



games for business
the learning experience

Executive summary



Games for Business is an award-winning gamified digital learning platform. We help your company transfer knowledge in an employee-centric and engaging way while improving learning performance at the same time.

We create an integrated learning experience that combines real-life and digital activities.

The Games for Business learning platform engages employees to process the content and boosts their motivation, and it supports the company's leadership with relevant insights and data.

With our digital experiences learning becomes effective and fun at the same time, even in a multi-generational workforce.

The platform is a perfect combination of SYSTEM and SERVICE.

SYSTEM and SERVICE



Our SYSTEM leads the whole learning process by integrating ...

- gamified microlearning methodology
- customizable visual world
- real-life task management
- easy-to-use content management system
- insightful analytical interface
- possible connection to other systems

Our SERVICE includes ...

- full scale project planning, management and support
- content creation and management
- selection of ready-made training contents
- internal communication planning
- IT maintenance
- user management

What do we do?



- We engage users and make knowledge transfer effective.
- We make the learning process transparent, clear and consistent.
- We highlight the essence of the information to be transferred.
- We provide an easy-to-use platform with a mobile-friendly interface.
- We develop content and create process management.

+| *We equip our clients with a tool that solves many problems, but not all.*

Effective and engaging learning



- Sustainable business approach
- Content library type structure
- Several content topics handled easily
- Flexible and simple content upload and management
- Freedom of choice for users
- Easily constructed training processes
- Intelligent recommendation algorithm
- Quiz-based minigames
- Simulation exercises
- Real-life and digital tasks
- Knowledge battles between users
- Content can be differentiated between user groups
- User and administration statistics, reports
- Well-presentable CSR goals and results

Fields of Focus

G4B Onboarding

 GENERALI

18.6%
improvement
in sales performance

 NN

92%
of users would like
to continue the training

G4B Learning & Development



5 hours
average recorded
usage time per user



60%
voluntary
participation rate

G4B Exclusive Solutions



190%
more candidates

 **BAHN**

each training module
started
3x
on average

About us



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Since 2016, Games for Business has evolved into a key learning solution provider for multinational enterprises.

We are extremely proud that since we have started implementing our platform, we have not lost any client from our portfolio, which includes globally recognized brands such as Coca-Cola, Deutsche Bahn, Generali, HOYA, Intesa Sanpaolo, KPMG, NN, OTP Bank, Telekom or PwC.

Our clients come from several international regions.

We have also established international partnerships in several countries like Austria, Argentina, Italy, Malaysia, Romania, Turkey or the UK.

Awards



HCM Excellence Awards

Excellence in
Talent Management (silver) &
Excellence in Learning (bronze)



The Learning Awards

Learning technologies award
(bronze medal) & Onboarding
programme of the year (finalist)



Learning Technologies Awards

Best learning technologies
project, international commercial
sector (silver award)



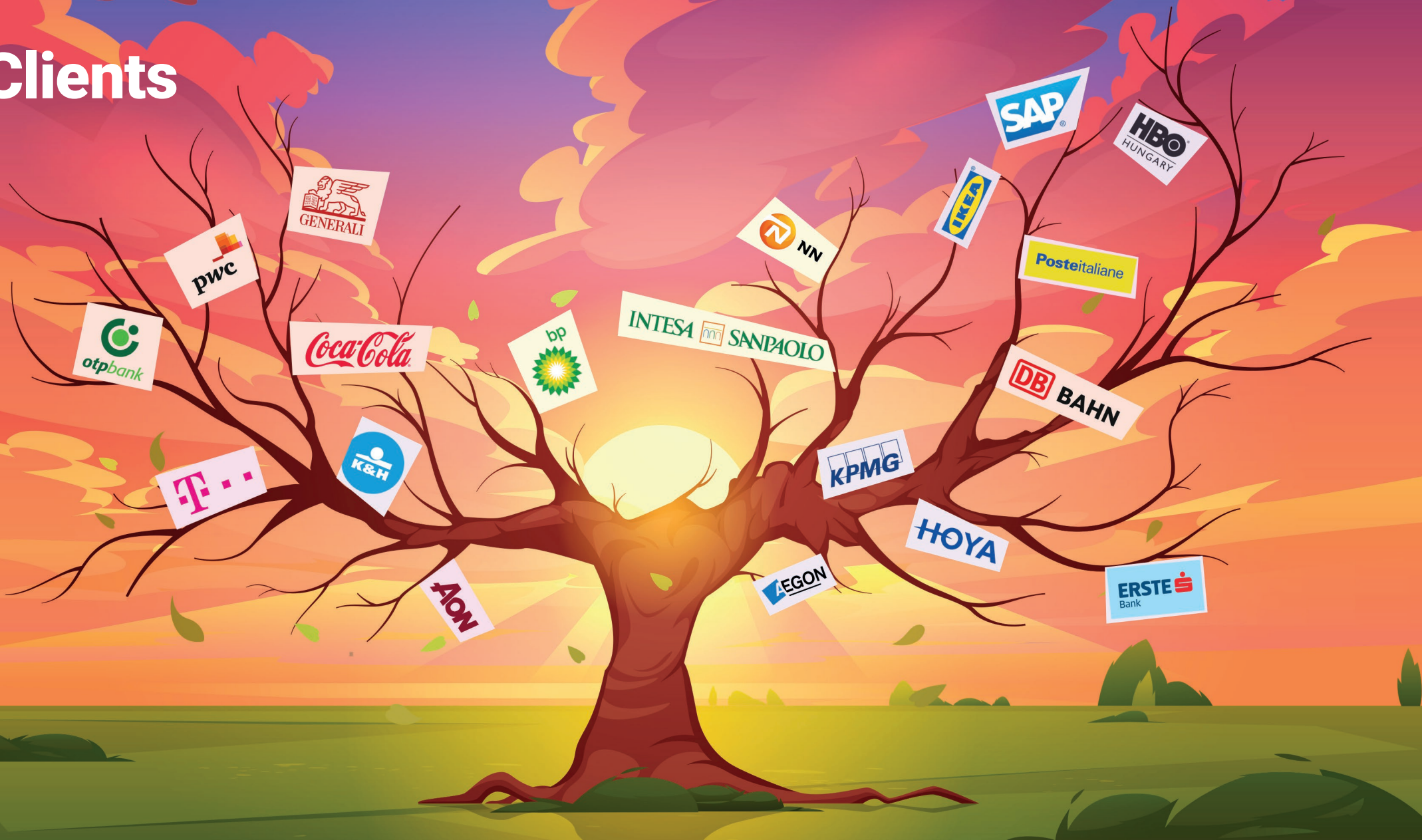
Comenius-Edu-Media-Award



Engage Awards

The Best use of Training
(golden award)

Clients



***Are you ready
to join us
on our mission?***

MIKLÓS SZALAI

CEO and Head of Product Development

+36 20 983 5544

miklos.szalai@gamesforbusiness.com



***Do it for your employees,
for your organization,
and for the environment!***



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