

ERPsim

Digital Transformation Webinar

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Webinar
Online | November 14, 2023

ERPsimLab
HEC MONTRÉAL

Serious games to learn enterprise
systems and business analytics

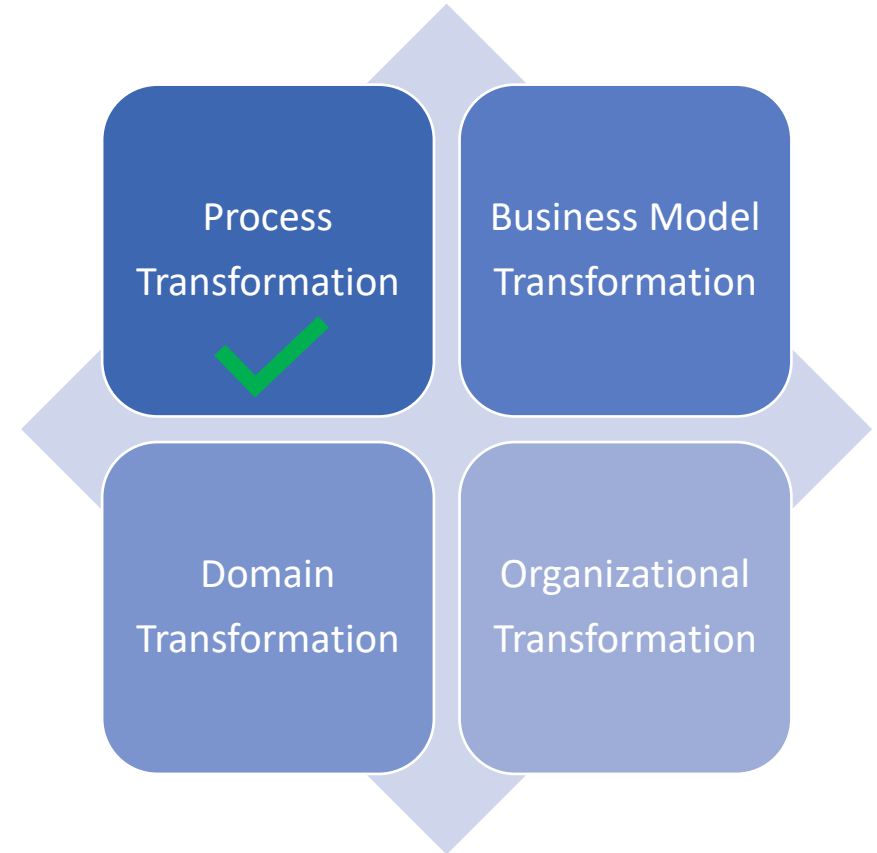
Agenda

1. Introduction
2. Game Design
3. Our Guest Speaker: Teaching Digital Transformation at the MBA Level
4. Demo
5. FAQ
6. Other Questions

Types of Digital Transformation

Process Transformation:

- Evaluating and improving processes
- Rethinking current strategies
- Change management due to introduction of new technology



ERPsim Digital Transformation Experience

- Target Audience:
 - Non-IT executives such as MBA or Executive MBA students
 - Graduate programs in MIS
 - Courses with focus on digital transformation
 - Courses with focus on change management
- In-person, remote, or hybrid
- Around 8 hours of class time
- One full day or in multiple sessions

Curriculum Objectives

1. Simulate and experience a Digital Transformation journey
2. Not to learn SAP or ERP systems
3. Have a **conversation** with students and create **discussion**
4. Understand that **technology is necessary but not sufficient** to guarantee the success of digital transformation initiatives and that **effective change management** is equally important;
5. Learn to **critically reflect on prior experiences** with digital transformation initiatives and on why these initiatives did or did not **deliver value** to the organization;

Teaching Notes

- Outlines the **most comprehensive** game design:
 - Flexible and **customizable**
 - Presents **alternative endings**
- Provides **discussion and debrief** points for every round
- Provides detailed **prep steps** for students and instructors:
before/during/after each round

<https://erpsim.hec.ca/en/node/755>

The ERPsim Digital Transformation Game:

Teaching Notes



Stefan Tams, Ph.D.
Wietske Van-Osch, Ph.D.
Pierre-Majorique Léger, Ph.D.

