



Brandon Hall Group

# EXCELLENCE AWARDS 2023

## SAME Solutions Leverages Power of Interactive Video to Raise Awareness, Influence Behaviors

SAME Solutions

Best Advance in Gaming or Simulation Technology

April 2024



### Company Background



#### SAME SOLUTIONS

Company-at-a-Glance	
Headquarters	Dubai, UAE
Year Founded	2017
Revenue	Less than USD 1M
Employees	10
Global Scale (Regions that you operate in or provide services to)	Located in the UAE as well as Lithuania, SAME Solutions but with global production capabilities. SAME produced content in 25+ countries and 5 out of 7 continents.
Industry	Education & Training for Corporate Security sector
Website	<a href="http://www.same-solutions.com">www.same-solutions.com</a>



## Value Proposition

SAME Solutions (SAME) makes interactive and engaging physical security eLearning which helps keep employees safe, aware, and prepared as well as tackling the key behaviors to help establish a security mindset across your organization.

It was founded through the personal frustration of its Founder, Heimo Grasser, in his role as a Security Manager in a large global corporation. Heimo was looking for a high-quality and engaging eLearning training solution for the company's 15,000 travelers. However, he couldn't find anything in the market that he would have been proud to put in front of his colleagues. Every option considered was either a boring, unimaginative 'click next' offering, or was a non-customizable, off-the-shelf solution. Through this experience, Heimo identified a clear gap in the market and an opportunity to fill it with immersive, engaging and valuable physical security awareness training.

Now, the company solves 3 problems in the Travel & Physical Security e-learning space:

- **Problem 1** - Existing solutions are neither effective nor engaging and are often limited to passive viewing experiences that learners can't relate to.
- **Problem 2** – Oversaturation with information that makes it hard for the security messages to “stick”.
- **Problem 3** - Lengthy development cycles and high cost of customized solutions.

There is a business need for effective security awareness training because companies have a duty of care to protect their employees. More generally, effective security requires the awareness and proactive support of all staff, supplementing and making full use of the technical security controls. This challenge is made more complex against the backdrop of a dynamic and constantly changing global threat environment. This can result in day-to-day risks often being overlooked.

Employees' awareness and behavior are essential elements, but even today organizations are still struggling to find effective solutions to deliver engaging and useful solutions to their busy employees, which achieve appropriate levels of awareness and influence the right security behaviors and culture. Traditional solutions have consistently failed to significantly increase awareness because it has usually been delivered as boring, un-engaging and mandatory training.

SAME's awareness programs help client turn that around with the following unique combination of learning features:



- **Awareness by showing, not just telling** – the creative approach of SAME combines real-life videos, microlearnings and comprehensive modules to raise awareness and promote behaviors.
- **Multiple approaches to interactivity** – mix of linear and branched POV-focused scenarios, gamified hotspots, and 360 VR videos.
- **Modular, bite-sized** learning delivered in a way to engage busy employees and reinforce the right security behaviors.
- **Wide library of POV-focused security scenario simulations** – SAME Solutions e-learnings not only cover the areas of Travel & Site Security, and Workplace Violence, but provide immersive scenarios for each modules.
- **Leveraging gamification principles & behavior-based frameworks** – to promote and reinforce the key secure behaviors and encourage positive change.
- **Global production** to increase personal connection and immersion with the learners.
- **Measuring impact and behavior change** with a comprehensive KPI & metrics framework.

SAME Solutions training, across Travel Security and Physical Security, is based on a customizable, behaviour-based framework to ensure it is relevant, engaging and promotes the right security behaviours. This framework has been derived from extensive research and interviews of 100+ corporate security experts.

At the core of all our training is the premise that – we have to engage first if we want to have a chance of educating. Having established an impactful, interactive and POV focused comprehensive Travel Security library, SAME Solutions was able use these principles to help security professionals in the wider physical security awareness.



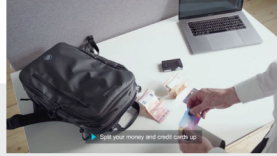
## OUR SECURITY AWARENESS CONTENT

eLearning & Marketing support for all your Physical Security needs...



