



**SIMFORMER**

AN INNOVATIVE PLATFORM FOR BUSINESS  
SIMULATIONS

## **Integrating business simulations into study process**

COURSES · CASES · PRACTICE · COMPETITIONS · CONTESTS · CAREER DEVELOPMENT

[www.simfomer.com](http://www.simfomer.com)

[academy@simformer.com](mailto:academy@simformer.com)

+370 520 306 77



Instant practice of management skills in a powerful multiuser business simulation.

**Practice in real-life environment for business and economics students.**

**Effective online and on-campus education.**

**Practice in all business-related subjects.**

**Stress-free, automated student testing.**

**Unlimited number of users 24/7 from any geographical location.**

**A wide choice of game scenarios.**

**Significant time saving for instructors.**

## Simformer - an innovative platform for business simulations.

Some of our projects:



**Vilnius University**, Lithuania.  
Practical case study in Quality Management, one semester.



**Far Eastern Federal University**,  
Russia.  
Financial Risk Management»,  
online course, MBA-program,  
one month.



**Palestine Polytechnic University**,  
Far East.  
A one-day business game on  
strategic management.



**University of Applied Sciences**,  
Austria.  
Practical case studies in Health Care  
Management,  
three months.

Simformer specializes in educational solutions incorporating business simulations. It allows not only the delivery of theoretical knowledge to students, but also the reinforcing of the theoretical material by practicing in business simulation environment.

We incorporate a browser-based business simulation Simformer Business Simulation (SBS), which has more than 1 000 000 users around the world. The simulation can be used to create various game scenarios: strategic management, marketing, finances, logistics, HR, risk management, macro and microeconomics, the basics of entrepreneurship, quality management, commerce, business planning etc.

Simformer platform can be used in on-campus-based as well as online education. Due to gamification and the element of competitiveness, the simulation is highly engaging and motivating to students. The platform can be used in a synchronously and asynchronously, making it easy to find convenient time for learning.

The platform allows the organization of the learning process of various formats: on-campus-based and practical lectures, study cases for separate modules, contests and academic competitions, student career development.

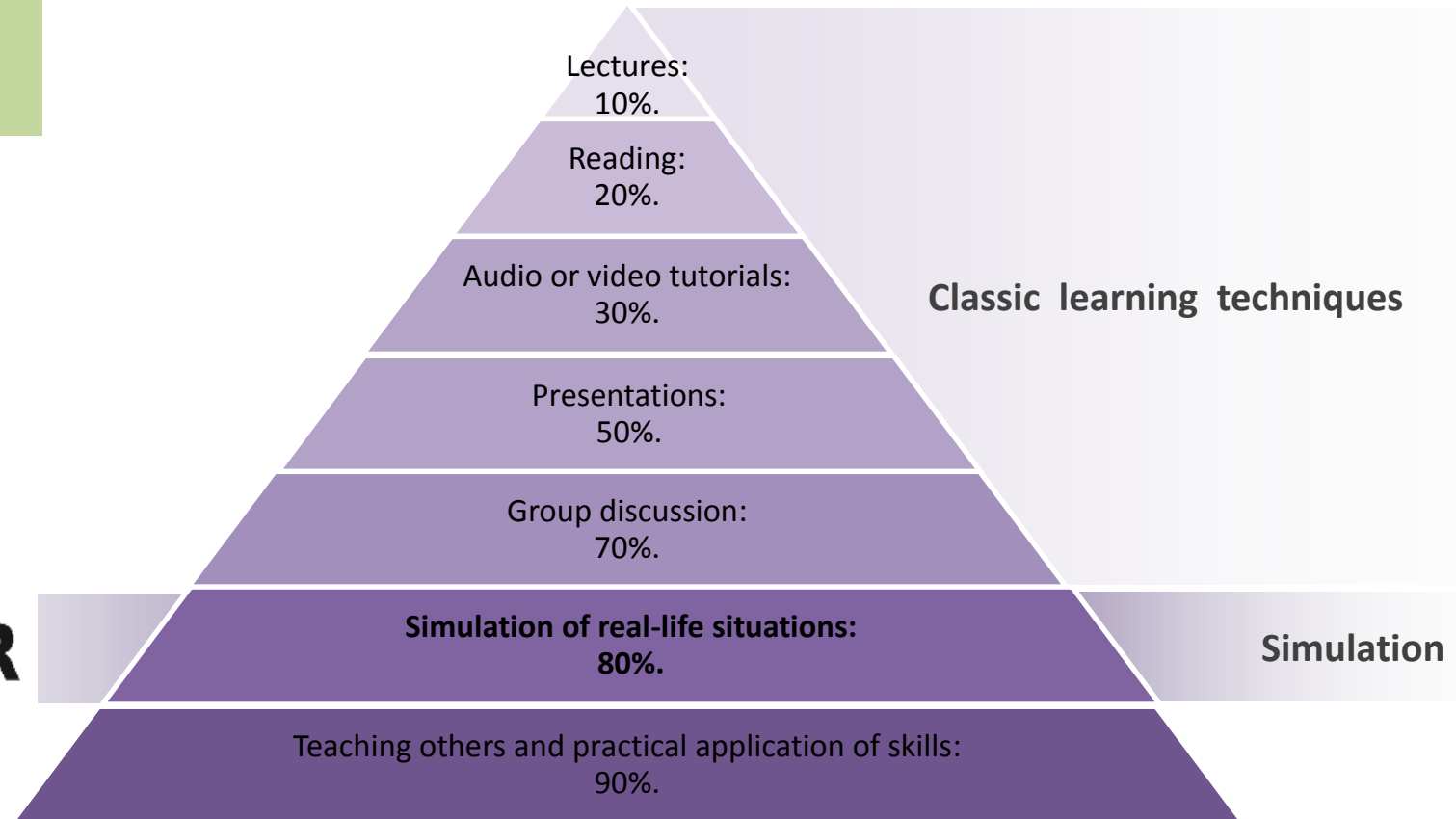
Business simulation has an automated participation ranking of all students, which can be used for tests, examination, grading and assessing.

