attend community

service events at the request of local organizations while still fulfilling company duties.

Risk: Having an extremely busy week and neglecting to attend previous community service commitments.

Measure: Compliance shall be indicated by a lack of negative rumors and publicity regarding our business practices.

Personal Relationships

Canon: We shall form relationships with customers, investors, coworkers, and other stakeholders in the iGroups business based on trust, honesty, and respect.

Pressure: To ensure that the iGroups business has a good reputation among clients and business partners.

Risk: Blaming other parties for issues that arise because of an error on our part in an attempt to preserve our reputation.

Pressure: For sales people to make sales and maintain current sales.

Risk: Salespeople, or any employee, promising something (new feature, specific completion date, etc.) without speaking to other involved parties to determine the correct response (developers for completion date, management, accounting for billing procedure, etc.).

Measure: Compliance will be indicated by a lack of complaints from investors, customers, and coworkers pertaining to the conduct of iGroups business agents.

Measure: Compliance will be indicated by a positive reputation and a minimum of 80% satisfaction on customer and employee surveys in the areas of communication, meeting deadlines, and meeting commitments.

Moral Values

Canon: The iGroups business will respect the personal code of morals, ethics, beliefs, and religion of every employee or volunteer.

Pressure: To manage the employees and the team to accomplish the tasks on schedule and achieve high overall performance.

Risk: Forcing employees to repeatedly work on projects beyond job description, putting strain on personal (family, spiritual, social) life.

Pressure: To avoid conflict with employees of a specific religious background.

Risk: Allowing employees of a specific religious background time off on their religious holidays while not providing the same time off for other employees.

Measure: Compliance will be indicated by minimal disputes between employees and management regarding overtime expectations and a minimum of 80% satisfaction on employee surveys in the area of hours demanded and workload.

Competitive Analysis

Canon: The iGroups business will conduct competitive analysis in a legal and honorable way.

Pressure: To obtain necessary information on competitors to remain effective and relevant and not lose market share.

Risk: Using dubious methods of obtaining information on competitors such as spying, deceitful tactics, mail fraud, 'dumpster diving', or bribery.

Measure: Compliance will be ensured by documentation of all research methods used to conduct competitive analysis with quarterly review and publication of those methods.