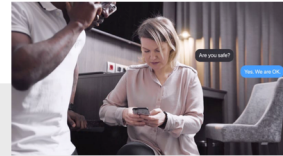
### SECURITY PRINCIPLES

- Have a Security Mindset
- Protect our Sites
- Travel Safely
- Protect our Information
- See Something, Say Something



### TRAVEL SECURITY

- Travel Aware
- Higher Risk Travel
- Women Travel Safety
- LGBTQ Travel Safety
- Driving While Abroad
- Regional and Country Awareness etc.



### WORKPLACE VIOLENCE

- Active Shooter
- Kidnapping

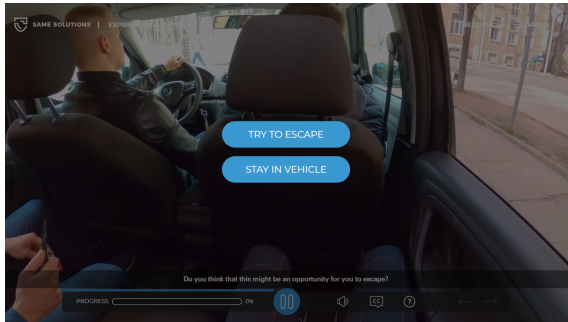
## Product or Program Innovation

SAME Solutions breakthrough innovation is enabling an immersive learning experience that achieves more impactful learning outcomes through combining various approaches to gamified & interactive e-learning scenarios. The mix of these approaches is engaging and generates interest and curiosity among users, this helps increase security awareness that will result in better decision-making in real-world situations. Knowing that experience is the most powerful teacher, SAME simulates threatening situations, such as robbery or kidnapping, in a learning environment, where users can live through these incidents in a safe manner.

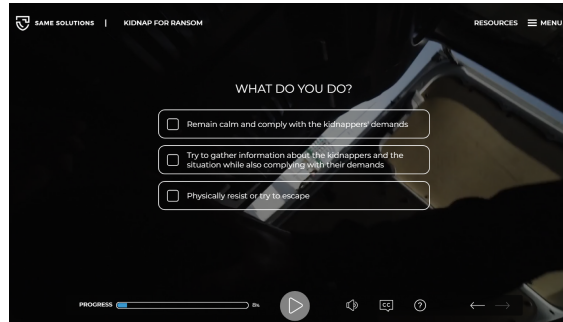
This approach takes a simple interactive scenario to a different level by combining different approaches to engaging scenarios to ensure transfer of learning into action at each learning moment.

The modules of Travel Aware, Security Aware, and Workplace violence combine a mix of branching scenarios, linear interactive videos, gamified hotspots, and VR videos. Using various interactivity types allows SAME to better mimic real-life situations, target more impactful learning objectives, reinforce material retention and keep learners engaged and motivated throughout the whole training journey.

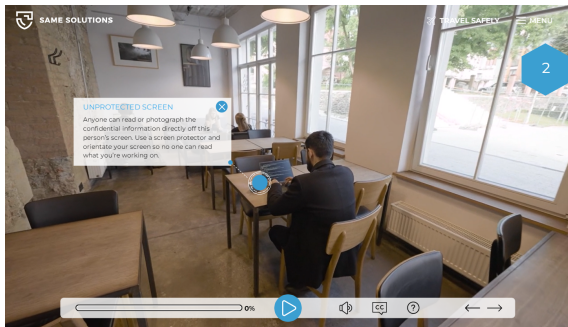
Scenarios cover various security challenges and situations that travelers and employees might find themselves in including crime, corruption, social unrest, express kidnapping, kidnap for ransom, active shooter, food safety.



