



Solution Provider Profile

TOPSIM GmbH

August 2021

TOPSIM

Company At-a-Glance	
Name of Product/Offered	TOPSIM
Headquarters	Tübingen, Germany
Year Founded	1982
Number of Employees	16
Revenue	€1.8 million
Geographic Coverage	Worldwide
Top Customers	Kärcher, Check24, EDEKA, elero, Homesite, Vorwerk, Deutsche Bahn and HeidelbergCement
Solution Name	TOPSIM
Website	https://www.topsim.com/



TOPSIM Solution Overview and Value Proposition

Founded in 1982, TOPSIM has always been dedicated to learning excellence. Its business simulations are like flight simulators — providing a safe and highly realistic environment to develop core skills and foster behaviors sustainably and measurably. Through TOPSIM’s strong partnerships with world’s leading academic institutions and its work with corporations and experts across continents and industries, TOPSIM is the thought leader in leveraging simulation use in learning and training initiatives.

TOPSIM’s state-of-the-art online platform, the TOPSIM — Cloud, makes its simulations available and accessible online anywhere, anytime and from any device. This allows full flexibility in the delivery method: face-to-face (classroom), blended or fully virtual. TOPSIM’s learning solutions can be tailored to be used for one person to as much as 10,000 participants simultaneously.

Corporate Solutions

TOPSIM’s business and strategic objectives are at the center of its work. Whether off-the-shelf initiatives or 100% bespoke simulation creations, TOPSIM can design and implement the perfect solution. TOPSIM proposes:

- Instructor-led or self-paced face-to-face, virtual or blended seminars or workshops.
- Design of simulation-enhanced learning and organizational development initiatives.
- Creation of customized simulation solutions 100% in alignment with the needs and business objectives of an organization.

Academic Partnerships

TOPSIM collaborates with leading academic institutions across the globe to enhance learning experience and effectiveness for students and faculty alike. TOPSIM’s highly complex simulations and decades of experience make it the ideal partner of every academic institution who wants to be leading-edge in the digital learning world. TOPSIM’s simulations are cloud-based, multilingual and cater to a large variety of learning objectives and skill development initiatives. Thousands of participants have experienced the magic of its simulations and form one of the largest alumni networks within the industry.

TOPSIM — Product Portfolio

TOPSIM’s from-the-shelf simulations and training offerings cover areas such as business, financial acumen, strategy setting and execution, corporate entrepreneurship, innovation, sales, operational excellence and high-performance leadership skills. TOPSIM has a wide range of



industry-specific simulations: manufacturing, insurance, banking, hospitality, oil and gas, and retail (to name just a few). TOPSIM is highly experienced in developing 100% customized simulations that can cover everything from a strategic business unit to a holistic representation of any industry.

Assessment

TOPSIM's management simulations provide organizations with eye-opening insights into the entrepreneurial skills of the participants, supporting performance appraisal and selection processes.

Onboarding

With TOPSIM's simulations, organizations can accelerate the entrepreneurial activities of their new employees during the onboarding process.

Innovation

TOPSIM's learning solutions confront employees with problems that require them to develop creative solutions and understand processes, so they can increase the innovative power in the company.

Employer Branding

Online recruiting competitions not only help organizations to efficiently identify high-potentials for the business, but also strengthen employer attractiveness by offering an innovative recruiting activity.

Leadership Development

Today's leaders must be able to create a work environment that allows their teams to make better and faster business decisions. In TOPSIM's simulations, participants learn how to tackle and master this complex challenge.

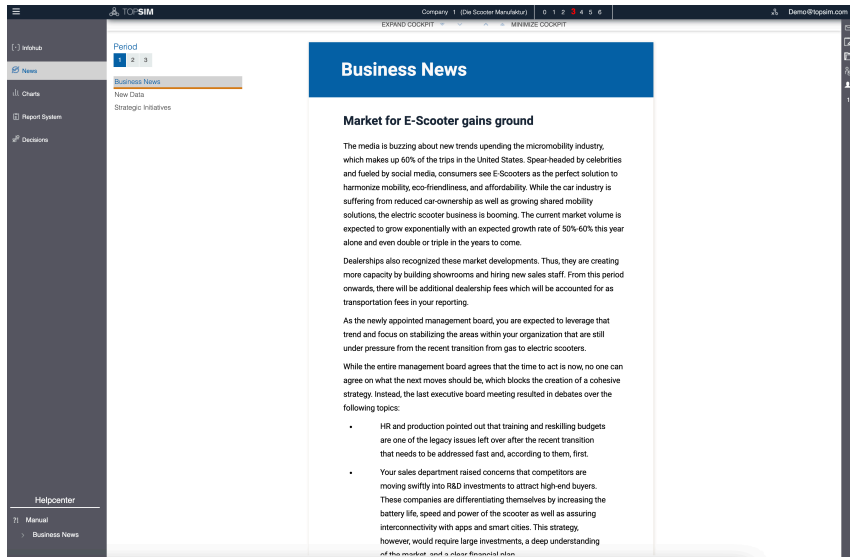
Strategy Development

Organizations can play through their entrepreneurial future scenarios and gain valuable insights into customers, competitions and their own company for the strategy development process.



