

About SimAna

A Brief Story About The Product

After more than a decade of business simulation expertise we decided to develop our own solution. Our team has been delivering numerous simulation courses both in academic and corporate businesses.

They had the chance of experiencing many of top providers and received feedbacks from each solution. Our product is the result of all these feedbacks stalled upon an elongated software infrastructure.

Problems Nowadays



In today's rapidly evolving education landscape, business simulations have become essential tools for developing real-world decision-making skills.

Traditional lectures and case studies explain what happened and why—but simulations ask: "What would you do, here and now?"

The SimAna EdTech Business Simulation bridges this experiential learning gap by allowing participants to manage a virtual education technology company in a dynamic, data-driven market.

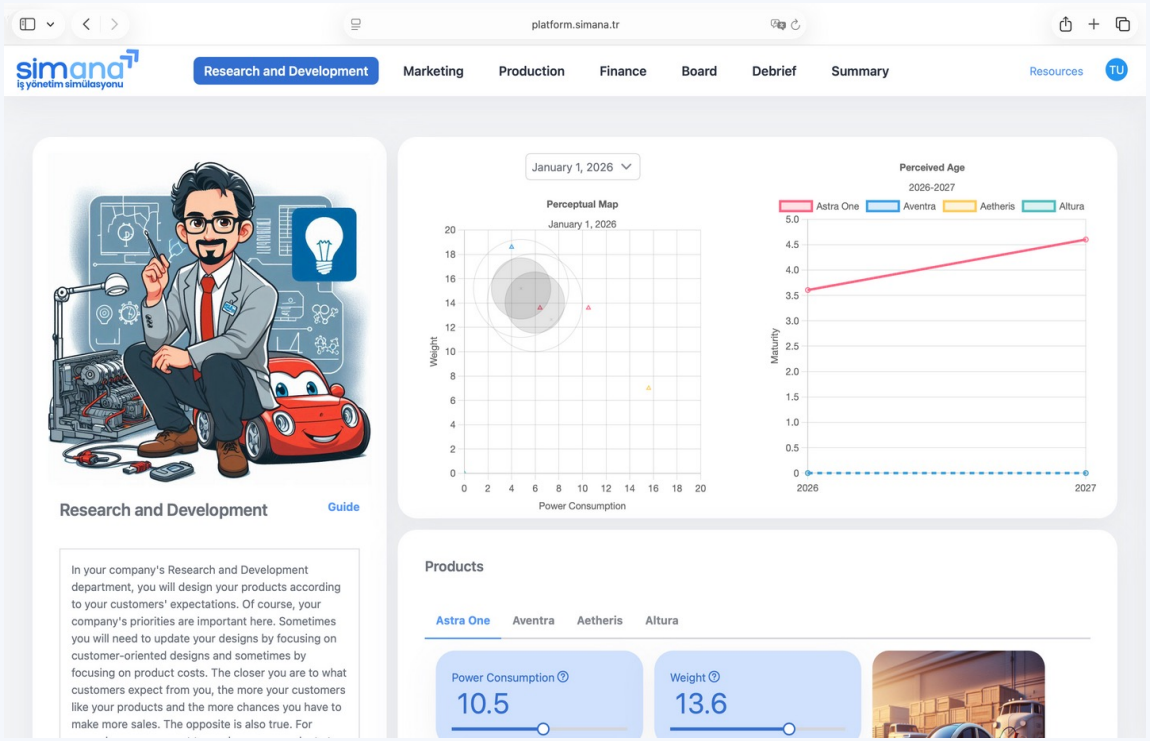
Many universities around the globe are looking for a customizable solution in terms of products, evaluation method and etc. in a business simulation. A business simulation needs to be clean, result focused and fast processed.

- Universities
- Corporate Programs

Simulation Screens

SimAna has 4 main decisions screens followed up with a financial proforma set-up and evaluation deck.