WITH THE COLLABORATION OF
Forough Karimi-Alagheband, Ph.D.
Jean-François Michon, M.Sc.
Felix Gaudet-Lafontaine, M.Sc.
Karl-David Boutin, M.Sc.

Game Design

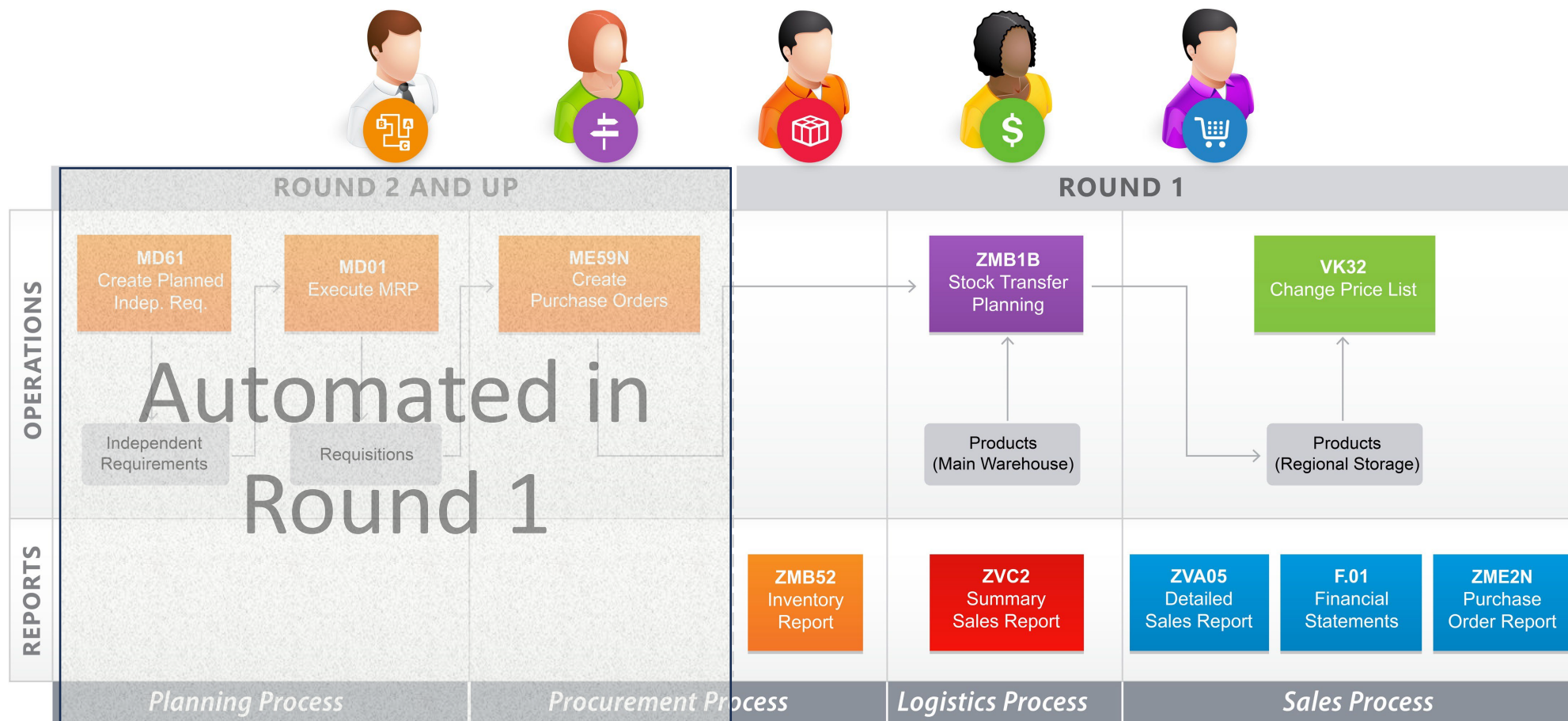
Logistics (Dairy) Company



Game's Scenario: Logistics Platinum

- Each round has 10 virtual days
- Game starts with initial inventory for all 6 products in the main WH
- Auto replenishment of inventory in round 1
- Vendor's lead time of 1-2 virtual days
- Warehousing capacity of 4000 units overall (MW + 3 regions)
- PO cost of 1000 euros (flat cost) per order
- Transport cost of 100 euros (flat cost) per regional transfer

The Business Process

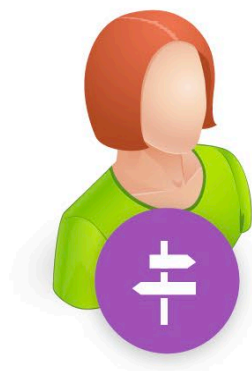


5-Player Game



PLANNING MANAGER

In charge of creating the forecast and procurement processes and tracking the purchases.



