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AN INNOVATIVE PLATFORM  
FOR BUSINESS SIMULATIONS



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## **Employee education, training and assessment using business simulations**

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Business simulation-based  
employee training and assessment

**Ready-made education solutions that could be easily launched**

**Equally effective online and onsite learning**

**High-quality post-training activities**

**Stress-free assessment**

**Unlimited number of participants, 24/7 access,  
various geographical locations**

**A vast choice of game scenarios**

**Saving of T&D expenses**

Order a free phone or Skype consultation  
with Simformer expert



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## Simformer — an innovative platform for business simulations

Simformer specializes in business simulation-based employee training and assessment.

We incorporate Simformer Business Simulation (SBS), an online business simulation environment, which has more than 1 000 000 registered users worldwide.

SBS environment provides the opportunity to devise various game scenarios for developing a vast number of soft skills as: strategic thinking, analytical thinking, creativity, stress-resistance, team work, systematic approach, communicability, effective decision-making under tight time constraints.

SBS provides the opportunity to simulate all key business processes and functions: marketing, finances, HR, sales, manufacturing, R&D, logistics, strategy, ...

Our business simulations allow participants to learn from their mistakes, think outside the box, and practice their skills numerous times.

Business simulations prepares an automated participant activity ranking. Experts, who observe participants during the training sessions are able to prepare a report based on participants' skills and competencies.

Apart from the multi-user business simulation environment, Simformer includes an LMS, which is used for uploading learning content and organize both online and onsite learning processes.

Simformer platform allows quick configuration of a business simulation environment to meet the requirements of a particular course or a training session: it allows the intensity of a simulation update, the set-up of the enterprise types of and geographical locations, the interaction methods, the markets of certain cities and products.

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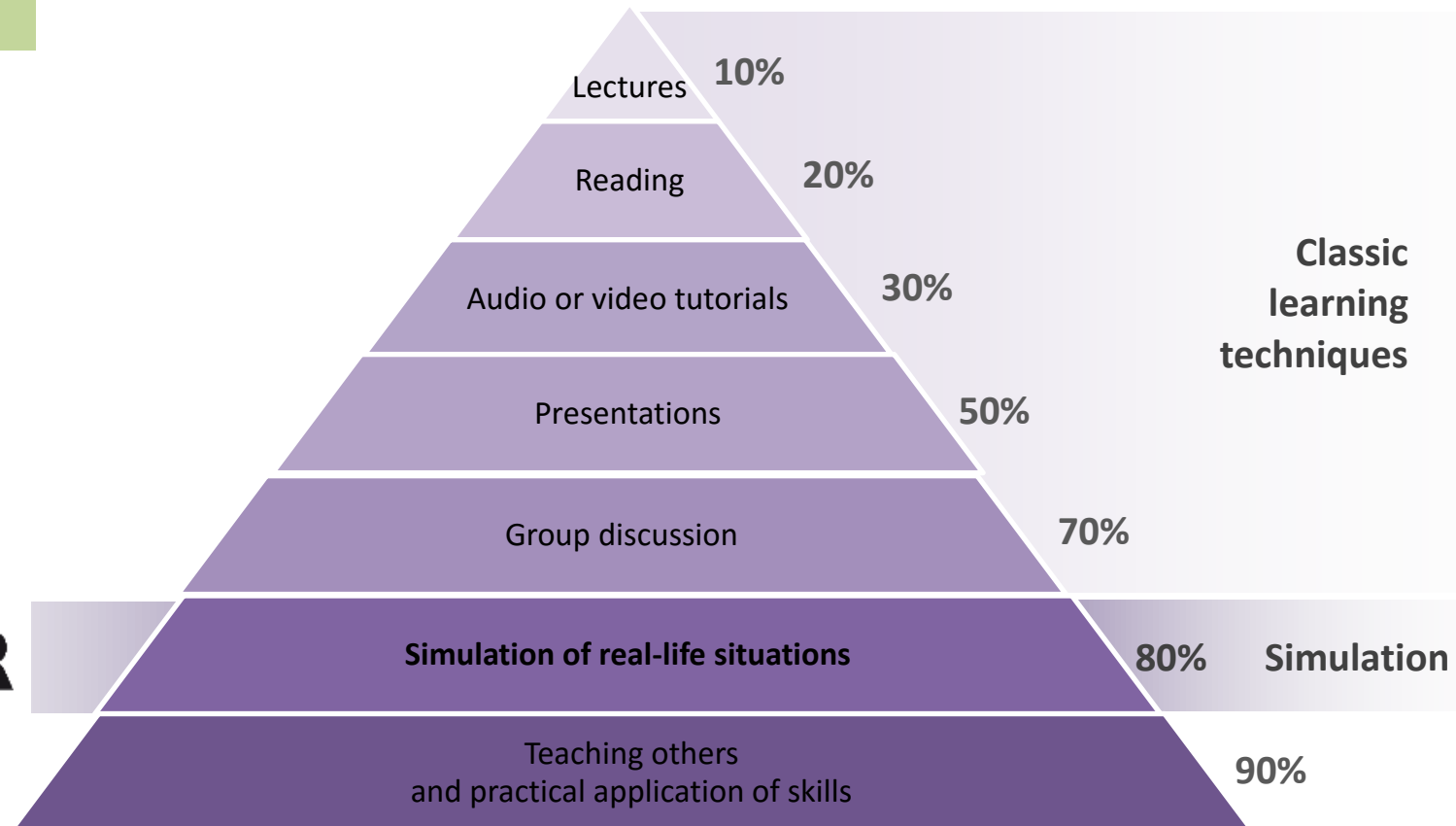


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Simformer Business Simulation turns any course and training into a practice-oriented learning event

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

**The stages of acquiring a learning material**



The "Cone of Learning" by Edgar Dale

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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. It implements the most challenging learning ideas: from interactive school lessons and university lectures to corporate training sessions and contests in the field of T&D.

#### 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.

#### Short-term and long-term learning programs

SBS can be used for short-term training sessions, lasting for couple of hours, as well as for long-term academic learning programs.

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Together with one of our experts determine the goal you training, its conduction method, intensity, and format

**1**
**DETERMINE THE GOAL OF THE TRAINING**

Long-distance team collaboration	Strategic vision and leadership	Crisis management	Marketing wars
Supply management	Production management	Stress-resistance	...

**2**
**SELECT THE 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>	...

**3**
**SELECT THE INTENSIVITY AND FORMAT**

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

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**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>