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Final Copy of Case Study

Status:
Laureate

Year:
2013

Organization Name:
True Office

Organization URL:
www.trueoffice.com

Project Name:
True Office Compliance Gaming Engine

Please select the category in which you are submitting your entry:
Innovation

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

The True Office Compliance Gaming Engine combines the latest gaming technology with cutting edge instructional design, establishing a new standard in enterprise ethics and regulatory compliance while saving firms and their shareholders billions of dollars in fines. True Office games create an immersive experience for employees (see Appendix 1) that fosters true learning while providing employers with otherwise unattainable data to analyze, manage and mitigate compliance risk. The cloud based gaming engine, designed for both desktop and mobile delivery, covers critical regulatory topics such as Anti-Money Laundering, Anti-Corruption, Data Privacy, Code of Conduct Insider Trading, and more. Architecting the solution with capabilities to integrate with legacy learning

management systems within large enterprises was a significant challenge to overcome in development and implementation. Additionally, efforts continue in propagating the realization that gamification in enterprise is highly effective and though compliance is not a game, learning it can be.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

True Office games were first piloted in the summer of 2012 at Barclays, Morgan Stanley and Citigroup as part of the FinTech Innovation Lab program run by the Partnership for New York City Fund. A commercial implementation is underway for March 15, 2013. Since the pilot deployment, the True Office Compliance Gaming Engine continues to incorporate more sophisticated visualization, gaming and learning reinforcement techniques while expanding scope of the topics covered. Among these is real-time feedback on the employee's correct identification of violations, allowing for continuous reinforcement of policy application and covering the grey areas typically ignored in Compliance training (see Appendix 2).

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

The implementation of the project is currently underway. The pilot implementation phase is now complete and seven courses are already part of the engine. By the end of 2013, twenty five additional courses covering key regulatory topics will be added to the engine and commercial implementations, including coverage to over 1,400 banks globally through an integration to Thomson Reuters' Governance Risk & Compliance platform will be underway.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

The project benefits enterprises and their shareholders by providing a cost effective and highly sophisticated solution for compliance training and compliance risk management. It also benefits employees by eliminating the tedium from regulatory training requirements and helping them learn complex concepts through an interactive and immersive experience. Additionally, it establishes a new standard in the compliance training market, where a single solution enables teaching, tracking, measurement and reinforcement. Extract from Forbes article: [Steve Sparkes, chief information officer for technology and information risk, at

Morgan Stanley] especially likes solutions, like True Office, that meet needs across the industry. Good training is an industry-wide need, not a competitive edge for any single firm. "We would rather not spend money in a duplicative way if it can be developed by a third party. That's cheaper than doing it ourselves." Morgan Stanley is engaging with True Office, he added.
http://www.forbes.com/sites/tomgroenfeldt/2013/02/06/new-yorks-fintech-innovation-lab-links-startups-to-big-banks/4/

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

True Office games are the pinnacle of innovation in compliance training and an unmatched solution in today's market that is sure to become the best practice across industries for regulatory compliance training and risk management. The gaming technology underlying the curriculum and the application of it to regulatory compliance teaching is highly innovative both in approach and implementation. The outcome of this innovation is not just a better user experience, but analytics that are invaluable in identifying and remediating gaps in a firm's compliance curriculum (see Appendix 3).

If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)

The games offered by True Office's Compliance Gaming Engine are not only an innovative solution for teaching some of the most sensitive topics, but they also help alleviate financial and reputational risk while promoting better corporate citizenship.