LOGISTIC MANAGER

In charge of the transfer strategy (planning mode and scheduling) from main warehouse to regional warehouses.



STOCK MANAGER

In charge of monitoring the inventory report in the main warehouse and regional warehouses.



PRICING MANAGER

In charge of maintaining/ changing prices for distribution channel 16 for all 6 products



SALES VICE-PRESIDENT

In charge of monitoring summary and detailed sales reports as well as the financial statements.

SAP Logon and Passwords



**PLANNING
MANAGER**

Login: **\$_planning**
Password: **ERPSIM**



**LOGISTICS
MANAGER**

Login: **\$_transfer**
Password: **ERPSIM**



**STOCK
MANAGER**

Login: **\$_stock**
Password: **ERPSIM**



**PRICING
MANAGER**

Login: **\$_pricing**
Password: **ERPSIM**



**SALES
VICE-PRESIDENT**

Login: **\$_sales**
Password: **ERPSIM**

\$_ is your team letter

4-Player Game



PLANNING MANAGER

In charge of creating the forecast and procurement processes and tracking the purchases.



LOGISTIC MANAGER

In charge of the transfer strategy (planning mode and scheduling) from main warehouse to regional warehouses.



PRICING MANAGER

In charge of maintaining/ changing prices for distribution channel 16 for all 6 products



REPORTS MANAGER

In charge of monitoring summary and detailed sales reports, the financial statements as well as the inventory report

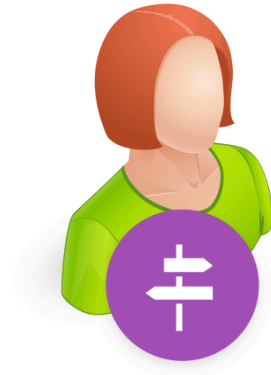
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**LOGISTICS
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Login: **\$_transfer**

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**PRICING
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Login: **\$_pricing**

Password: **ERPSIM**



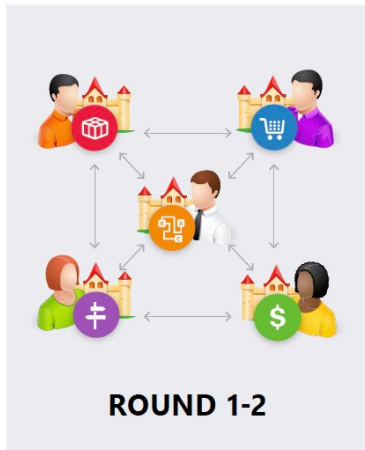
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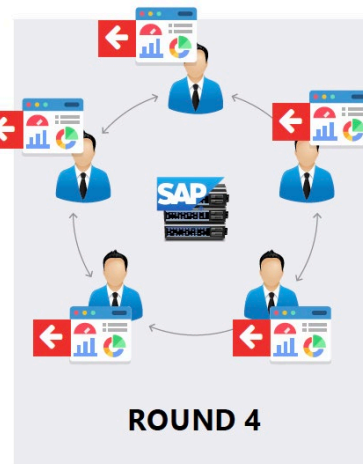
The Game Rounds



