



To whom it may concern:

We at Abudawood Group Corporate Learning & Development Department, had the privilege to develop our 2nd tailor-made board simulation with SIMDUSTRY®.

- 1st simulation developed for the Abudawood Sales School: Sales & Distribution at Abudawood

Target group: Sales Representatives

Goal: Grasping the success factors of customer service and excellence in the sales process

With SIMDUSTRY® we mimicked our sales cycle and our customer distribution processes on a board, enabling our sales representatives to optimize their sales decisions and activities.

- 2nd simulation: Supply Chain-Management: SIMDUSTRY® supported us to bring our supply-chain on a board.

Target group: All employees involved in the supply chain

Goal: Understanding possible gaps that can occur in the supply chain process and ensuring a smooth and successful process

Because SIMDUSTRY® was able to mimic our supply chain process on a board, our employees were able to experience first-hand the impact of their actions.

In both simulations the development team of SIMDUSTRY® did an outstanding job in simplifying the reality so that it fits perfectly on an interactive board.

With tools like event cards, different simulations and inputs, SIMDUSTRY® created both times a learning tool that

- Highly engaged our employees over the whole program days.
- Fostered interaction with, and learning from each other,
- Delivered a steep learning curve and
- Anchored learnings & experiences sustainably in everybody's mind and behavior.

We experienced a highly professional development process and a final product of excellent quality.

We can unconditionally recommend the services of SIMDUSTRY® to any company that is trying to make a difference in their learning approach and sustainability.

Bahaa Hussein

Corporate Learning & Development Director.