Interactive video on Express Kidnapping

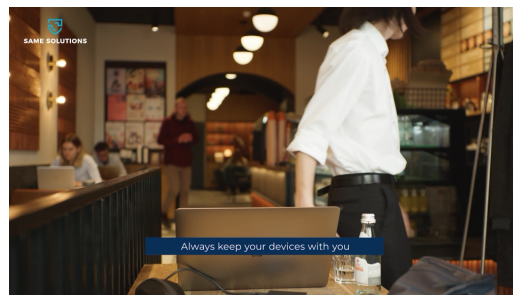
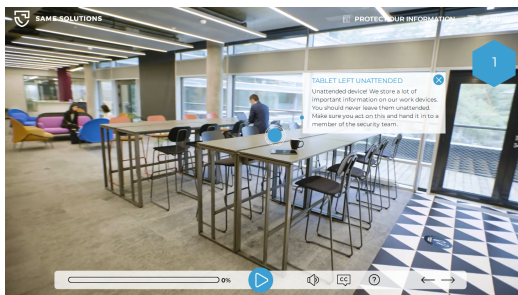


Interactive branching scenario of a Kidnap for Ransom situation



POV-focused gamified microlearning for Information & Device Security 360° stand-alone video on Site Security.

Furthermore, the adaptive approach of SAME Solutions makes it flexible to embody a learning topic in numerous formats, creating more opportunities to connect with the learner and promote key security behaviors in a multifaceted way.

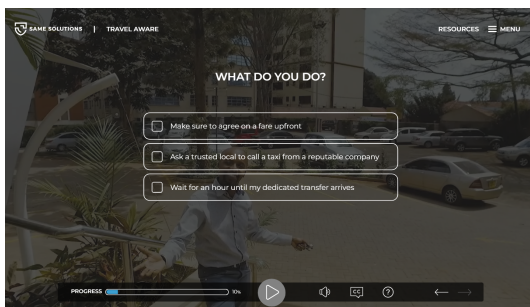




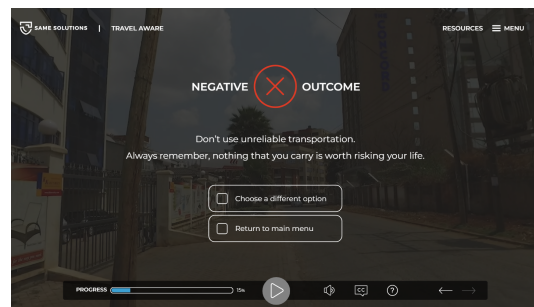
Examples above show secure device handling as part of Information Security related content in 3 different formats: gamified hotspot, video module, and a VR hotspot respectively.

The breakthrough from a technology standpoint is the way SAME Solutions delivers real-life POV-focused, branching interactive scenarios. Most providers use Storyline files to offer solutions limited to animated videos and text-based screens only, few use instructor-led videos combined with stock footage.

However, SAME Solutions passionately believes that learners and the Security E-learning community deserve better than this. SAME creates real videos from the first-person viewpoint that immerse learners into the security situation, experience consequences of various security decisions in a safe environment and navigate their own journey through action choices.



Learners can follow their own journey through POV-focused branching scenarios.



Each journey allows to experience real-life outcomes of learners' actions. In case of negative outcome, the learner is encouraged to explore another story path.

In addition, to making learning accessible no matter the location, the team invested more than a year development time to find the right combination of a custom developed HTML5 framework as well as a powerful content delivery network (CDN). This was to enable organizations with limited LMS infrastructure and server speeds to run the



interactive video modules globally. All videos are now hosted on the CDN which enables adaptive bandwidth streaming – i.e. serves the best possible video based on the internet speed available to the learner. Furthermore, this brings the actual size of the SCORM file down to approx. 60MB which can be handled by almost every LMS in the market today.

### Unique Differentiators

SAME Solutions’ main differentiator from its competition is that it enables trainees to experience security issues in a safe immersive environment, built with the help of a behavior-based framework and gamification principles. This approach achieves a level of learning outcomes and engagement not seen in the area of travel and physical security awareness training. Furthermore, the majority of processes are completed by an in-house team.

While most providers work with stock footage or animations, SAME goes to great length to make content as realistic and immersive as possible. The team **operates on a global scale** and has produced content in 25+ countries and 5/7 continents. The POV-focused material aims to fabricate a feeling of familiarity of the learner before they travel to a destination or find themselves in a security challenge so that they can make better decisions along the way.



