



Press kit

SIMULWARE'S PROFILE

Simulware is a company based in the Area Science Park in Padriciano (Trieste), providing solutions for company knowledge and skill transfer differing from other market offers through their focus on a mix of multimedia strategies, such as interactive storytelling, simulations and cartoons. These solutions meet a triple need: reaching a large audience, quickly, and without losing the winning ticket of many innovative solutions: emotional involvement.

Simulware's core business is the development of highly interactive training solutions and courses, adopting a dynamic approach against the current static trend of the market.

Simulware can benefit from direct and daily contact with the development of the on-line training market and its needs. That is why it is always ready to take on new challenges, driving it to explore the boundaries of innovation and development.

A share of the company is held by Generali Group. The company currently employs 20 members of staff and co-operators, and its total 2007 turnover amounted to 1.5 million euros.





HISTORICAL OUTLINE

The company was founded in 1999 by Ivo Della Polla, its current general manager.

One year on, the regional finance company Friulia became part of the company's structure.

In 2001, an R&D laboratory was inaugurated within the Area Science Park of Trieste in Padriciano (Trieste). It is a leading facility in the field of information technology applied to training and communication.

In 2001, Cosulich Group also acquired a share of Simulware, bringing in further resources for its development. At the end of the year, a significant partnership agreement was signed with Intesa BCI Formazione.

In 2002, cooperation was started with the consultancy company KPMG Advisory S.p.A., and one year on, the training institution IAL FVG became a part of the company's structure.

2004 saw the arrival into Simulware of Generali Group, through its Generali Horizon company.

In 2004, Simulware was rewarded with the "Ok Italia – piccole aziende crescono" prize, which is given to the 50 most innovative Italian small and medium-sized enterprises.

From 2005 the company has been growing and developing, acquiring a great position on its reference market: its products and services are recognised as top-level in Italy, a consequence of the major investments in technological development and organizational structures.

In 2007, the company launched a three-year plan aiming to reorganize and expand its target markets, partially thanks to the support provided by regional law No. 4/2005 of the Friuli Venezia Giulia region.





THE OFFER

Simulware is specialised in the management and transfer of company knowledge at all levels: management, operations, behaviour, legislation, and so on.

Its customers appreciate the high added value of enriching their intellectual capital through in-service training of human resources.

The needs of customers are mostly related to training on products and services regarding marketing and sales techniques, as well as company internal procedures, legislation, behavioural and management skills connected with the HR and training sector.

Simulware's offer covers five main areas:

- 1 _ The e-learning technological platform, SimulwareProfessional® (the “school” to manage web-based courses);
- 2 _ Custom courses (tailor-made training);
- 3 _ The catalogue of courses;
- 4 _ Enterprise training consultancy;
- 5 _ Four hands (assistance).

Simulware is also equipped to distribute its solutions through state-of-the-art mobile devices, such as PDAs, iPods and smart phones, thus proving a forerunner in continuous “pocket training”, i.e. training which is always available through small educational items. The offer of complete, flexible and innovative solutions is one of the key strengths of the company.





BIOGRAPHY

Ivo Della Polla was born in Trieste on 24 November 1970. In Trieste he took a diploma as accountant and industrial expert.

After several major work experiences at Eurospital – pharmaceutical company, Saima Avandero – international shipments and CRTrieste Banca, in 1998 he became the sales manager for North-Eastern Italy of Logo 2000, a company specialising in e-learning solutions based in the Area Science Park in Padriciano (Trieste).

In 1999 he co-founded Simulware, a company created with the objective of enhancing learning within organizations by integrating teaching methods, communication skills and technologies. In 2001 he became its president and managing director.

In 2001 and 2002 he took on a directorial role within the Association of Entrepreneurs of the Province of Trieste and of the section Young Entrepreneurs.

In 2005 he became the president of Tal Italia, a Belgian company working in the field of high-end lighting equipment, and in the same year he was appointed member of the technical scientific committee of the Fondimpresa-Confindustria project “Made in Italy. La filiera moda: calzature, tessile e distribuzione” (the fashion industry: shoes, textiles and distribution).

As of 2004 he has been the president of Formindustria, and his mandate has been renewed in 2007. In 2008, an article published by the Italian daily Corriere della Sera included him among the hundred most innovative under-45 entrepreneurs in Italy.

