video games for corporate learning
The most award-winning game-based learning platform

Brandon Hall Excellence
Brandon Hall Group
USA - 2017

E Learning Champion
E Learning Magazine
USA - 2017

Game of the Year
BEX Institute
Ireland - 2016

Innovación RRHH E&E
Expansión & IE
Spain - 2016

Learning Design Challenge
Training Magazine
USA - 2016

Top 20 Training Company
Training Industry
USA - 2016

Best of E Learning
E Learning Magazine
USA - 2016

Brandon Hall Excellence
Brandon Hall Group
USA - 2016

Serious Play Awards
Serious Play Association
USA - 2016

Top 30 Training Company
Training Industry
USA - 2016

Best of E Learning
E Learning Magazine
USA - 2016

Brandon Hall Excellence
Brandon Hall Group
USA - 2016

Top 5 Startup South Summit
Spain Startup Summit
Spain - 2013

Innovación RRHH E&E
Expansión & IE
Spain - 2013

Best of E Learning
E Learning Magazine
USA - 2015

Top 20 Training Company
Training Industry
USA - 2015

Best of E Learning
E Learning Magazine
USA - 2015

Brandon Hall Excellence
Brandon Hall Group
USA - 2015

Top 10 European Startup
San Francisco DN
USA - 2011

Best Service CIPD Manchester
CIPD Manchester Exhibition
UK - 2012

Elearning! Champion
E Learning Magazine
USA - 2017

Brandon Hall Excellence
Brandon Hall Group
USA - 2017

Best of E Learning
E Learning Magazine
USA - 2015

Top 20 Training Company
Training Industry
USA - 2014

Best of E Learning
E Learning Magazine
USA - 2014

Brandon Hall Excellence
Brandon Hall Group
USA - 2015

Top 10 European Startup
San Francisco DN
USA - 2011

Advantages of game-based learning over traditional learning

- Improves student performance and engagement.
- Enables mastery of the skill through practice.
- Stimulates the brain. The brain needs excitement to learn.

“Innovative and addictive! The best way to motivate students to complete the course.”

Clement Maziol
E-learning Manager, Abbott

Source: “A Meta Analytical Examination of the Instructional Effectiveness of Computer-Based Simulation Games” [2011], Traci Sitzmann

Increased conceptual knowledge
Higher task completion rates
Greater retention
Improved skills
Increased self-confidence

11%
90%
20%
20%
300%
90%
"It adds value and benefits and has also reduced our training costs by 58%.

Tanit Ruiz
Associate Director Learning & Development at MSD

PHILIPS
"Challenging, competitive and, above all, highly effective."

Yolanda Huerga
HR Director at Philips

"Extraordinary in terms of the effectiveness and efficiency of the training."

FUJITSU
Scherezade Miletich
Director of Development at Fujitsu

SAINT-GOBAIN
"A fun, new and addictive format, players have fun while making huge progress in negotiation!"

Alexandre Watrin
Director of Training at Saint-Gobain Distribution Bâtiment France

The global leader in corporate game-based learning

✓ Thousands of satisfied students.
✓ Over 1,000 corporate clients.

93% recommendation
94% completion
97% applicability

+19% increase in engagement levels
+98% of employees are more motivated at work
+8% improvement in productivity
+40% increase in new business acquisition
Game-based Learning           traditional e-learning

VS.

Guarantees experiential learning.  It does not offer experiential learning.

It is fun.  It is boring.

Content can be applied directly to real-life situations.  Content is difficult to apply to real-life situations.

94% of students finish the course.  Only 25% of students complete the course.

It is ten times cheaper than classroom training.  3 out of every 4 pounds invested are wasted.

✔ Organise your training easily.

✔ Implement training worldwide. In any language*.

✔ Surprise your employees with an innovative and fun format.

✔ Get them asking you for more training.

✔ Give your LMS a new lease of life.

✔ Transform your department’s image.

