

The first artificial life & behavior middleware Powered by DirectIA – Manager's Studio



Adaptive Education

As today's technology enables each individual to have access to self-training, remote teaching and computer-aided education and training, education is a field in which the richness and accuracy of the information delivered conditions the level and duration of the relationships established with the users. MASA's products ambition to revolutionize this field by delivering to each student a personal training experience.

The Concept

In partnership with **CEGOS**, the European leader in professional training, MASA has applied **DirectIA** to the development of an application dedicated to managerial training.

In this application, the student must learn to manage a team of consultants that behave as real professionals and exhibit each a unique personality.

Application & technology

The application simulates a complete working environment in which autonomous agents, powered by DirectIA, act as staff members, each with their own expertise profile, personality and preferences.

The trainee is required to manage and allocate work to staff so as to complete as many projects as possible on time and stay under budget. In doing this, they must also take into account each client's tolerance to quality and delays, the importance of each client and the workload assigned to each member of staff. Several different environments can be chosen.

With frequent use, trainees develop their performance in various different aspects of project management (priority settings, anticipation, allocating work to staff, information sharing and collaboration with other managers, and conflict resolution). It also allows trainees to analyze their behavior after a simulation.

Current and future customers include companies specialized in professional training, edutainment developers, ASP education services, but also developed countries educational systems who want to deliver a consistent education service, from pre-school and school to adult training.

DirectIA key benefits

- **Realistic personalities** thanks to DirectIA motivational engine, which **evolve according to the interactions** with the trainee.
- **Agents communicate** together and with the trainee.
- **Rich and complex behaviors** emerge during each session.



	Esther	Emilia	Fabrice	Faiz	Flaviana	Benjamin
Recherche humaine			**	**	**	**
Management équipe		**	**	***	***	***
Crédit social		*	**	**	**	**
Formation		*	***	**	*	**
Expérience des com.	*	*	***	**	**	**
Développement pers.			**	**	**	**

Liste des missions	Planning		Indicateur de suivi		Consultants affectés	Sous-tâches
	Par semaine	Par 3 mois	Coût	Délai		
Alpha	Par semaine	Par 3 mois	Coût	Délai	Qualité	
Beta						
Gamma						
Delta						
Eta						
Omega						

Agents	Jan. 7	Jan. 8	Jan. 9	Jan. 10	Jan. 11	Janvier
Esther						
Emilia						
Fabrice						
Faiz						
Flaviana						
Benjamin						

"For the first time, a managerial simulation is available to train the middle management. Manager's Studio™ is the first training tool that can reproduce the full complexity of management situations thanks to DirectIA® intelligent agents."

Michel Ledru, General Manager, R&D, CEGOS

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