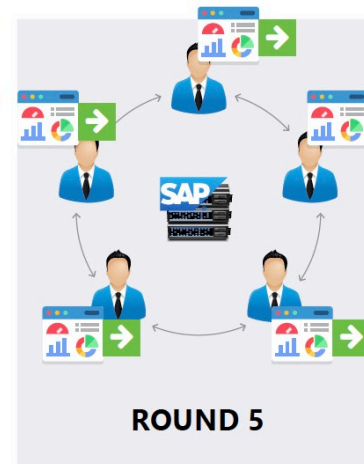
Functional Silos



Integration



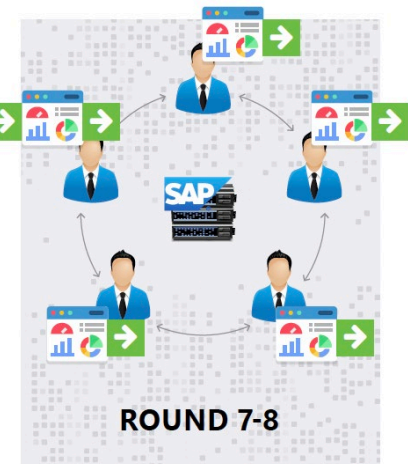
Lagging Analytics



Predictive Analytics



Multi-source Analytics



AI-based Decision Making

Example: 1-Day Schedule

8h00 - 9h00	Technical help before game	12h45 -	Plenary session
9h00	Round 1 Plenary session	13h00	Preparation for round
9h30 - 9h45	Preparation for Round 1	13h00 -	4 Round 4
9h45 - 10h00	Round 1	13h15	Round 4 Debriefing
10h00 -	Round 1 Debriefing	13h15 -	Preparation for Round
10h15	Preparation for Round	13h30	5 Round 5
10h15 -	2 BREAK (15 minutes)	13h30 -	Round 5 Debriefing
10h30	Round 2	13h45	Break (15 minutes)
10h30	Round 2 Debriefing	13h45 -	Preparation Round 6+
10h45 -	Preparation for Round	14h00	Round 6 to 8
11h00	3 Round 3	14h00 -	Final
11h00 -	Round 3 Debriefing	14h15	debriefing
11h15	Lunch Break (45	14h30	HARD FINAL DEAD
11h15 -	minutes)	14h30	
11h30		14h30	
11h30 -		14h45	
11h45		15h00 -	

Example: 4-Day Schedule

Day 1

Preparation (1 h)

Round 1 (1h)

Round 2 (1h)

Day 2

Round 3 (1h30)

Round 4 (1h30)

Day 3

Round 5 (1h30)

Round 6 (1h30)

Day 4

Round 7
(1h30)

Round 8
(1h30)