*Check terms and conditions.
The advantages of game-based learning

<table>
<thead>
<tr>
<th>LEARNING METRIC</th>
<th>CLASSROOM TRAINING</th>
<th>TRADITIONAL E-LEARNING</th>
<th>GAMELEARN</th>
<th>CHARACTERISTICS OF GAME-BASED LEARNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical application</td>
<td>Moderate</td>
<td>Low</td>
<td>✓ High</td>
<td>90-95% practice time.</td>
</tr>
<tr>
<td>Cost per person</td>
<td>High cost</td>
<td>Low cost</td>
<td>✓ Low cost</td>
<td>Geographical flexibility, online, price comparable to traditional e-learning.</td>
</tr>
<tr>
<td>Improved skills</td>
<td>✓ High</td>
<td>✓ Low</td>
<td>✓ High</td>
<td>Progressive complexity, personalized assessment.</td>
</tr>
<tr>
<td>Security and confidence</td>
<td>Moderate</td>
<td>Low to moderate</td>
<td>✓ High</td>
<td>Practice, competition, personalized feedback.</td>
</tr>
<tr>
<td>Retention</td>
<td>Moderate</td>
<td>Moderate</td>
<td>✓ High</td>
<td>Experiential learning, competition, high retention.</td>
</tr>
<tr>
<td>Applicability to the job</td>
<td>✓ High</td>
<td>Moderate</td>
<td>✓ High</td>
<td>97% say that it can be applied to their job.</td>
</tr>
<tr>
<td>Return on investment (impact on the business)</td>
<td>✓ High</td>
<td>Low</td>
<td>✓ High</td>
<td>92% completion rate, 93% would recommend it.</td>
</tr>
<tr>
<td>Level of commitment (motivation)</td>
<td>✓ High</td>
<td>Low</td>
<td>✓ High</td>
<td>Competition, challenges, recognition and rewards.</td>
</tr>
</tbody>
</table>

This is how the game-based learning platform works

- Only requires an Internet connection.
- No need to install software.
- Access to all available courses and skills.
- Access via PC, tablet or smartphone.
- Monitoring and follow-up by student and group.
- Customisable content.
- Via our platform or your LMS.
- Available in several languages.
### Develop your employees' skills

<table>
<thead>
<tr>
<th>PACIFIC</th>
<th>MERCHANTS</th>
<th>TRISKELION</th>
<th>2100</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Continuous learning</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>2. Self-confidence</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>3. Self-control</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>4. Self-awareness</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>5. Búsqueda de información</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>6. Coaching</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>7. Effective communication</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>8. Work-life balance</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>9. Focus</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>10. Flexibility</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>11. Change management</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>12. Conflict management</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>13. Impact and influence</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>14. Initiative</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>15. Innovation and creativity</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>16. Integrity</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>17. Leadership</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>18. Negotiation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>19. Results-orientation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>20. Analytical thinking</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>21. Planning, organisation and coordination</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>22. Problem solving</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>23. Stress tolerance</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>24. Decision-making</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>25. Teamwork</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>26. Customer service</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Methodology: Experiential learning

Our recipe for success:

1. **CONTENT:** useful with a practical focus.

2. **GAME-BASED LEARNING:** practical and personalised feedback through simulators.

3. **GAMIFICATION:** to ensure engagement and enhance student motivation.
Module I: From the inside out
Get to know myself and assess how my attitude and behaviour affects the rest of the team.
Analyse the extent to which I may be causing the problem.
Think about how I can improve, lead by example and use feedback as a tool for continuous improvement.

Module II: Give the group meaning
Establish the group mission and vision.
Set the rules, principles and values for teamwork.
Plan short- and long-term goals, both for the group and individuals.
Establish duties and responsibilities for the people in the team.

Module III: Team-building
Foster deep mutual understanding between the team members.
Analyse people’s strengths and weaknesses.
Create an atmosphere of trust and interdependence.

Module IV: Motivate
Identify and understand each person’s needs and motivations.
Understand and use motivational factors.
Use resources and tools to increase team and individual motivation.
Use communication as a motivational tool.
Recognise and reward results.

Module V: Develop
Improve the team members’ communication skills. Interpersonal communication.
Solve problems and make decisions.
Resolve conflict quickly and efficiently.
Improve the effectiveness and efficiency of day-to-day work.
Time management.

Module VI: Empower
Understand the mechanisms of effective delegation.
Delegate.
Give and receive positive and negative feedback.
Communication as a catalyst for performance.
Coaching.
Evaluate performance.

Content:

√ Discover a step-by-step manual for building your leadership skills and managing high-performance teams.
√ Learn and practise techniques to increase team effectiveness, efficiency and performance.
√ Enhance your communication skills and improve your ability to delegate, provide feedback, coach and assess performance.
√ Learn tips for motivating, rewarding and resolving conflict within the team.

PACIFIC

Refer to the competency table to see what skills are developed with this serious game.

Pacific is a survival adventure in which the student must escape, together with their team, from a desert island where they are stranded following a plane crash. The chances of escaping with their lives will depend on their ability to manage and motivate their team.

Understand and use motivational factors.
Use resources and tools to increase team and individual motivation.
Use communication as a motivational tool.
Recognise and reward results.

Module V: Develop
Improve the team members’ communication skills. Interpersonal communication.
Solve problems and make decisions.
Resolve conflict quickly and efficiently.
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Time management.

