



Internet-based Management Simulation as a Marketing Instrument

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TERTIA Edusoft GmbH

- UNICON was founded in 1982 and has become the largest provider of computer- and internet- based management simulations in the German speaking part of Europe
- In the fall of 2001 UNICON became part of the TERTIA-group. Fields of competence in simulations
 - Development and distribution of standard business simulations (brand: TOPSIM-simulations)
 - Development of customized management simulations
 - Development and realization of management trainings
- New fields of competence include a variety of e-Learning tools as well as a number of (classical) distance learning classes
- TERTIA Edusoft also offers Gamma, a computer-based tool for holistic thinking and as well as interactive CBT for business administration



Agenda

1. Project "Mobile Award"
2. Goals
3. Detailed Approach
4. Evaluation
5. Questions

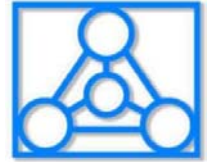


1. Project "Mobile Award"

- Client

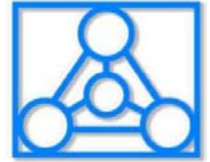
- Detecon International GmbH
- Detecon International GmbH is one of the world's leading consultancies in the field of information technology and communications.
- Detecon International emerged in July 2002 from the merger of the two consulting firms Diebold and Detecon

DETECON
Detecon&Diebold
Consultants



1. Project "Mobile Award"

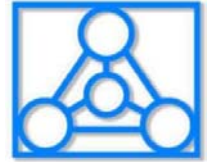
- 4 Months Development Time, including:
 - Kick off Workshop
 - Story outline
 - Programming Software
 - Web design
 - Documentation
 - Marketing campaign
 - Operation



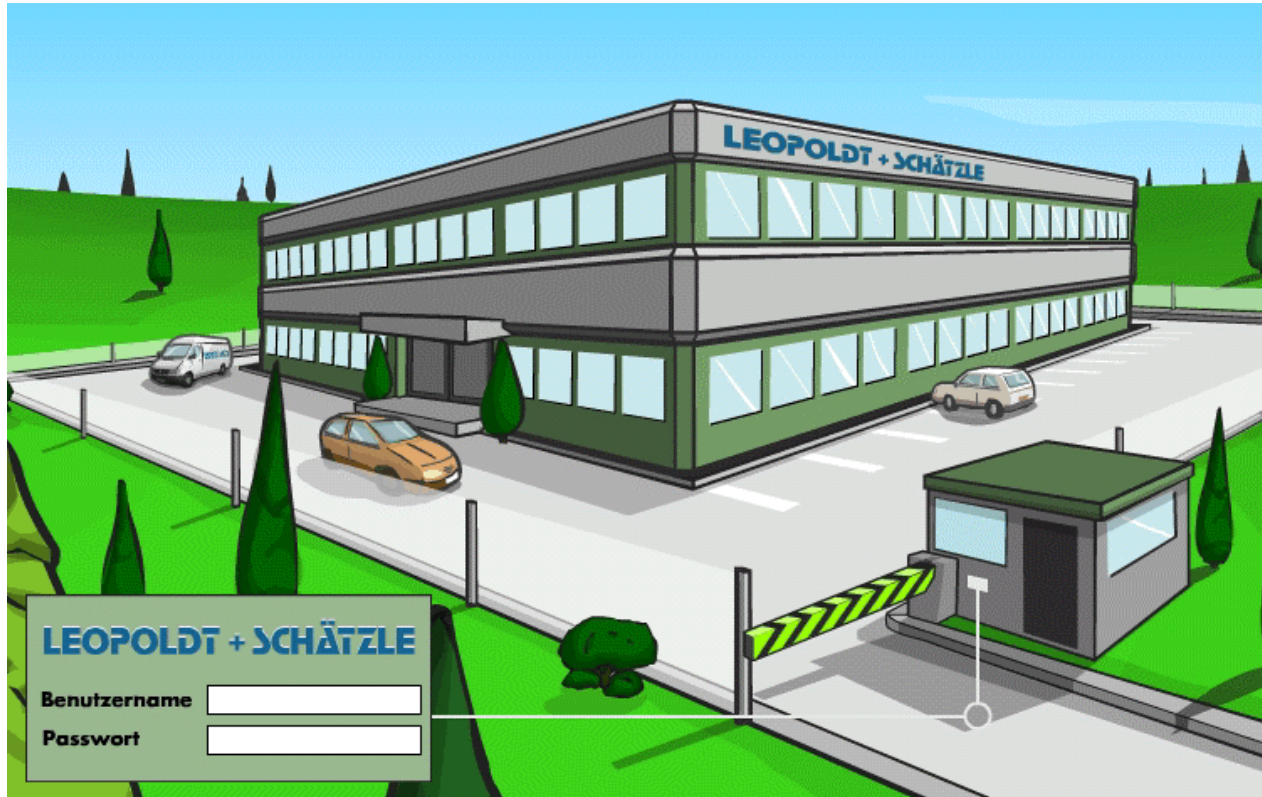
1. Project "Mobile Award"

