



TRAINING, EDUCATION, AND PERSONNEL ASSESSMENT

BASED ON BUSINESS SIMULATIONS

Business Offer for Academic Institutions


On a Free Trial Use of Simformer Business Simulation Services for a period of 1 month


About Simformer


Simformer is a versatile and scalable business simulation platform based on Simformer Business Simulation. Simformer develops serious gamified business simulations, e-learning courses, and training programs for businesses and educational institutions. A vast amount of functions and features of the platform provide an opportunity to organize practical skill orientated courses and training for students in virtually all disciplines of business management.


Simformer business simulation simulates key business processes and functions, such as marketing, finance, HR, sales, manufacturing, R&D, logistics, strategic management, etc. Simformer Business Simulation provides an opportunity to create gamified business simulation scenarios for the development of strategic thinking, analytical skills, creativity, stress resistance, teamwork, comprehensive and systematic approach, communication skills, ability to make quick decisions under the time pressure. Business simulations generate automatic evaluations of the participants' activity.


Simformer Business Simulation


-  **Three in one.** The platform comprises a new approach in online education, which includes:
 - a) a learning management system (LMS);
 - b) a business simulation for practice – oriented tasks;
 - c) developer tools for developing various unique courses, business simulation settings and customization tools.

-  **Practice-oriented.** All online courses, training sessions and business games are based on Simformer, a realistic business simulation. A browser game based on a competitiveness principle, which motivates and engages the participants.

-  **24/7 access.** Simformer products are accessible anytime from any location.

-  **Various formats.** The platform can be incorporated into online, onsite or blended learning.

-  **Group or individual participation.** SBS gives the opportunity for developing and conducting learning courses and training sessions individually or in group formats.

-  **Game updates.** Possible frequency of updates: once per hour or once per 24 hours. It allows to conduct short-term intensive training and business games or long-term practice-oriented study programs in SBS.



Multuser environment. Every user manages a separate company, business unit and acts as a supplier, consumer and competitor at the same time within one game environment. The players can collaborate, communicate, unite into corporations or compete with each other or with a system. The number of users and business units, which take place in the game simultaneously **is unlimited**.



Flexibility. A business simulation environment (SBS) does not have a fixed game scenario. It is similar to LEGO, where you can create and conduct completely different business simulations via developer tools.

Simformer Business Simulation has a substantial set of functions for participants to choose from. These functions give the possibility to conduct courses and training sessions in various areas.

<p>Establishing an enterprise</p> <p>Localization, specialization, size, the level of technology...</p>	<p>HR</p> <p>Hiring, termination of employment, salary, qualification, training, holidays...</p>	<p>Equipment</p> <p>Buying and removing equipment, wear and tear, repairing...</p>
<p>Supply</p> <p>Selecting suppliers, quality, price, quantity, supply policy...</p> <p>...</p>	<p>Production</p> <p>Amount, quality, pricing, technology, distribution policy...</p>	<p>Logistics</p> <p>Supply chains and conditions of supply, hub warehouses...</p>
<p>Marketing</p> <p>Research, reports, segmentation, advertising campaigns...</p>	<p>Research and Development</p> <p>Research and technology, laboratories...</p>	<p>Finances</p> <p>Financial reports on the activity of a company and its subdivisions...</p>
<p>Sales</p> <p>Price regulation, price conditions, financial statements...</p>	<p>Strategy</p> <p>Strategic goal-setting, ways of achieving goals, measuring strategy effectiveness...</p>	<p>And More</p> <p>...</p>