Module VI: Empower
Understand the mechanisms of effective delegation.
Delegate.
Give and receive positive and negative feedback.
Communication as a catalyst for performance.
Coaching.
Evaluate performance.
MERCHANTS

Refer to the competency table to see what skills are developed with this serious game.

Merchants is a unique learning experience set in 15th-century Venice. The student plays the role of Carlo Vecchio, a young merchant whose mission is to become the greatest merchant of the age, while being mentored by Leonardo da Vinci and negotiating with Machiavelli.

✓ Build trust and hone your skills with 6 real-life negotiation cases.
✓ Understands the importance of knowing the interests of the other part.
✓ Develop techniques to increase your bargaining power and forge lasting and successful partnerships.
✓ Discover the keys to preparing and presenting a proposal.
✓ Make use of tools to increase your piece of the pie.

Content:

Module I: Understand the other part
Case: Resolving a dispute with a customer. The basics of negotiation. Keys to building trust. How to avoid common mistakes.

Module II: Information and interests
Case: Negotiating a political agreement. Strategies for obtaining information. How to define goals and interests.

Module III: Flexibility
Case: Obtaining a loan. How to focus on interests, not positions. Introduce “magic variables” to increase your piece of the pie.

Module IV: Criteria and procedures
Case: Negotiating a joint investment agreement. How to define the basis for negotiations. How to use the variables in the bargaining stage. 6 key rules for managing concessions. Using objective criteria and procedures.

Module V: Communication
Case: Negotiation between sovereign nations. Preparation and strategic planning. Keys to communicating and presenting your proposal.

Module VI: Review
Case: Hiring a captain. Review and application of everything you learned.
TRISKELION

Refer to the competency table to see what skills are developed with this serious game.

Triskelion is a challenging and thrilling adventure game set in cities such as Madrid, Cairo, Granada and Rome. The student plays the role of a history professor and researcher who must follow the clues of the Order of Wisdom to discover the closely guarded secret to success and happiness.

√ Develop your own system for improving time management and personal productivity.
√ Learn to plan, prioritise and meet goals.
√ Discover tips and techniques for managing your day-to-day tasks and making the right decisions.
√ Make use of tools to avoid procrastination, improve efficiency and enhance your performance.

Module I: Planning

Learn to set and plan goals, and discover strategies for meeting them.

Learn to use a To-Day List, a tool that will help you make decisions without losing sight of your priorities, thus improving your concentration and efficiency.

Module II: Management

Discover the Triskelion process for improving decision-making, reducing your workload, managing your email more efficiently and performing tasks more effectively.

Discover how to have an orderly and organised personal and work life.

Take control of outstanding commitments and tasks.

Design your own personal productivity system, enhance your efficiency and reduce stress.

Module III: Do it NOW!

Improve your performance precision and speed.

Module IV: Focus

Learn about how focus improves productivity. Discover the keys to prioritisation. Free up time by saying “no” to others and yourself. Simplify your life. Simplify your work.
Students put themselves in the customer’s shoes.

100% customisable content.

Up to 27 “real” situations to practise and learn customer service skills.

Module I: I am the customer
Keys to understanding the customer.
The importance of being proactive.

Module II: Be pleasant to me
Situations where unsatisfactory customer service is provided.
Strategies for developing empathy and building trust.

Module III: Listen to me
Learn how to listen to the customer.
Techniques for active listening.

Module IV: Don’t tell me “NO”
Customisation and proposals for solutions.
Develop communication skills.

Module V: Exceed my expectations
Keys to customer care, resolving problems and helping the customer.
The importance of striving for excellence.

Module VI: When I get mad...
Effective management of conflict situations.
Techniques for remaining calm and conveying reassurance.

Module VII: Know your product
Business acumen.
Keys to becoming an expert in your products.

Module VIII: Be positive.
How to avoid negativity and work under pressure.
9 essential rules for staying positive.

2100

Refer to the competency table to see what skills are developed with this serious game.

In this futuristic adventure, set in the year 2100, the student starts at the bottom of a corporation and works their way up to become the CEO. The challenge: to make your company the market leader.

✓ Learn, practise and develop customer service skills by resolving up to 27 real-life situations.

✓ Develop business acumen.

✓ Improve your empathy, initiative and proactivity skills and become better at managing conflict situations.

