

Serious Games Beyond Training: From Process Optimization to Complex Problem Solving

Phaedra Boinodiris, IBM

Organizations are straining to interpret and make informed decisions based on the abundance of data captured by advanced data systems to optimally manage strategic and tactical business operations. Serious Games can harness the power of analytics to enable a better understanding of the data and information gathered from these systems. A by-product of collaborative game play will be better decisions that help produce innovative and effective solutions addressing complex issues organizations are faced with today.

This talk provides insight into how the confluence of cloud computing, sophisticated game design, and powerful applications can give a renaissance to serious games that process and incorporate real time data to drive business improvements. The session will show how Serious Games can stretch beyond skills training and actively engage participants to effect real change.

Serious Games can offer a powerful and effective approach to solve issues facing organizations today, such as how to:

- Solve problems collaboratively
- Improve business processes
- Achieve predictive and real time modeling
- Increase return on investment