Where it all began – first production in Nairobi, Kenya.



Production in Brazil



Production in the Arabian desert



Production in Mexico City

Another unique differentiator is that SAME Solutions’ e-learning modules are built on a customizable, behavior-based framework to ensure their content is relevant, engaging and promotes the right secure behaviors.

Traditional methods of learning tend to be geared towards achieving a set of simple learning objectives rather than targeting the issue at its core by promoting the behaviors that lead to that desired set of learning outcomes. SAME knows that to change behaviors and thereby create a security culture throughout organizations, it is necessary to raise awareness – and do so in a way that will actually grab the attention of the learner to make the lasting and effective behavioral change.

HAVE A SECURITY MINDSET	PROTECT OUR SITES	TRAVEL SAFELY	PROTECT OUR INFORMATION	SEE SOMETHING, SAY SOMETHING
<ul style="list-style-type: none"> <li>▪ Be interested in security</li> <li>▪ Learn about security issues in your environment</li> <li>▪ Learn about security resources &amp; use them</li> <li>▪ Have appropriate level of awareness at all time</li> <li>▪ Have a healthy level of suspicion</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wear your badge on site, take it off when you leave</li> <li>▪ Don't lend badges to others</li> <li>▪ Don't open doors to strangers, avoid tailgating</li> <li>▪ Host visitors properly</li> <li>▪ Ensure only approved access sensitive areas</li> <li>▪ Approach those out of place, call security</li> <li>▪ Report security gaps</li> </ul>	<ul style="list-style-type: none"> <li>▪ Research your trips</li> <li>▪ Follow our travel processes, book via our travel agency only</li> <li>▪ Use approved accommodation/transport</li> <li>▪ Be aware during your trip – have a security mindset,</li> <li>▪ Know what to do in case of incident</li> </ul>	<ul style="list-style-type: none"> <li>▪ Keep your desk clean</li> <li>▪ Don't leave your devices unattended, lock your laptop</li> <li>▪ Don't talk loudly about sensitive matters in public</li> <li>▪ Use privacy screens in public areas</li> <li>▪ Be aware of social engineering tactics and how to spot them</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save our security emergency numbers</li> <li>▪ Appreciate that if something seems suspicious, it most probably is</li> <li>▪ Report suspicious encounters, security gaps, incidents and threats</li> <li>▪ Report lost devices, security badges asap</li> </ul>

Key Physical Security Behaviors that SAME Solutions reinforces in its general security awareness program.

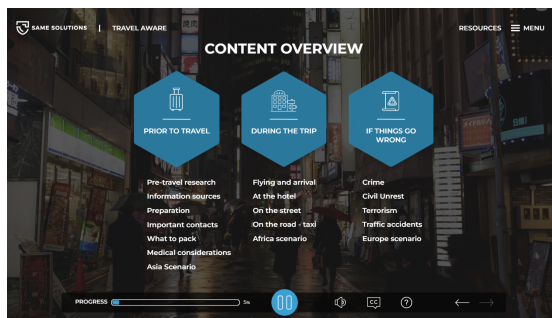




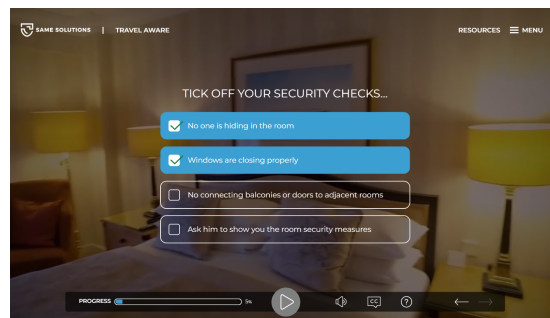
## Technology Demo

To achieve a meaningful learning impact and positive behavior change, SAME Solutions' e-learning uses a multifaceted approach to interactive, gamified scenarios. Below is an overview of how SAME Solutions leverages different types of POV-focused branching and linear scenarios, gamified microlearnings, and VR videos to create meaningful learning moments aligned with key security behaviors.