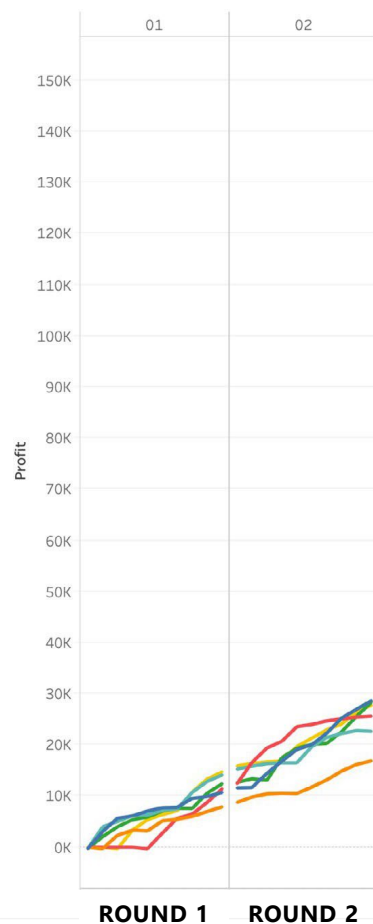
Results from an MBA Game

Profit Over Time

Results from simulation game with HEC Montréal MBA students Spring 2020

Company

- AA
- BB
- CC
- DD
- EE
- FF



Functional silos

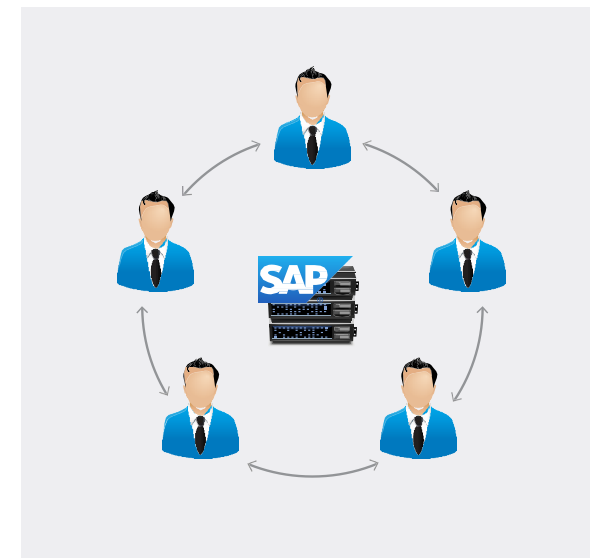
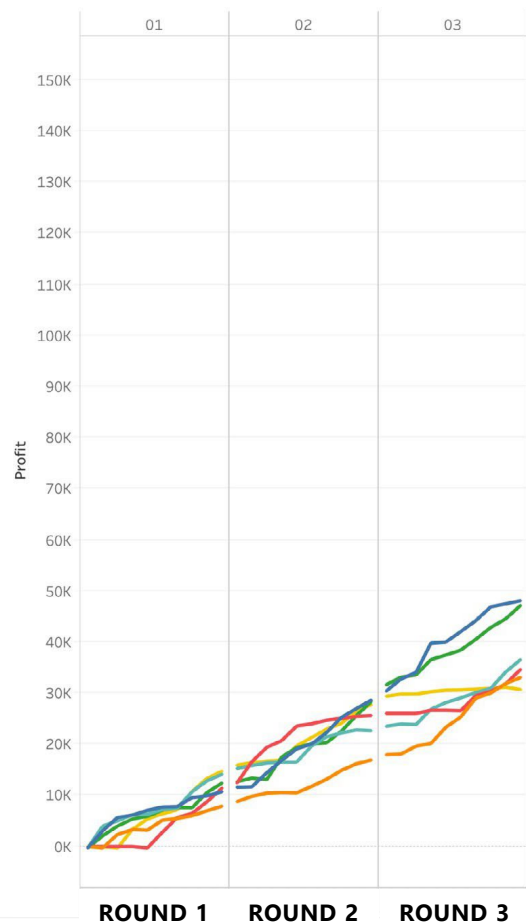
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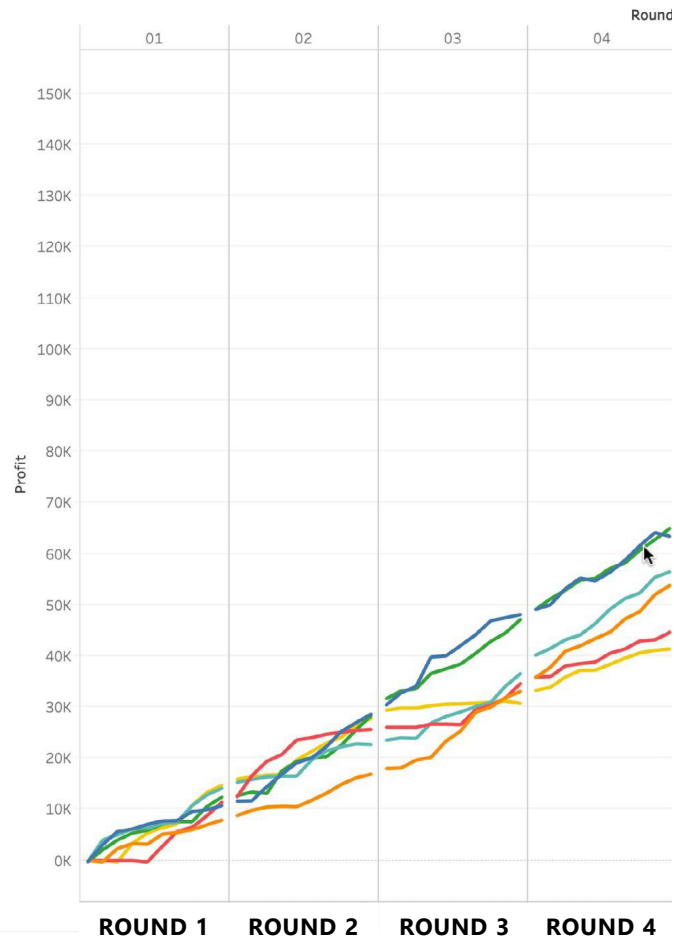
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Lagging Analytics