Apart from the simulation environment, Simformer platform also includes a learning management system, which allows the uploading of the content and organizing an on-campus as well as online learning process. The simulation environment can also be integrated with other LMS systems.

Simformer platform helps set up the simulation to meet the needs of a specific course, contest, and a business game: it helps determine the intensity of a game update of all students' actions; select specific enterprises and geographical locations, methods of communication; customize the markets of specific cities or product groups.

Simformer Business Simulation turns any course and training into a practice-oriented learning event.

Using Simformer solutions help students acquire theoretical knowledge much faster. Instant practical assignments in business simulation ensure the development of applied skills.

**The stages of acquiring a learning material.**

SBS — an online multi-user business simulation environment with 24/7 access.



1 000 000+ of registration  
50 000+ of active users



20+ of industries 200+ products  
and services

Simformer educational solutions are based on Simformer Business Simulation (SBS), a unique gamified simulation environment, developed by the company itself.

**FORMAT.**

SBS can be used in onsite, online and blending learning courses.

**GROUP AND INDIVIDUAL PARTICIPATION.**

SBS is used to develop educational products for individual as well as for group learning.

**ALL ESSENTIAL BUSINESS PROCESSES AND FUNCTIONS.**

SBS is practice-oriented learning of various areas: strategy, marketing, HR, logistics, sales, financial management, etc.

**PARTICIPANT INTERACTION.**

SBS is based on student-student interaction. It allows participants to develop various training sessions in the areas of multifunctional collaboration, communication, leadership, delegation, teamwork, etc.

**COMPETITIVENESS AND GAMIFICATION.**

SBS is a full-fledged online game based on the competitiveness principle, which makes participants more motivated and enhance their involvement in the learning process.

**ONLINE ACCESSIBILITY 24/7/365.**

SBS is intended for developing online educational products (courses, business games, contests, competitions, etc.), which can be accessed from any geographical location and time zone.

**20+ INDUSTRIES, 200+ PRODUCTS AND SERVICES.**

SBS allows users to simulate businesses in various areas. It gives the opportunity to consider the nuances of a particular company and its business area when developing a particular products.

**VARIOUS DURATION AND INTENSITY.**

SBS is used in short-term business games and competitions lasting for several hours, as well as long-term academic skills.

Determine the direction of your course (business game, contest ...), its scenario, intensity and format together with Simformer expert.

**1**

**DETERMINE THE GOAL OF THE COURSE.**

Practical lectures «Strategic management».	Academic contest.	Business game «Crisis management».	Practical case study «Marketing wars».
Practical seminar «Logistics».	Student career development.	Macro and microeconomics.	<i>Your topic.</i>

**2**

**SELECT THE READY-MADE SCENARIO.**

 <p>on-line / 1-3 days / up to 72 turns / hourly update</p>	 <p>online / 3 or 30 days / 72 or 30 turns / hourly or daily update</p>	 <p>online / 3 or 30 days / 72 or 30 turns / hourly or daily update</p>	 <p>online / 3 or 30 days / 72 or 30 turns / hourly or daily update</p>
 <p>online / 30 days / 30 turns / daily update</p>	 <p>online / 3 or 30 days / 72 or 30 turns / hourly or daily update</p>	 <p>online / 3 or 30 days / 72 or 30 turns / hourly or daily update</p>	<i>Order your scenario.</i>

**3**

**SELECT THE INTENSITY AND FORMAT OF THE SESSION.**

Intensive version: For training sessions lasting between 1-3 days.	An onsite format with online post -training moderation.
Classic version: For learning programs lasting between one week and several months.	Online format or out of the box solution.

Order a free consultation with Simformer expert.

**A step-by-step overview of the platform.**

**Examples of implemented study cases.**

**Selecting a customized solution.**



Go straight to order a consultation:  
<https://simformer.com/contacts.html>

or contact us:  
[academy@simformer.com](mailto:academy@simformer.com)  
+370 520 306 77