

The Universal Simulation Game Environment

Simulation games are well established in university education. However, most vendors sell fully specified games, oriented to narrow business situation. But why not open this up to push your own creativity? Enhance or modify the existing stories or create your own story. Too much effort for now? Simply use the available games, which are not coded but provided by templates. Our SAP based simulation game environment provides the right solution for every individual need.

THE CHALLENGE:



LOW TRANSPARENCY

Cause-and-effect relations are not visible, and students see results without understanding the underlying planning mechanisms.



LOW FLEXIBILITY

The content of established simulation games is not flexible but often fixed scenarios. Lecturers are forced into predetermined paths.



HIGH RUNNING COST

The costs of established simulation games are often high due to ongoing license fees per course and limitation to the max. participants.

THE SOLUTION:

A complete business simulation game environment, built on SAP, with full flexibility via templates and transparent, documented models.

Based on SAP's



Full Business Planning



Custom scenarios



Business + Analytics



Understandable mechanisms



Fully Hosted



In partnership with SAP UCC Madgeburg

FOR WHO AND WHY:



FOR PROFESSORS

You can build your own scenarios without developer assistance or use the standard template. The UCC SAP license can be reused.



FOR STUDENTS

Students get practical experience with SAP Analytics Cloud and gather business expertise while working in realistic business scenarios.



FOR UNIVERSITIES

No need for additional SAP licensing because the existing SAP UA contract is used. It is centrally hosted and scalable.

OUR ROADMAP:

End SoSe 2026

Begin WiSe 2026

SoSe 2026

WiSe 2027

SS 2026 PILOT

DEVELOP PROFESSIONAL ENVIROMENT

+ GO-LIVE

SCALING

Join us.

Prof. Dr. Karsten Oehler, Founder

info@usge.eu

www.usge.eu



Become a pilot partner

Become a launch university in the winter semester of 2026. We provide setup, templates, and support.