✓ Understand the importance of ratings and customer reviews in the social media.
## Present in more than 50 countries

<table>
<thead>
<tr>
<th>Technology, Software and Communication</th>
<th>Consumer Goods</th>
<th>Automotive and Transport</th>
<th>Pharmaceutical and Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accenture</td>
<td>Cola-Cola</td>
<td>Auto Trader</td>
<td>AbbVie</td>
</tr>
<tr>
<td>Allianz</td>
<td>Codorniu</td>
<td>BNP Paribas</td>
<td>Allergan</td>
</tr>
<tr>
<td>Amadeus</td>
<td>Decathlon</td>
<td>BMWi</td>
<td>Astellas Pharma</td>
</tr>
<tr>
<td>Andorra Telecom</td>
<td>Energizer</td>
<td>Daihatsu</td>
<td>Bayer</td>
</tr>
<tr>
<td>Astella</td>
<td>Fujitsu</td>
<td>Daimler</td>
<td>Baygon</td>
</tr>
<tr>
<td>BBDO</td>
<td>Kellogg's</td>
<td>Delphi</td>
<td>Biogen</td>
</tr>
<tr>
<td>Cisco</td>
<td>LG</td>
<td>DHL</td>
<td>Biomerica</td>
</tr>
<tr>
<td>Clorox</td>
<td>Panasonic</td>
<td>DNV</td>
<td>BioMarin</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>PeppaGo</td>
<td>DWF</td>
<td>Bioware</td>
</tr>
<tr>
<td>Colt Telecom</td>
<td>Philips</td>
<td>Duke Energy</td>
<td>Biopharmaceuticals</td>
</tr>
<tr>
<td>Ersson</td>
<td>Procter &amp; Gamble</td>
<td>Estrella EVERGREEN</td>
<td>Biotest</td>
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<td>Richmond</td>
<td>Estrella EVERGREEN</td>
<td>Biogenesys</td>
</tr>
<tr>
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<td>Sigma</td>
<td>Evergreen Technologies</td>
<td>Biogenesys</td>
</tr>
<tr>
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<td>Unilever</td>
<td>Exel</td>
<td>Biogenesys</td>
</tr>
<tr>
<td>Napier</td>
<td>Unilabs</td>
<td>Exel</td>
<td>Biogenesys</td>
</tr>
<tr>
<td>Olympus</td>
<td>Veridion</td>
<td>Exel</td>
<td>Biogenesys</td>
</tr>
<tr>
<td>Pepsico</td>
<td>WPP</td>
<td>Exel</td>
<td>Biogenesys</td>
</tr>
</tbody>
</table>

### 1. Technology, Software and Communication

- Accenture
- Allianz
- Amadeus
- Andorra Telecom
- Astella
- BBDO
- Cisco

### 2. Consumer Goods

- Adidas
- Bailey
- Beam Global
- Burger King
- Carolina Herrera
- Camelot
- City Time
- Cloetta

### 3. Automotive and Transport

- Auto Trader
- BNP Paribas
- Bombardier
- Daimler/Chrysler
- DHL
- Ficosa

### 4. Pharmaceutical and Healthcare

- AbbVie
- Allergan
- Astellas Pharma
- Bayer
- Boiron
- Chemi Group

### 5. Finance and Insurance

- AEGON
- AMN
- AXA
- BANORTE
- Barneirn Pictet
- BHPA
- Blue Cross Blue Shield
- BNP Paribas
- Bupa Global
- Casabank
- Citigroup
- Citizens Bank
- D.A.S. International
- DSV
- Farm Credit Services of America
- Finanzbank
- Generali
- MAPFRE
- MetLife
- Plus Ultra
- Zurich

### 6. Government

- California State Board of Equalization
- CNES (French national centre for space studies)
- DEWA (Dubai Electricity and Water Authority)
- Franchise Tax Board of California
- Barneirn Government
- Hadkey Homes - Hadkey Council
- AITA (International Air Transport Association)
- Ministry of Industry, Energy and Tourism - Spain
- Ministry of the Interior - Spain
- Ministry of Agriculture and Environment - Spain
- National Health Service (NHS) UK
- Overland Park Kansas
- Royal Borough of Kensington and Chelsea
- SUNAT (Peruvian tax authorities)
- Solicitors Chambers
- Poland

### 7. Industry

- Atlas Copco
- Aemoven
- Bouygues Construction
- Boxi Ltd Lease
- CHEP
- Degewo
- EVN
- Festool
- Gamesa
- Havrenal
- Inversys
- Otis
- Rockwood
- Salzgrieser Stiftung
- Saint Gobain

### 8. A.I.

The tool that makes any onboarding process an attractive, fun and engaging experience for all students.

- Begin the digital transformation as soon as a new employee joins the company.
- Save everyone time during the induction process.
- Turn your onboarding process into a real adventure: make it fun and motivating.
- Convey “innovation,” “technology” and “fun” from the moment you meet the new team members.
- Customise the content as you wish: include information about the company’s mission, vision, way of working, organisational chart, internal policies, etc. Easily, quickly and at no additional cost.