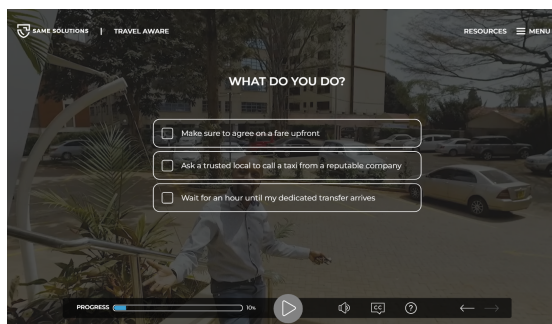
### POV-focused branching scenarios & interactive videos



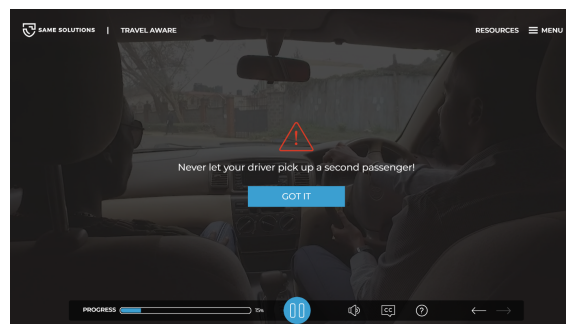
The Travel Aware module includes 3 branching scenarios, alongside interactive videos.



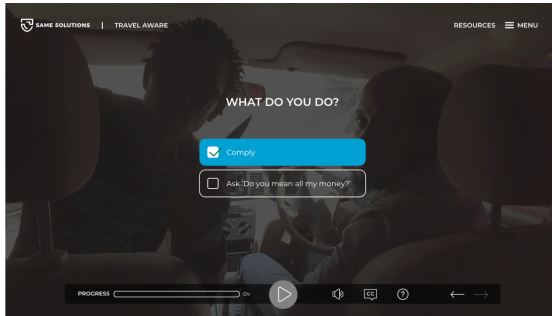
Some scenarios include multiple choice answers to check the learning progress and restate the information provided in the module so far.



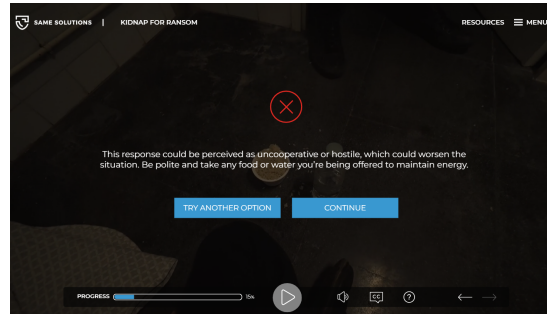
The Travel Aware module includes three interactive video scenarios. Depending on the scenario these are either set out in linear way or as “choose your own adventure” type learning.



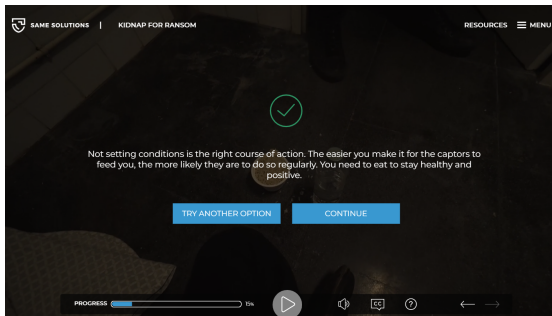
The first-person point of view effectively puts the learner into the experience. At critical points learner must interact with the content to move through the scenario.



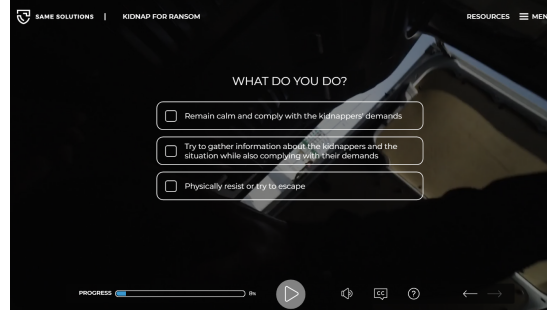
Learners obtain instant feedback on their actions but are also encouraged to try and pick the wrong path.