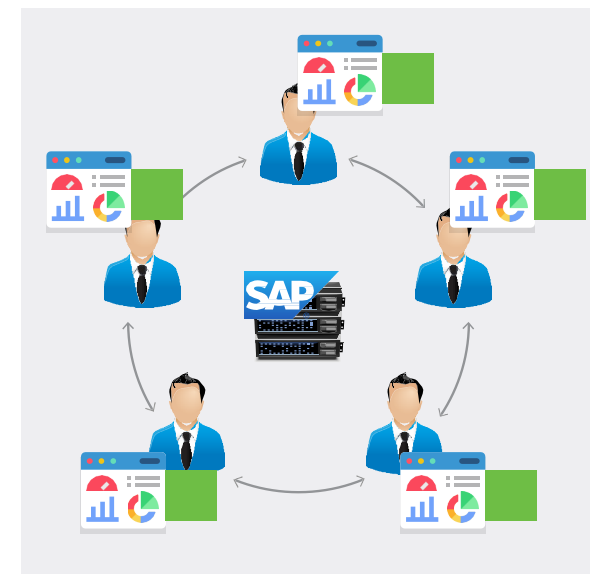
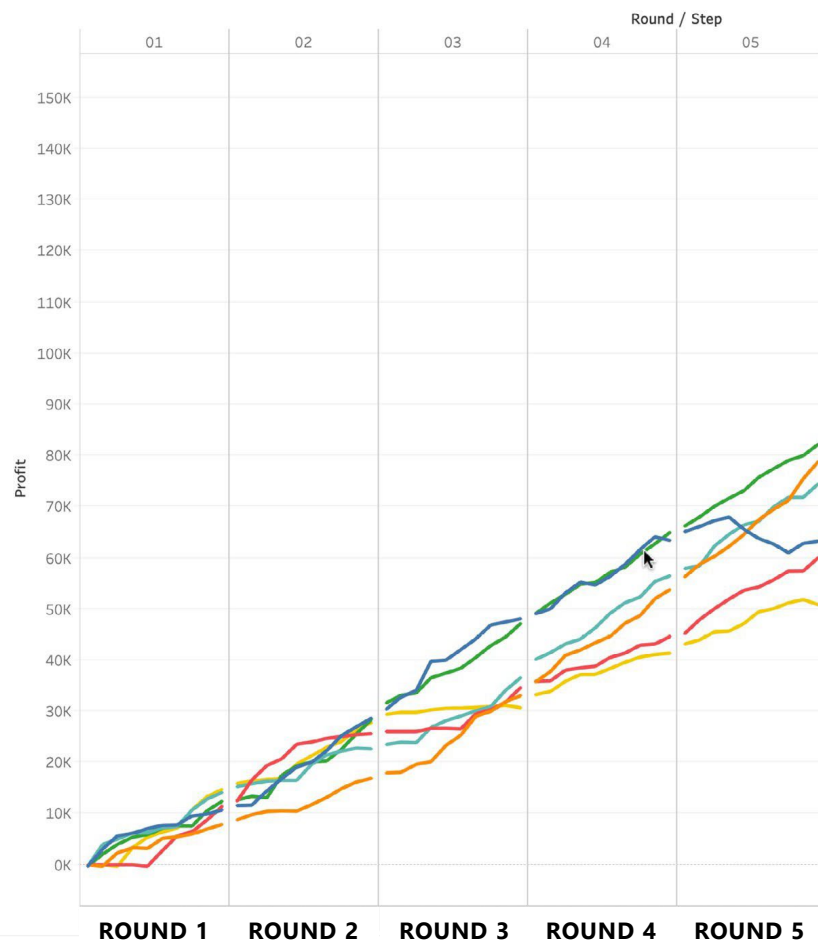
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Predictive Analytics