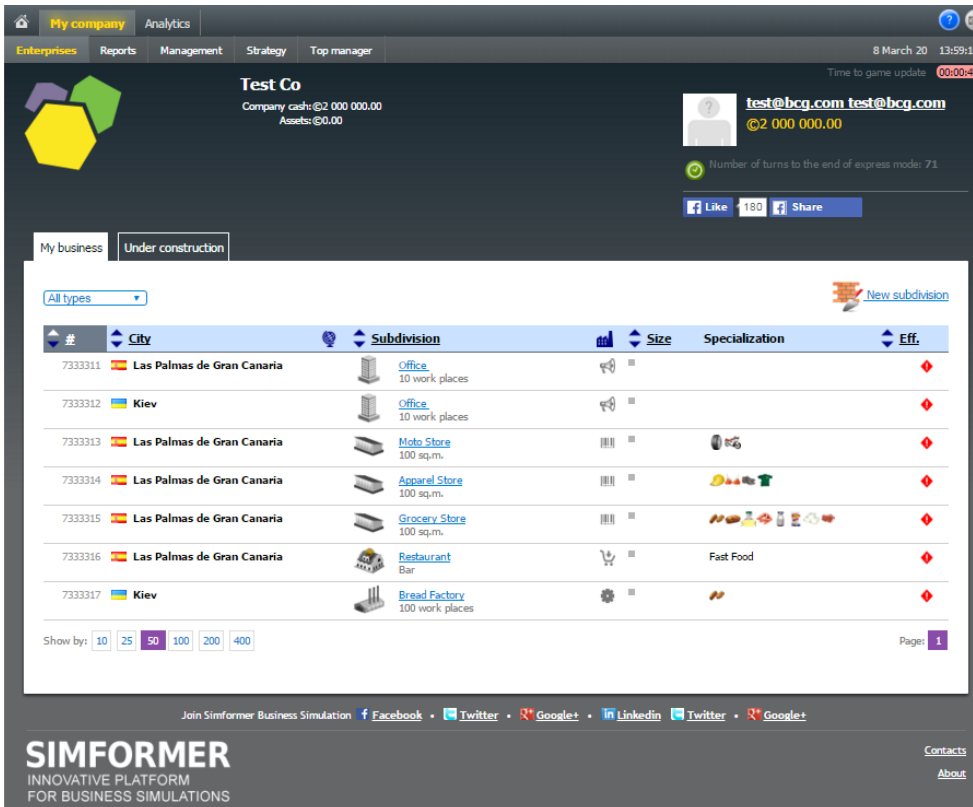
Simformer Business Simulation

Simformer educational solutions are based on Simformer Business Simulation (SBS) the unparalleled gamified environment, which was developed by Simformer specialists. While developing the simulation, we relied on the experience and knowledge of professionals in various business fields; this was done to recreate all key business processes in scrupulous details.

Simformer Business Simulation has thousands of registered users, who create the real competitive environment, where participants have to make decisions in tough situations. Irrational actions of real participants impact future outcomes and add the element of risk, which in turn makes working in SBS more exciting.

The main problem of most existing training solutions is that they are normally conducted according to the standardized solutions and procedures. Consequently, participants get used to them, which significantly reduces motivation level as well as the efficiency of training.

Using Simformer business simulation solutions will solve this problem. Participants will have the chance to work in business simulation and solve real-life business cases.



The screenshot displays the Simformer Business Simulation interface for a company named 'Test Co'. The dashboard shows company cash at 2,000,000.00 and assets at 0.00. The user is logged in as 'test@bcg.com' with a balance of 2,000,000.00. The interface includes a navigation menu with 'Enterprises', 'Reports', 'Management', 'Strategy', and 'Top manager'. A table lists various subdivisions with columns for ID, City, Subdivision, Size, Specialization, and Efficiency. The table shows seven subdivisions, including Offices, Moto Store, Apparel Store, Grocery Store, Restaurant, and Bread Factory. The interface also features a 'My business' section with 'Under construction' and a 'New subdivision' button. At the bottom, there are social media links for Facebook, Twitter, and Google+, and a footer with the Simformer logo and 'INNOVATIVE PLATFORM FOR BUSINESS SIMULATIONS'.