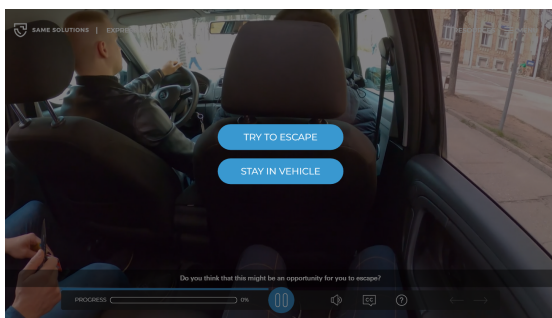
Each scenario includes a POSITIVE or NEGATIVE OUTCOME screen with additional guidance as well as the option to explore another path where applicable.



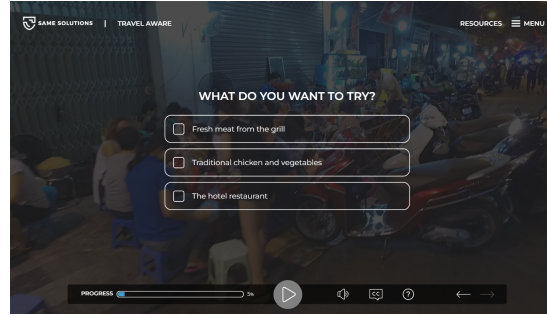
A positive outcome of the scenario, which still encourages the learner to explore a different outcome.



Kidnap for Ransom scenario that guides the learner through important advice in case of kidnapping.



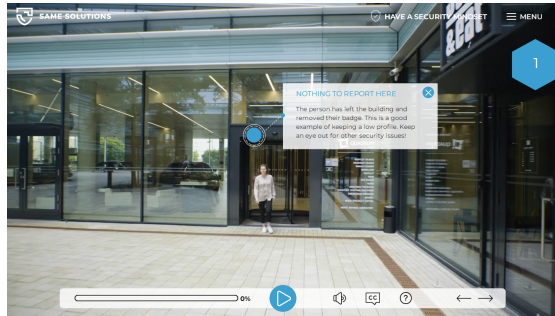
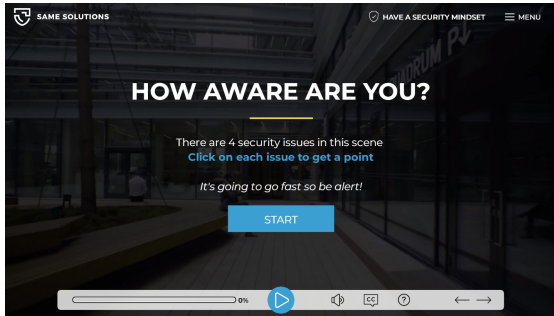
A linear interactive scenario with instant feedback after completing an action in the Express Kidnapping scenario.



Asia food safety scenario to explore food hygiene principles as well as what to do in case the travelers gets diarrhea.

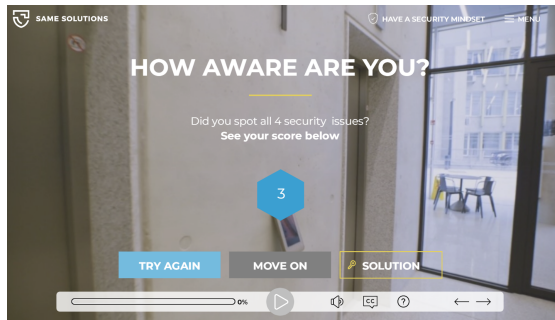
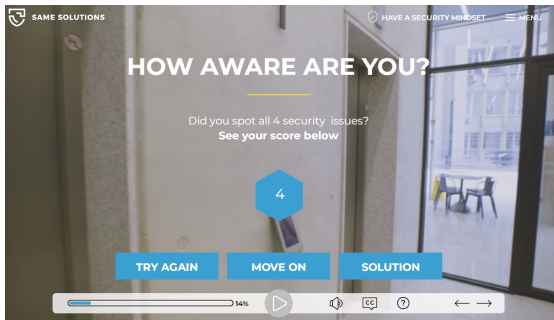


