

RmSim Admin Guide

User App = <http://www.bizsimz.com/rmsim/>

Admin App = http://www.bizsimz.com/rmsim/rm_sim_admin.html

Support = support@bizsimz.com

Description

Each Sim contains one or more games where users first value a product or service and then are asked to price the product or service with the goal of maximizing revenue over a set of customers drawn from their own valuations. The goal is to help users understand the basics of how revenue management can increase revenue.

The software is based on the game invented by Kalyan Talluri and described in, “The Customer Valuations Game as a Basis for Teaching Revenue Management” (INFORMS Transactions on Education, Vol. 9, No. 3)

Sim Setup

1. Enter Sim name and password. Users will need the password to access the simulation.
2. Select *Manual Valuations* if you do not want the users to enter their valuations through RmSim. If this checkbox is not selected, a valuation box will be visible for each user to enter a valuation for the product or service.
3. Set the number of products, 1 or 2. For two products, users enter two valuations, if Manual Valuation is deselected, and also two prices. These valuations and prices can be for a full price and discounted version of a product. The full price can be either the first or second entry, the order does not matter.
4. Enter a description of the product or service that users will value and later price. Use the format bar to add formatting or URL links if needed.
5. Click *add new* and the simulation will be visible in the grid below. The Sim Name, Password, and Manual Valuations are all editable within the grid or by selecting the simulation in the grid and making the changes above and clicking save changes.

Game Setup

1. Select the Sim from the drop down menu.
2. Enter the Game Name.
3. Select the game type. *One-price*: users enter one price at the start of the game that is applied to all customers. *Dynamic Prices*: users can change their prices at any time during the game. *Segmented*: the customers are split along a set valuation line into low and high valuation segments. There is no difference in how RmSim handles Dynamic and Segmented, the distinction is for information purposes only.
4. Enter Capacity. Leave blank for infinite capacity. If set to greater than 0, once a user sells out, no more sales will be recorded even if the customer’s valuation is greater than the price.
5. Select *Show Prices* to display all prices offered for a given customer to the users. Deselect to only show whether a sale was recorded or not, thereby adding difficulty in determining the market range of valuations.
6. Select *Show Mean Price* to show the mean of all sales prices. Prices that were too high to make a sale are not included in this mean.

7. Color Products is an option for simulations that have two products. If this option is selected, then the results grid will have a yellow background for sales of product 1 and blue for product 2. If this option is not selected, the background will be yellow for sales of both product 1 and product 2 so that students will not be able to see which of the two products are being sold for other teams, only that they made a sale.
8. Click *add game* to add the game to the simulation. The game settings can also be edited directly in the game grid below at any time. Games can be added during a live simulation. If added during a live simulation, the users must click Get Games to see the new game in their game drop down menu.

Game Operations

1. Select the Sim and Game from the drop down menus.
2. Click *Show Valuations* to toggle the list of team valuations, if that setting is active, the grid of customer valuations, and make the Customer Valuation text input box display the value when entered. You can toggle back to the default by then clicking *Hide Valuations* so entering valuations in the Customer Valuation box will be hidden to users if the screen is being displayed on a class projector during the simulation.
3. If *Manual Valuations* is selected for the Sim, enter the valuation in the Customer Valuation box and click *Add Customer*. This will add the customer valuation to the game, get the prices submitted for each user, and update the sales grid below to show which users made a sale for that customer. The incoming customer number is incremented automatically. Users will need to click *Get Sales* in order to update their sales grids with the results for this customer. The Customer Valuation can also be edited if an entry error was committed. Toggle the valuations to visible and double-click the Valuation column in the grid for the Customer and make the changes.
4. If *Manual Valuations* is not selected, the pool of user valuations can be used to draw random valuations. Display the valuations and click *Get Customer Queue* which will return a list of valuations from the user submitted values in random order. The default is to return all valuations, but the numeric stepper box allows you to determine how many customers to place in the queue. Not all queued customers need to be used in the game. The Customer Queue can also be hidden by deselecting the *Show Queue* checkbox. Click on a + next to the valuation in the queue to add the customer to the game, just like adding the customer by using the Customer Valuation text input box. The valuation will be removed from the queue and added to the Valuation grid. You can also specify to only get valuations either above or below a given value for use in Segmented games.
5. Click *Save Results* to update the Game Results tab. Users will then be able to see the current overall standings in their Results tab by clicking *Get Results*.
6. Click *End Game* to finish the game and not allow any further price submissions.
7. Double-click any cell in the results grid to edit the team's price decisions. Double-clicking will display two input boxes with green backgrounds. The top box is for price one and the bottom box is for price two (only relevant for a two-price game). Edits will be automatically saved to the database.

Game Results

Select the Sim and click *Get Results*. The teams will be listed in descending order for Total Revenue for all games. The Average Revenue and Average Revenue Per Customer will also be displayed to allow for simple comparisons among the games.



Price View

1. Select the Sim and Game
2. The display is similar to the Game Operations sales grid, but now displays all prices for all users, regardless of whether they made a sale or not. Sales are displayed highlighted in yellow or yellow for product 1 and blue for product 2. The average price is displayed for all prices, not the average price for sales only.
3. Click the Show Valuations checkbox to toggle the display for the customer valuations in the grid.