- Mobile Award

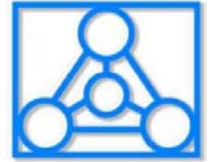
- Internet management game for students and young professionals
- Cup-Structure
- Groups of 2 to 5 participants form a team
- Challenge: Manage a fitness company
 - Analyzing market structure, internal processes and competitors
 - Decision taking in Marketing, Projects and Resources



1. Project "Mobile Award"

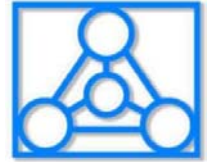


Login Page, access to the office



2. Goals

- Create awareness for the brand “Detecon”
- Centre mobile business in the public debate
- Show opportunities of mobile technologies for optimizing business processes
- Sensitize the next generation of managers for mobile solutions



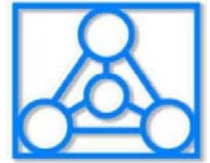
3. Detailed Approach

- Communication Consultancy for the client`s PR-Department
 - Design of the competition
 - Providing academic network
 - Event planning
 - Addressing participants
 - Connecting mobile business facts with an interesting storyline



3. Detailed Approach

- Conceptual aspects
 - Well-balanced storyboard
 - Constantly increasing complexity
 - Options for soft-skill aspects
 - Learning by earning: extrinsic motivators



3. Detailed Approach

- Conception of competitions (cups)
 - Integration into an overall communication strategy
 - Clear specification of objectives, target groups and framework conditions
 - Detailed agenda with storyboard, timetable etc.
 - Choice of a suitable simulator
 - Execution and further customization





3. Detailed Approach

- Cover story
 - "collect" the participants
 - Introduction to their role
- Example: Producer of electronic fitness equipment



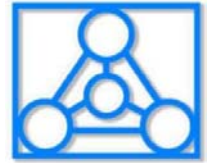
What has Happened so far...

In 1978 today's president and chairman Wolfgang Leopoldt founded the company together with Dr. Reinhard Sweetheart. The company experienced significant growth during the fitness hype in the 1980's.

In the mid 1990's the production facilities were moved to the Czech Republic, the local production employees were integrated into the technical service. This department becomes more and more important for the company as the products become more complex and therefore the customers ask for more and better services. Today Leopoldt & Sweetheart gives work to 100 employees in the following areas: sales, marketing, R&D, technical service and purchasing / administration. The company has to deal with increasing competition from foreign competitors as they currently compete not only by price but also by service and product quality and technology. The company is still profitable, but the last business year was first year in which the company did not grow.

With Mr. Leopoldt turning 60 years of age, he was thinking about the future of the company for quite a while. He is in negotiations with an American company which has a strong interest in taking over Leopoldt & Sweetheart. During the last couple of weeks, a due diligence was

	<p>Research & Development (R&D)</p> <p>The R&D – department is the creative heart of our company. Together with leading sport scientists we develop new product and improve the quality of our existing products. We exercise extensive testing with our products so that they can meet our high quality standards. Here we also development training concepts for our customers.</p>
	<p>Sales</p> <p>Our sales department is the interface between our customers and our company. The employees provide customers and business partner with information and consultancy about our company and our products. Here all request concerning sales are being processed and handled.</p>
	<p>Technical Service</p> <p>This department is the heart of our company. The key word for the technical service is customer service. In our facilities the</p>



3. Detailed Approach

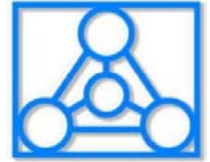
- Management Game
 - TOPSIM – Business Development with a special customized „Fitness szenario“
 - Tournament with 3 rounds
 - Mobile Challenge
 - Mobile Masters
 - Mobile Award





3. Detailed Approach

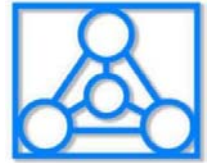
- Support and operation
 - Hosting
 - User management
 - Email support
 - Permanent participant address
 - Newsletter
 - FAQ
 - Hotline



4. Evaluation

- Biggest Internet-based Management Simulation in Germany so far
- Media partnership with Financial Times Germany
- Positive participants response via hotline and during the final event
- Already many request for new round in 2005

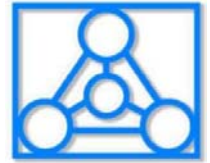




4. Evaluation

- Mobile Challenge
 - 1.700 participants
 - 580 teams
- Mobile Masters
 - 245 participants
 - 80 teams
- Mobile Challenge
 - 25 participants
 - 8 teams





5. Questions



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