### Gamified microlearning – hotspots



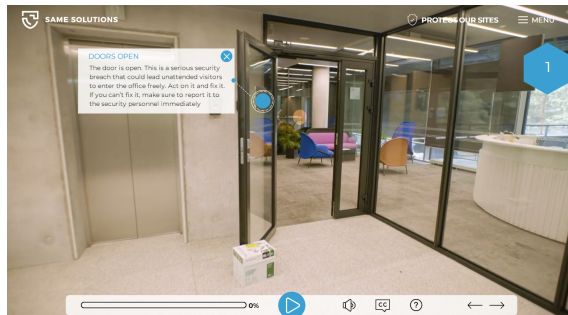
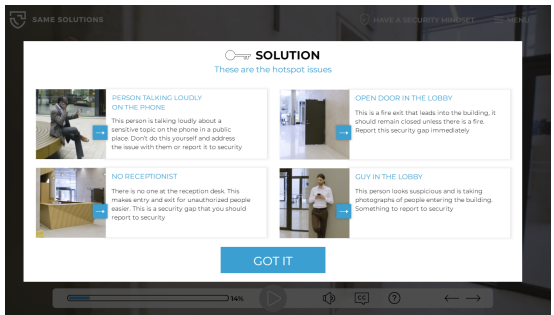
Each of the 5 Security Aware modules has its own dedicated hotspot scenario. They are filmed on-site to reinforce key security behaviors in a familiar and engaging way.

The POV-focused hotspots aim to test the learner on their ability to identify security issues.



A positive outcome, where the learner has earned the highest score.

In the negative outcome, the learner is prompted to retry the scenario to earn the highest score and revise the material.

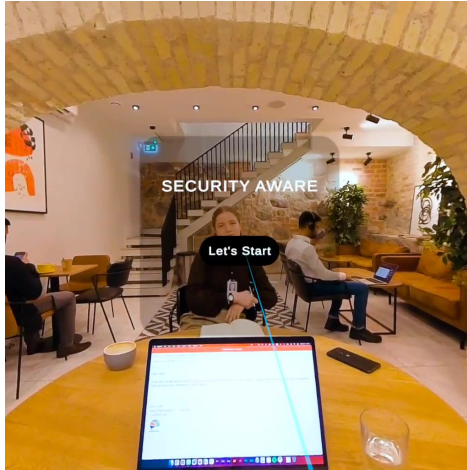


Gamified hotspots create an additional learning touchpoint, allowing to revise the targeted security behaviors in the module.

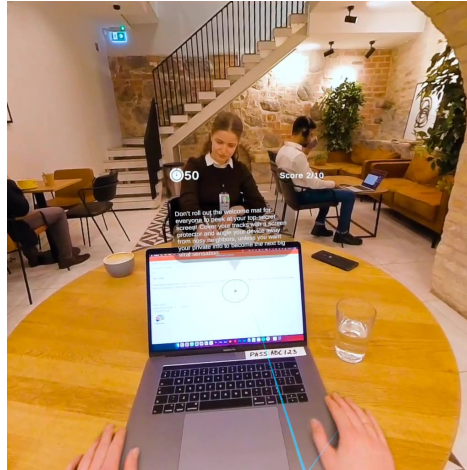
An example of a hotspot that targets a different area of physical security – site security.



