Year 2020   In year 2020, information appliances have flooded the market. These appliances have embedded computers that remember user preferences and can talk to each other. For example, the coffee maker turns on at 5:30am. Five minutes after the coffeepot is picked up, the shower turns on at exactly 91 degrees.

The world has become a hacker's dream. Home security has taken on an entirely new meaning. In particular, the ability to transmit a virus code that mimics an appliance to infect the entire household has become the favorite pastime of several major hackers.

Symantec and McAfee (major competitors of CA Technologies) are planning to introduce their versions of information appliance protection software in August 2020. Industry rumors have Symantec's product leading the market because of an additional feature called HomeShield. This is a feature that interferes with any unrecognized transmissions into the home environment. Transmitting virus codes into a home is a new tool of hackers that has been particularly insidious and has reduced most programming to curing rather than protecting.

In May 2020, CA's Consumer Division is planning to roll out *CA Technologies Security HomeRx 2020*, a new program designed to scan and cure these new information appliances from viruses. CA's product will be first on the market. However, Symantec's additional feature should allow them to dominate the market upon entry.

Alex   Alex manages the marketing team that is rolling out the new *CA Security HomeRx 2020*. In order to protect the investment in this program, a competing feature to protect appliances from virus transmissions is needed. Alex wants this in the first release so CA can set the standard.

Chris and his team of developers have been working on this initiative in conjunction with Tyco Electronics but it has been on the backburner for months. The transmission blocking technology is in place, but the programming to assess threats has not been completed. Putting an inferior product on the market with CA's first entry into the retail market could have catastrophic short-term and long-term effects.

Alex wants Erick, a top programmer on Chris' team who knows the current system, to code the threat assessment software within the next two months. Senior management has made it clear that this is top priority.

Alex ,
continued

Alex knows that Chris is facing some tight deadlines, but Alex believes his reputation and the reputation of his team are in the balance. Alex also believes that the addition of the transmission block functionality to the HomeRx project takes precedence over Chris' teams' objectives because it is a vital new product on the market and could mean millions to the company for the foreseeable future if it is done right.

Chris

Chris manages a team of developers. One, Erick, is very familiar with *e*Trust HomeRx and the project to create a transmission blocker.

Chris would like to help Alex by agreeing to let Erick work on the project. However, Chris' team is facing some very tight deadlines. The team missed deadlines earlier in the year and Chris' job is on the line if they deliver late again.

Erick is a key coder on the new version of *CA Security AntiVirus 2020* that is due out in two months. This program is the core of CA's retail business. The 2020 version rollout date has been advertised heavily. Without Erick's expertise, the deadline will not be met. There is no way Erick can work on both projects and stick to the deadlines for launch.

The other developers under Chris do not have the skill or knowledge to code the threat assessment program for the transmission blocker or the skill to take over Erick's portion of the AntiVirus program.

Chris knows Alex is going to push hard to get Erick off his current project. While there is a definite need for Erick's skill, a missed deadline on a core product launch will get Chris fired by senior management.