



Peikko Group Corporation is a Finnish leading global supplier of concrete connections and composite structures. Peikko is a family-owned and run company with over 1200 professionals. Peikko was founded in 1965 and is headquartered in Lahti, Finland. Peikko has subsidiaries in 30 countries in Asia-Pacific, Europe, the Middle East, and North America, with manufacturing operations in 9 countries.

Customer Need

Peikko organizes an annual meeting for its global management teams and this year Peikko's CEO Topi Paananen wanted to engage his management with a business simulation that would illustrate Peikko's challenges in a fun and effective way within a day-and-a-half time span.

Cesim Use

The process started with a meeting between Topi Paananen and Cesim's team where the initial idea for the Peikko case was established. Cesim's [general management simulation](#) was used as a base for Peikko's adapted version due to its versatility and modifiability. Later, Topi and his CFO Jukka Turva wrote the case description for Beicco Ltd, a fictitious company that resembles Peikko Group's current operating environment and challenges and allows the participants to operate the simulation in a suitably realistic content. Read about Topi's and Jukka's brainchild [here](#). After the case was designed, Cesim implemented the case and parameters into the actual simulation.

Implementation

A total of 55 participants were split into 10 teams who each got to be the management team of Beicco Ltd. All teams were put into the same starting position so that the performance between teams could be easily compared. Before getting together for the annual meeting, participants received a video introduction to the simulation that helped them to orientate for the task in advance. During the annual meeting, the teams maneuvered their virtual companies for five rounds through swings in customer demand and raw-material costs, fluctuating FX rates, and emerging geopolitical factors.

About the experience

"I have known business simulations since I was a student at a business school and feel that they are a great way to practice business decision-making without the risk of losing real money. Peikko Group has grown rapidly over the past 10 years and recently we have shifted increasing focus on profitability. I wanted my management to experience the main internal and external profitability drivers and challenges from the holistic point of view. Cesim's solution offered me the opportunity to implement a case and a storyline that captured relevant aspects in a dynamic, competitive, and fun environment."



Topi Paananen
Peikko Group, CEO