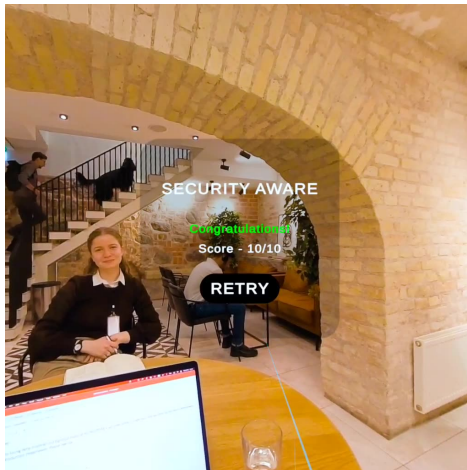
## Virtual Reality Videos – Learn in 360°



A VR video allows to challenge the knowledge of key security behaviors in a highly immersive way.



A process of completing a VR hotspot through identifying all the action objects within a limited time frame.



A positive outcome for the learner, where they are encouraged to retake the hotspot in case the score has not been achieved.



## Measurable Result

SAME Solutions developed a comprehensive KPI and measurement framework that is part of all client engagements to gauge effectiveness of the content, enable actionable reporting to obtain further buy-in but also to create additional learning & reflection moments to further reinforce key learnings & behaviors.

The framework is built on the complementing work of Kirkpatrick & Thalheimer and structured both around general metrics that measure reception, applicability, and usefulness of SAME Solutions' training, as well as metrics that measure the actual impact on Awareness, Behavior and Culture across the client organizations.

The actual impact of more aware employees that practice good security behaviors is difficult to quantify, as the result is aimed to prevent an incident from occurring. Furthermore, physical security incidents are often low likelihood but high impact events (e.g. person getting kidnapped). As such, there are no big data sets to work with, unlike on the safety and cyber security side.

Nevertheless, SAME found a series of ways to measure the impact of its' interactive video-based training across their client base leveraging:

- Security incident reporting
- Measuring increased utilization of security resources
- Surveys across multiple points in the learner's journey
- Physical security incident simulations
- System metrics (LMS reporting, click analytics, etc.)

Highlights of key results that organizations achieved with SAME Solutions:

- A German DAX energy company achieved a 20+% increase of utilization of critical security resources after the initial roll out.
- 75% of learners of a UK based Pharma company reported that they gained valuable insights that help them act more safely. The training further achieved an 87% (EXCELLENT) NPS score, and 9/10 learners rated the training more engaging and interactive than other trainings that they have recently taken.
- An Austrian Oil and Gas provider reported north of 50% voluntary training completion rate across them in the first month, including 4 board members. The team further managed to increase their training budget by 40% for the year following based on the success of the training.



- An International Bank reported a decrease in security incidents by 25% the year following the training roll out.
- Average user feedback and usefulness rating across all collected is 4.8/5.

### Testimonials

- “Our Security Aware program is an essential part of our overall Resilience program. As critical infrastructure provider in Germany, people depend on our ability to deliver our services. We have a great security system in place, but we need all of our employee’s help to keep them, their colleagues and E.ON safe. The unique program that SAME Solutions created for us has had a massive impact in achieving that aim.” – Zsolt Szabo, Head of Business Resilience & Managing Director E.ON Service GmbH
- “The SAME Solutions training program stood out amongst all the deliveries this year. Learners loved it and felt better prepared to travel. Our team’s reach increased significantly. Altogether a big success for us.” – Christoph Moser, Group Physical Security Manager Raiffeisen Bank International
- “I really enjoyed it! A unique training that I haven’t experienced so before” – User feedback, German MDAX company.
- “I am really impressed with the materials. I focused on the High-Risk Travel Preparedness module and think it is excellent. The material is very engaging, very succinct, and great balance of info and memorable. Joe is an excellent advisor, and the scenarios are brilliant. I am familiar with a number of them and think you designed it brilliantly so as not to pretend there is a straightforward formula to very situation. The case study works too as it’s the case for all of us. We all get complacent and assume everything will be ok.” – Global VP, Global Manufacturer of Confectionery



Brandon Hall Group

# EXCELLENCE AWARDS 2023

## About Brandon Hall Group™

With more than 10,000 clients globally and 30 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.

### Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

### Membership

Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

SOME WAYS WE CAN HELP

### Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

### Advisory Offerings

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



#### ENTERPRISE 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 twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.