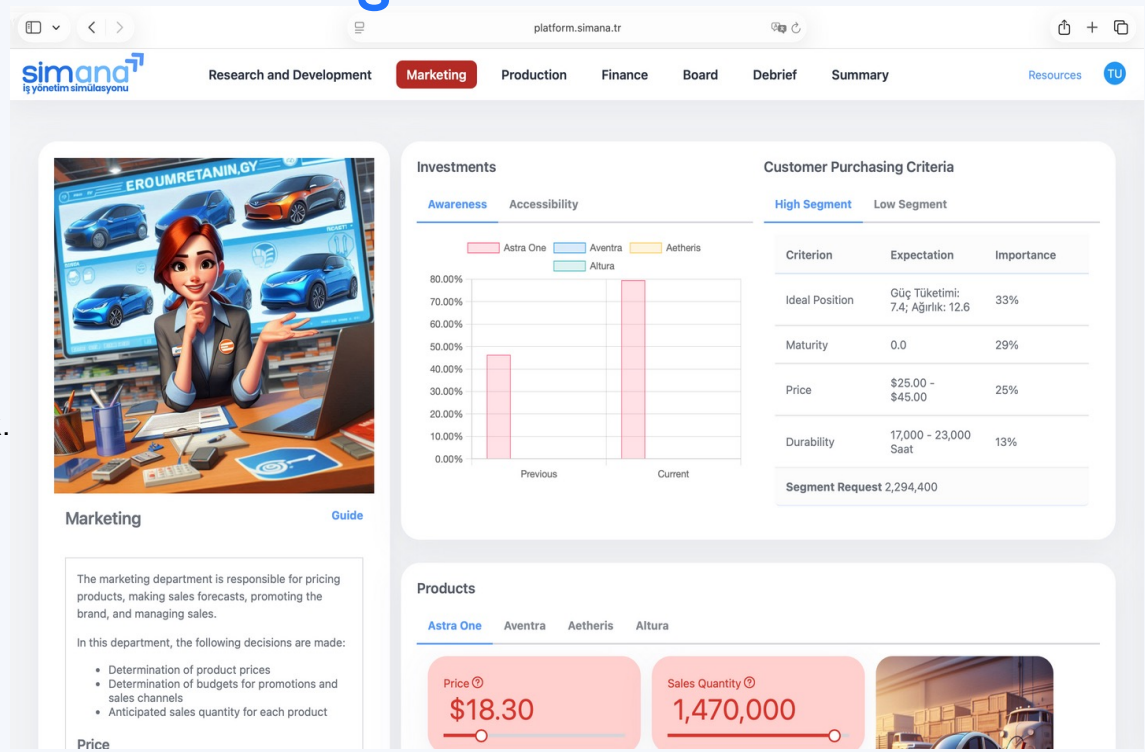
R&D



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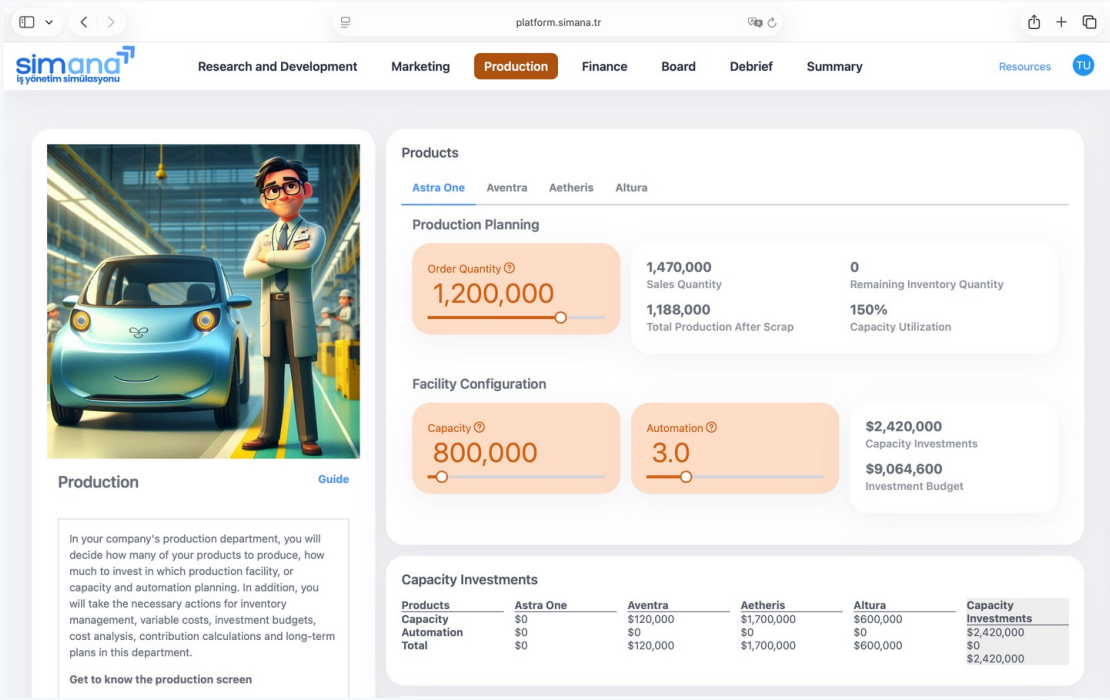
Marketing