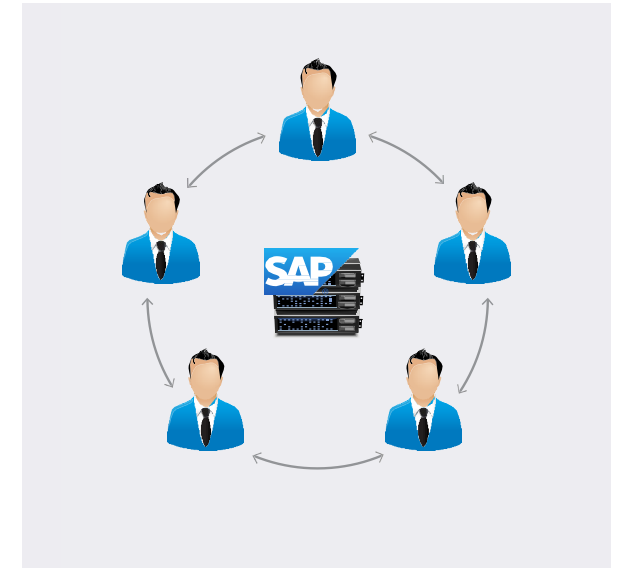
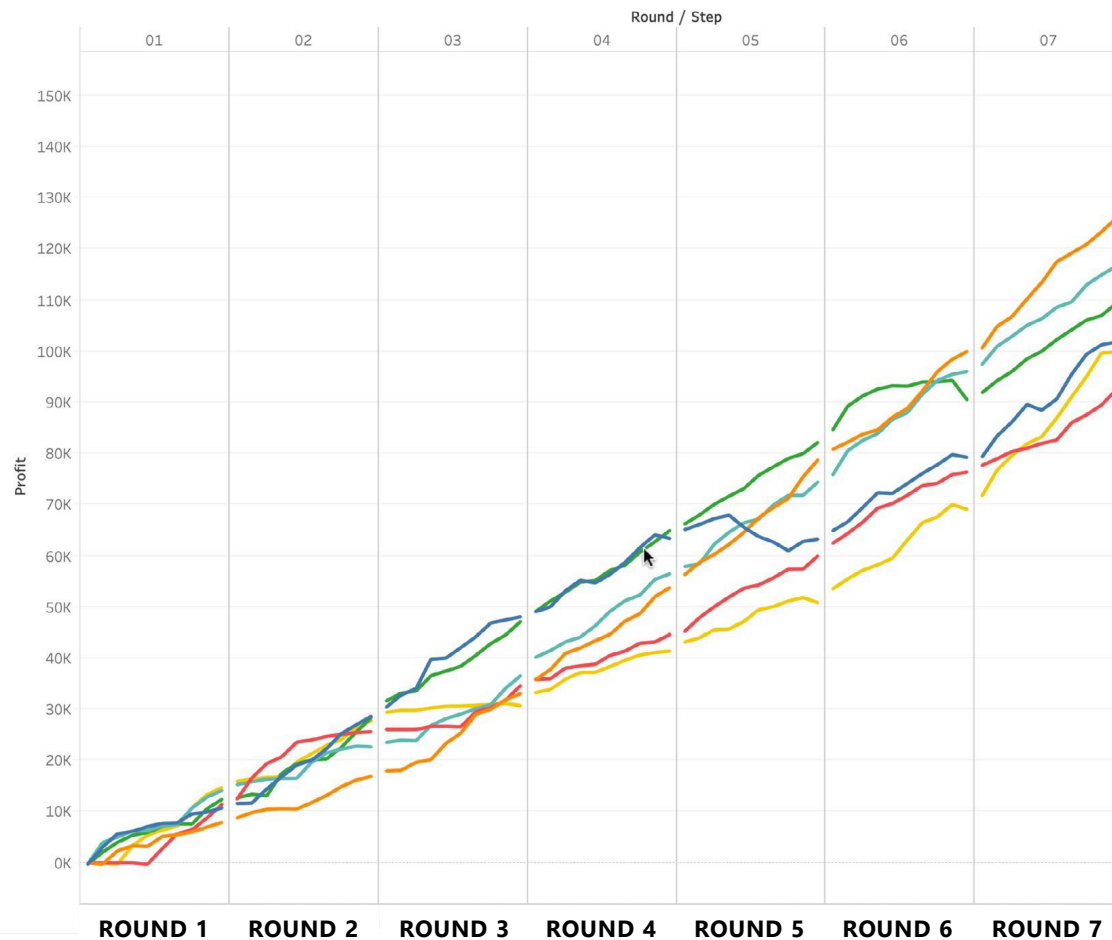
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Multisource Analytics