#	City	Subdivision	Size	Specialization	Eff.
7333311	Las Palmas de Gran Canaria	Office 10 work places			
7333312	Kiev	Office 10 work places			
7333313	Las Palmas de Gran Canaria	Moto Store 100 sq.m.			
7333314	Las Palmas de Gran Canaria	Apparel Store 100 sq.m.			
7333315	Las Palmas de Gran Canaria	Grocery Store 100 sq.m.			
7333316	Las Palmas de Gran Canaria	Restaurant Bar		Fast Food	
7333317	Kiev	Bread Factory 100 work places			

Depending on the selected type of simulation, the calculation and updates of all the actions in the simulation can happen:

- Every clock hour — for conducting intensive short-term training, business contests, etc.
- Every 24 hours — for conducting long term training programs, which include self-learning elements, etc.

Regardless of the selected type of simulation, the moderator of the training course is given the access to the participants' rating indicators, which are formed based on the results of the virtual companies managed by the participants.

Try the simplified retail [DEMO HERE](#)

Access to full [LIST OF INDUSTRIES, PRODUCTS, BOOSTERS HERE](#)

Check the [VIDEO OVERVIEWS and TUTORIALS HERE](#)

Free Trial Use of Simformer Business Simulation Services for a period of 1 month

Simformer announces a special opportunity for academic institutions and offers a free 1 month implementation for any of small packages of Simformer Solutions for up to 30 students.

This is a unique chance to save up to 1800\$, receive the on-boarding, and apply the [THE BEST OF ELEARNING! 2016](#) solutions for practical education for students of any grade and background.

A great chance to receive any of Simformer's small packages, including various business game scenarios, or a perfect opportunity to develop your own business games, and decide on the most applicable size, duration and solutions for further practical education of your students.

The offer is valid until the 30th of January 2017 for any of small packages up to 30 students. (In general Simformer subscriptions are available for unlimited number of students and any duration, starting from 7.5\$ per student per month.)

University has a choice between 5 different packages: SBS Basic, SBS Flexible, SBS Start-UP, SBS Author Sponsored, SBS Full (providing an access to all Simformer Services). Moreover, with this special offer tutors will receive a personal on-boarding by Simformer Experts for free, including the business game development workshop (**standard price 500\$**).

University may use 1 one of the following small packages for a period of 1 month for free, and prolong the subscription for any size and duration of available.

Please see the full description of packages below:

Available sizes of below packages:

- **Small** (up to 30 students)
- **Medium** (31-100 students)
- **Large** (101-500 students)
- **Extra Large** (501+ students)



Package	SBS Start-UP	SBS Basic	SBS Flexible	SBS Author Sponsored	SBS Full
Description	<i>The license provides the access to the full SBS functionality, having no preset up scenario, allowing to start and expand virtual businesses in any market, industry and field.</i>	<i>The license allows the choice between ready simulations containing sequential theoretical content and practical tasks completion in the simulation according to the chosen scenario. Does not include own simulation development via Simformer Developer Tools.</i>	<i>The license allows the choice between any existing scenario as well as own scenario development via Simformer Developer Tools. Does not contain the sequential theoretical content, but provides the possibility on uploading own content by Instructor of the course.</i>	<i>The license allows the choice between any simulation including unique sequential theoretical content (online course) developed by experienced and certified Author and practical task completion in SBS.</i>	<i>The license allows the choice between any Simformer solution, including Author Courses, all available scenarios and content, Developer Tools and SBS Start-UP.</i>
Scenarios Included	SBS Start-UP	Crisis Terminator Balanced Retail Budget Retail Premium Retail Cloth Road Shoe Maker Motor Cycle Heavy Steel Classic	SBS Academia+ Crisis Terminator Balanced Retail Budget Retail Premium Retail Cloth Road Shoe Maker Motor Cycle Heavy Steel Classic	Corporation in Distress Quest for Business Excellence: Retail Classic Production Line	SBS Academia SBS Start-UP Corporation in Distress Quest for Business Excellence: Retail Classic Production Line Crisis Terminator Balanced Retail Budget Retail Premium Retail Cloth Road Shoe Maker Motor Cycle Heavy Steel Classic
Set Up Scenario	✘	✓	✓	✓	✓
Sequential Content	✘	✓	✘	✓	✓
Developer tools / Customization	✓	✘	✓	✘	✓
Instructor account	✓	✓	✓	✓	✓
Individual / Group format	✓	✓	✓	✓	✓
Intensive/Classic Mode	✓	✓	✓	✓	✓
Content Upload	✓	✓	✓	✓	✓
Activity Reporting	✓	✓	✓	✓	✓
Price per user per month	From 7.5\$	From 7.5\$	From 7.5\$	From 11.5\$	From 15\$