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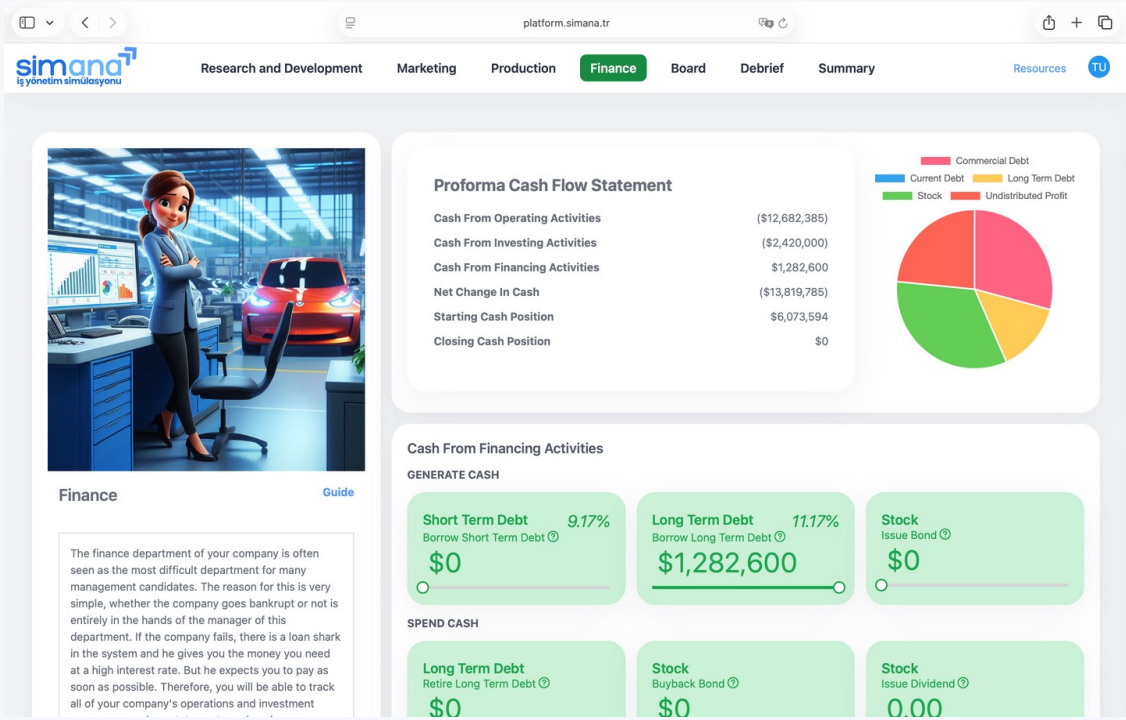
Production



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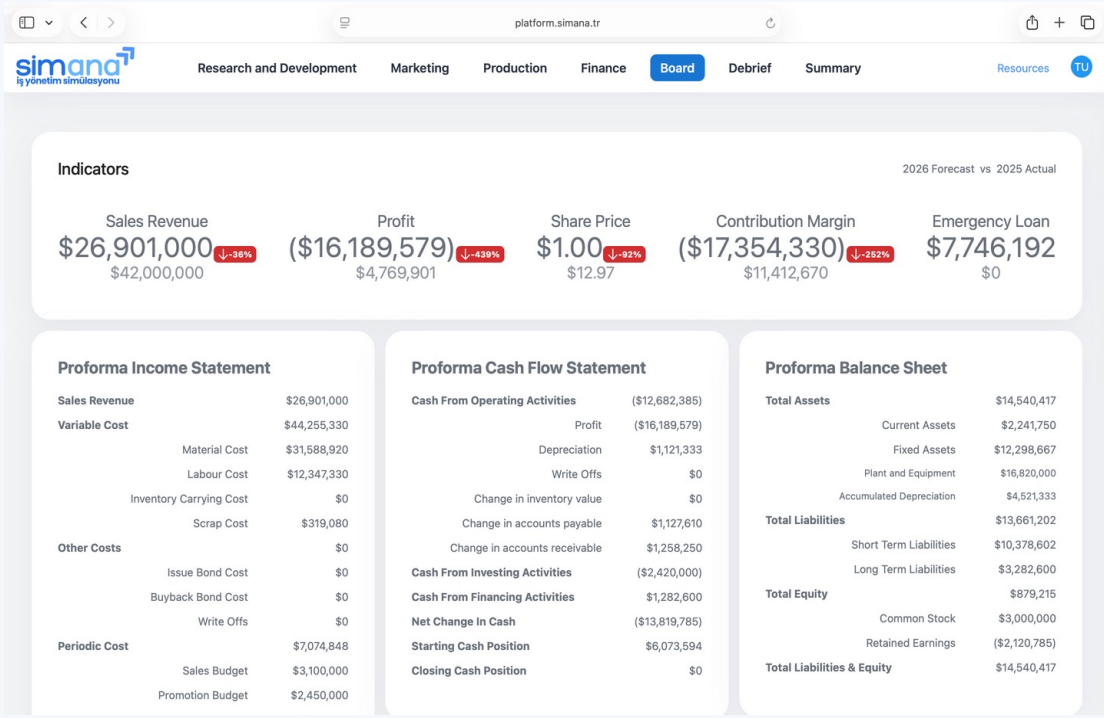
Finance