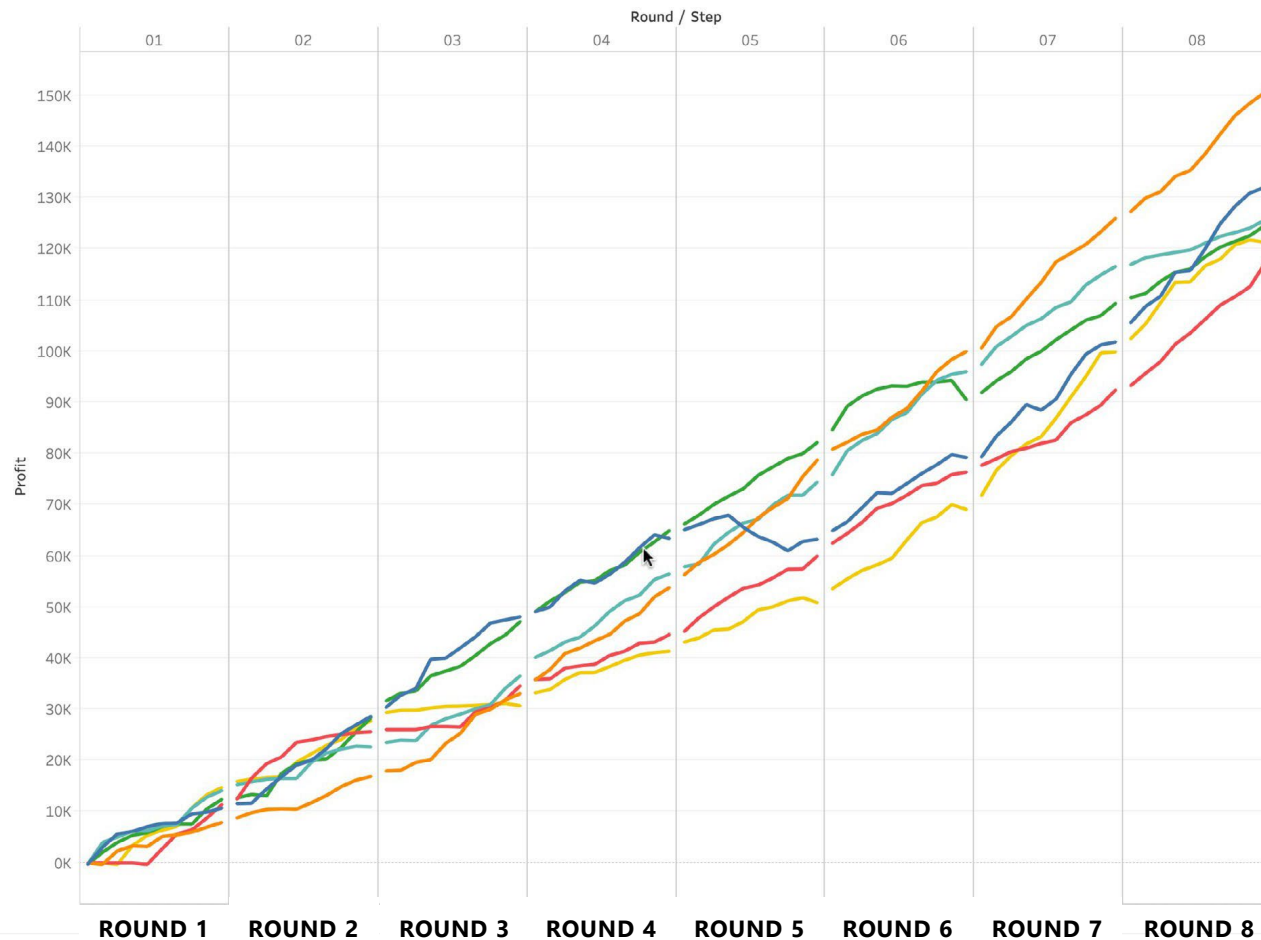
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AI-Based Decision Making

Testimonial

Teaching Digital
Transformation at the MBA
Level using ERPsim
Logistics Platinum Game



Wietske Van Osch, Ph.D.

Associate Professor of Digital Transformation
at HEC Montréal

Canada Research Chair in
Enterprise Social Media and Digital Collaboration

Demo

ERPsim Academic Edition 2023

ERPsim © 2004-2023, ERPsim Lab, HEC Montréal.

FAQ

- Can I play this game asynchronously?
- What if my MBA students have SAP experience? Does this give them advantage?
- Can I customize the game? play less rounds? Or skip some of the technologies (e.g., AI tool)?
- I am new to ERPsim. Can I use this curriculum in my class?
- Can we play role-based in other games (e.g., Manufacturing, Maple)?
- Can we teach the same curriculum with another scenario?
- How do we assess students?

Questions

SAP NAAC 2024 & ERPsim UGM

Save the Date

Jun 17-20, 2024

ERPsim Lab 20th Anniversary Celebration

Thank You!

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