Definitions:

(if below is not included in package description, it means the functionality is applied for each of available packages)

Individual format	The instructor may task students to play individually, where each student will manage his own virtual business in the role of CEO, including management of all typical business processes such as HR, Logistics, Marketing, Supply Chain Management, Market research, Competitors analysis, strategy etc. Students may compete with each other or avoid the competition.
Group Format	The instructor may task students to play in groups, where each group of students will manage their virtual business as partners. Students will be able to share their responsibilities and roles in management of all typical business processes such as HR, Logistics, Marketing, Supply Chain Management, Market research, Competitors analysis, strategy etc. Groups may compete with each other having same starting conditions, or avoid the competition.
Intensive Mode	Game recalculation happens once per hour. The instructor may conduct short time simulations up to 3 days (72 turns) with each recalculation being equal to 1 virtual business week.
Classic Mode	Game recalculation is happening once per day. The instructor may conduct long time sessions with an unlimited term (week, month, semester, year...) each recalculation being equal to 1 virtual business week.
Set Up Scenario	Primary set up starting game conditions according to scenarios available on Simformer's Marketplace .
Customization	Possibility for the instructor to customize a scenario or create his own by the use of Developer Tools.
Instructor account	Possibility of modifying groups, subgroups, selecting the needed scenario, uploading the content into Simformer LMS, admin rights in the Simulator, the ability to track and export the results of students' actions.
Developer tools	Necessary tools required to develop own scenarios, connect them with content applicable to students and as a result partner with Simformer as a course Author, allowing to sell the developed course globally via Simformer in the Simformer's Partners Market Place.
Sequential content	Upload content to Simformer LMS, separate modules according to the game scenario in SBS providing the theoretical knowledge, explanation of tasks, followed by task execution.
Content Upload	The majority of Simformer solutions are a connection of theory (content) + practice (simulation), which is equal to skills as a result. The content is available almost everywhere, however the instructor may upload additional content connected to his subject, or create own separate solutions relevant to his course.
25+ industries	Click here to get a full list of industries, goods, and business boosters available in the Simformer Business Simulation.
24/7 access	The access to simulations is web-based and is available from any location and any time via any device having internet connection. Meaning it is not mandatory for students to be in class during the play, or together with their team members as they can access the simulation from any other location and time comfortable for them.
Activity Reporting	Students activity is available after each game update. The instructor may not only track the final results, but analyze the situation during the whole session from the beginning to the end.
Certificates	Each student receives a digital Simformer Certificate, which may be uploaded to a LinkedIn profile.
On-boarding	Simformer provides all of the necessary materials and structure necessary to use Simformer simulation for students. There is an option to go through the individual on-boarding with a Simformer Expert for an additional cost.
Tutorial materials	User Guide, Instructional Guide, Video Tutorials, Individual support.

