LOGISTICS
GAME ON

Serious Gaming in Logistics

Liesbeth Staps Brugemann
Anything can be fun!

Serious gaming and gamification can seduce employees into other behaviour and create situational awareness for other roles in the supply chain.
In the Netherlands, gaming is part of logistics innovation;

- condense and present complex information
- experience lasts better than reading or hearing
- more fun at work, breaking up routines
- games can simplify processes and increase efficiency
- serious games teach people desirable behaviour
- Gaming allows role play and commitment
Variations in serious gaming:
- Online vs offline
- Knowledge transfer vs behavioral change
- Individual learning objectives vs strategic goals
- Soft skills vs hard skills
- Cooperation, competition and recognition
Yard Crane Scheduler

- Microgame to optimize terminal operations on ship arrival
- Individual play possible
- Train skills and situational awareness

www.InThere.nl
Synchromania

- Game to decide on modal split based on order information
- Individual play possible, different scenarios, high scores ranking
- For business and education

www.tno.nl
The Fresh Connection

- Cross functional business simulation
- Team competition, business and education
- Align strategy and operation

www.thefreshconnection.biz
Service Supply Chain Game

- Understanding supply chain operation dynamics of asset owners and users
- Board game
- Simulation logistics parts supply chain
- Collaboration and information sharing

www.sscgame.nl
Solve it!

Freight Transportation

MasterShipper

Meike Hopman
TNO

Mariam Lafkihi
Shenli Pan
Mines Paristech

Jorrit Harmsen
TNO
Let's play!

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