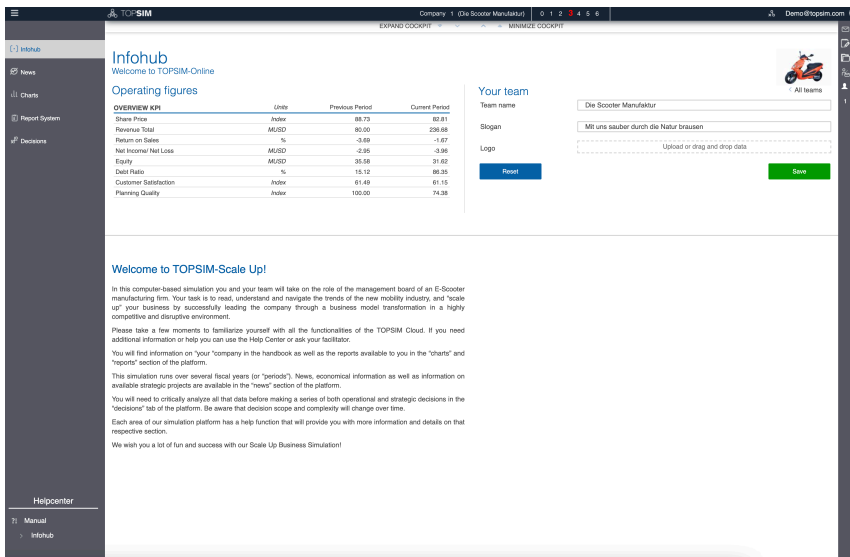
Screenshots

Figure 1: How TOPSIM Business Simulations Work



The Business News is the information that will be helpful during the decision-making process and is updated every game period.

Figure 2: Infohub



Participants receive a complete reporting system from high-level KPIs to detailed market and operations figures.

Figure 4: Analytics



Besides the reports for analyzing data, participants have the option to run a scenario analysis and test their assumptions for anticipated market changes and potential moves by competitors.



Figure 4: Decisions

Company 1 (Die Scooter Manufaktur) 0 1 2 3 4 5 6 Demo@topsim.com

EXPAND COCKPIT MINIMIZE COCKPIT

Period: 1 2 3

Sales and Product Development
Purchase and Production
Finances and Strategic Initiatives

PURCHASING

E-Scooter

Input Materials/Parts (Units): 44,000

Supplier Input Materials: Supplier 1

PRODUCTION

E-Scooter

Production Volume (Units): 40,000

PRODUCTION LINES

Investment (No. of New Lines)

Type	Investment
Type A	0
Type B	0
Type C	0

DISINVESTMENT

Line No.	Remaining Running Time (in Periods)	Disinvest?
Type A	1	<input type="checkbox"/>
Type A	2	<input type="checkbox"/>

PERSONNEL AND TRAINING

Entry

Production Staff (Nr. Persons): 450

Training per Employee (USD): 1,000

Helpcenter
Manual
Purchase and Prod...

Every period, participants have to make strategic and operational decisions.

All screenshots provided by TOMPSIM GmbH



Analysis by Brandon Hall Group

Situational Analysis

Corporations are trying to find better ways to deliver content to learners in an engaging and modern technological interface. Several factors are driving corporations to improve their content development and delivery strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.

Challenges to the Business

Organizations have had difficulty in leveraging their LMS to meet these new learner requirements. Learner requirements have evolved quickly and their need for content that is relevant, accessible and highly interactive is more important than ever. In particular, traditional authoring tools and LMS platforms are not designed to fully support all the necessary learning modalities in a mobile environment.

Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, a significant amount of financial and people resources are being consumed by learning organizations in leveraging their current LMS platforms — and still, the needs of the learner are not being met. This leads to poor performance for the organization because employees are not learning what they need to know to excel at their jobs.

Questions to be Answered by the Business

Organizations need to rethink how they leverage technology to keep pace with the rapidly changing dynamics of their learners and business.



The key questions for the business are:

- How does an organization create more immersive, engaging learning experiences?
- Can we use technology to enhance or in-person learning programs?
- How do we include simulations as part of our learning offerings?

TOPSIM as the Answer

Immersive simulations have evolved from being limited to things such as high-rise construction or flight simulation to being used for a wide range of business skills. TOPSIM is a leader in the arena of creating and delivering these simulations.

TOPSIM leverages extensive academic partnerships to inform how they create purposeful, effective simulations. They can create environments for learners to practice and hone skills around business acumen, financial knowledge, sales, leadership and more.

Recognizing that these critical skills are not effectively developed in the classroom alone, TOPSIM works with clients to provide either off-the-shelf or completely customized simulations. Not only do learners benefit from practicing in an immersive environment, but the organization gains unique insight into the proficiency and behaviors of learners while they are in action. This takes learning measurement far beyond the scope of completions and grades and gets into performance and progress.

Organizations are looking for people who are critical thinkers and innovators, but it is difficult to perfect these skills in real-world scenarios that carry consequences that can be detrimental to the business. The simulations TOPSIM creates allow for consequence-free experimentation where people can learn and progress from mistakes.

Deeper than branching scenarios, organizations can set parameters on the simulations that mimic the true business environment and let learners apply what they know to solve challenges and achieve results.

The catalog of ready-to-go simulations covers a wide range of topics that can't meet almost any need, many of them industry-specific. TOPSIM can also create simulations based on anything an organization might need.

Companies who are looking to expand their use of experiential learning should look at TOPSIM as a way to use true-to-life simulations to elevate their learning experience.

- David Wentworth, Principal Learning Analyst, Brandon Hall Group

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

About Brandon Hall Group

With more than 10,000 clients globally and 27 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Some ways we can help...



MEMBERSHIP PACKAGE

Includes research library access, events, advisory support, a client success plan and more.



ADVISORY OFFERINGS

Custom Research Projects, including surveys and focus groups interviews. Organization Needs Assessment for Transformation, Technology Selection and Strategy.



EXCELLENCE AWARDS

Global recognition showcasing leading programs and practices with a library of case studies.



PROFESSIONAL DEVELOPMENT

Virtual and on-site certification programs, workshops and webinars supplemented with research-driven assessments and tools.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.



HCMA PROFESSIONAL CERTIFICATIONS

are comprehensive educational programs that center around a multiphase knowledge test.