General overview of SBS Licenses

<p>«SBS Intensive» — The license gives access to Simformer Business Simulation with hourly turns. The license is valid for 3 days after its activation.</p>	<p>«SBS Classic» — The license gives access to Simformer Business Simulation with daily turns (once per 24 hours).</p>
<p>SBS Intensive Academia allows using Simformer Business Simulation (SBS) for conducting dynamic short-term business games, contests, intensive courses and seminars.</p>	<p>SBS Classic Academia allows integrating Simformer Business Simulation (SBS) into long-term academic courses in the areas of economics, finance, management, language studies as well as into school lessons in the areas of economics and professional orientation. It also allows conducting various long-term contests for students.</p>
<p>The participants will acquire access to:</p>	
<ul style="list-style-type: none"> • SBS, customized by the instructor with the help of developer tools; • Learning materials, tests, uploaded to Simformer LMS platform by a course instructor. 	
<p>SBS Classic Academia provides a wide range of possibilities for instructors:</p>	
<p>Uploading learning content into a powerful LMS Moodle, which:</p>	
<ul style="list-style-type: none"> • is connected to the business simulation SBS and developer tools; • allows uploading video, audio, text materials and tests; • supports SCORM; • ensures online communication between students and instructors; • provides opportunities to use various forms of organizing the learning process; • has a student activity tracking system; • transitions from LMS to SBS in one click. 	
<p>Customizing SBS using developer tools:</p>	
<ul style="list-style-type: none"> • Starter scenarios that enable the configuration of initial conditions for business simulations depend on the course goals. It is possible to use either the existing scenario or create a new one together with Simformer experts. • Global settings that allow selecting geographical locations (from a small town to the whole world), the type of enterprises (among the choice of 25+ industries) and user communication tools (either within the group or with all of the SBS users). • Independent suppliers that allow creating various market scenarios for students by regulating prices, quality and amount of products. 	
<p>Using a student activity monitoring system in SBS:</p>	
<p>Regularly updated user ratings based on the companies' key financial indicators.</p>	

Example of 1 of SBS Author Sponsored courses “Corporation in Distress”



“**Corporation in Distress Classic**” — is one the most popular Simformer business games, where decisions must be made in highly dynamic conditions.

An online business game that immerses players into the world of crisis management. A rigorous timeline and a dynamic scenario require players to make quick and effective managerial decisions. The main task of the participants is to lead the corporation out of financial crisis.

Game scenario and participants’ interaction during the game:

The participants work individually or in teams and manage virtual companies in Simformer Business Simulation (SBS), where all key business processes are represented. The competitiveness among the teams motivates the participants and contributes to effective team building. Each team will have to manage a huge corporation, which is faced with financial difficulties. The corporation consists of various subdivisions, which are responsible for producing and selling the products. The subdivisions are connected with each other as well as suppliers and customers. The task for the participants is to lead the corporation out of financial crisis and stabilize all the processes. The actions they took will have the impact on the financial state of their corporation. The participants will have to perform a series of business game assignments (missions) and follow the business procedures. The competitiveness among the participants adds a lot of dynamics and intensity to the game. Due to that, leading the company out of the financial crisis becomes not the only goal; it is equally important to do it faster and more effectively than the rest.

Targets for Learners:

The main tasks, which the participants will have to accomplish during the game:

- performing a company analysis;
- identification of weak subdivisions;
- optimization of the operations of the weak subdivisions and reaching a break-even point;
- increasing the productivity of the rest of subdivisions;
- developing and implementing a business expansion plan.

Soft Skills affected:

Strategic thinking, problem solving, analytical skills, decision making, creativity, stress resistance, the ability to make effective decisions under time constraints, the ability to think outside the box, as well as the skills in the field of crisis management and systematic approach.

Content:

Participants receive explicitly structured material in the form of interactive video clips containing:

- Description of the game situation, the logic of decision-making;
- Questions to test player understanding of basic business decisions performed in the simulation;
- A functional guide of the simulation;
- Quests to be performed in the simulation;

All participants begin the game at the same time under the same conditions. The dynamic of player actions is reflected during simulation recalculations. Participants need to perform the required tasks before the next recalculation takes place.

Special offer conditions

As described above, the university has a choice of any of the offered small packages for a 1 month free use of Simformer Business Simulation services, where:

Package Name	Mode	Size	Duration	Standard Price for 1 user	Special Offer for 1 user
SBS Basic	Classic/Intensive	Small (up to 30 students)	1 month	30\$	Free
SBS Flexible				30\$	Free
SBS Start-UP				30\$	Free
SBS Author				40\$	Free
SBS Full				60\$	Free

To receive the licenses, please e-mail:

adelina@simformer.com

Specifying institution and request details, such us:

- Legal entity name;
- Legal entity code;
- Registered address;
- Representative (position, name, last name);
- Contact details: phone, e-mail address;
- Preferred package name;
- Number of licenses required;

For any additional information:



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