Simulation Screens

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Board Deck

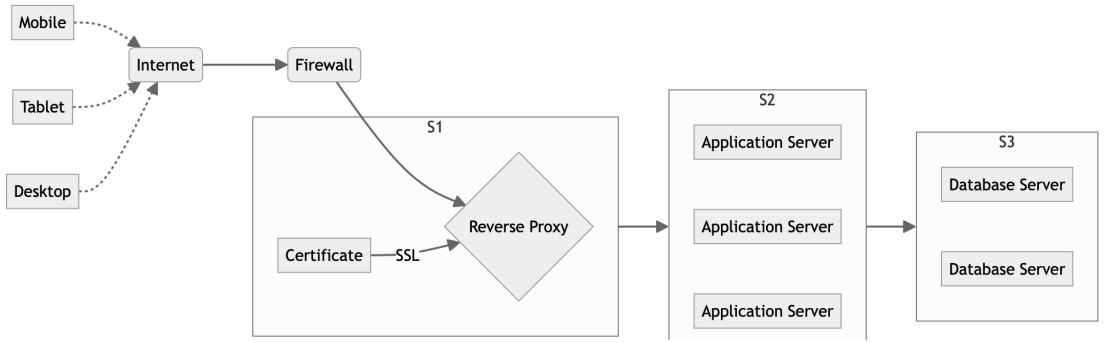


Technical Data

SimAna, as an innovative business simulation platform, is built on a robust and modern technological foundation. On the backend, the **Jakarta EE platform** ensures a reliable, scalable, and high-performance architecture.

On the frontend, **Facelets** and **PrimeFaces** deliver an intuitive and interactive user interface designed for an engaging learning experience.

Network Diagram



For reporting and data visualization needs, **LibrePDF**, **Apache POI**, and **JFreeChart** technologies are utilized. To enhance code quality and maintain long-term sustainability, **SonarQube** is fully integrated into the development pipeline.

Through **Docker**-based containerization, the application can be seamlessly deployed and managed across different environments, ensuring portability and operational efficiency.

Additionally, the platform leverages a **PostgreSQL** database server, **GlassFish** enterprise-grade application server, and **Traefik** as a reverse proxy and load balancer. Together, these technologies enable SimAna to deliver a high-performance, secure, and flexible simulation platform that meets the evolving needs of modern educational institutions and learners.

Business Model

Our Business Model

SimAna operates on a simple yet highly scalable business model. While most business simulation providers limit their offerings to student- or institution-based platforms, we go further — delivering a flexible and customizable solution adaptable across multiple industries and languages.

With EdTech adoption growing significantly faster in Eastern markets than in Europe, demand for accessible, technology-driven academic tools is soaring. SimAna is strategically positioned to capture this momentum through localized, multilingual deployments that meet regional needs without compromising global scalability.

Our robust simulation engine powers an intelligent reporting system that generates annual performance insights — enabling users to track decisions, measure impact, and continuously improve. This self-learning mechanism enhances retention, engagement, and ultimately, platform stickiness.



Competitive Advantage

Tailor-made

Products, customer expectation criteria and weighted distribution (critical ones as well)

Optional Evaluation

Academician may choose between different results to evaluate the success

Easy to Ramp-Up

Simulation screens are very clean and yet informing that students will not get lost

Easy to Control

With all admin and instructor users, all can be set individually in the simulation

Thank You

www.simana.tr