

## Tata Interactive Systems launches TOPSIM, Europe's top business simulation, in the UK

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The preview takes place on 17th May at Imperial College, London, where in addition to being able to participate in the project management TOPSIM simulation, delegates will hear a case study of how TOPSIM is being used by - and the benefits it brings to - a major European organisation.

TOPSIM offers a rich and highly complex environment with a case-based approach. Over that period, it has been used by major corporations such as BASF chemicals, Bosch, and Siemens as well as by universities and business schools in Europe and, more recently, India and the USA.

Alan Samuel, TIS's head of operations in the UK said: 'TOPSIM is not e-learning but blended learning with the emphasis on the classroom and where the learning is collaborative.'

As a team-based competitive simulation, TOPSIM requires that players show the ability to make strategic decisions as a team. As it simulates the whole business environment, it gives participants a bird's eye view of business management and competitive dynamics.

'We do not sell software. We sell a thrilling way to learn,' said Dr Georg Fehling, Vice President of Tata Interactive Systems Germany.

'A management simulation is like a flight simulator for managers. It's not as complex as an actual aircraft flight, but it provides a fairly accurate idea of how an actual flight will go,' he explained.

According to Fehling, the TOPSIM approach is focused on decision making in a multi-player, competitive environment. Not only does it cover an important period in a company's life, but it also tells a story.

'There are currently 15 generic TOPSIM simulation titles and these are being used by more than 1,600 organisations around the world,' Fehling revealed.

'Customers tend to like TOPSIM because it has been around for some 35 years or so and has proved itself to be a highly stable simulation, producing reliable results,' he added. 'Its real value lies in being able to connect 'isles of knowledge' in a social learning environment while making the whole learning experience fun!'

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Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$22bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, Japan, India, and mainland Europe. TIS offers corporations, universities, schools, publishers, and government institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs&trade;), Story-based Learning Objects (StoBLs&trade;), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, along with other corporate training and consultancy services. Our multi-disciplinary expertise and 16 years' experience across domains helps us design e-learning programmes that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

Apart from holding ISO 9001 certification, TIS is the only e-learning organisation in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Silver Brandon Hall Excellence in Learning Award 2005 and 2004, APEX Award of Excellence in 2005 and 2006, BETT Awards in 2004 and 2006, and two Business World-NID Design Excellence awards.

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