

# Gaming powerhouse *Sierra Online* looks to *GoCrossOffice* to promote global teamwork

## CHALLENGE

When the international development team at Sierra Online, a division of Vivendi Universal, was looking for a new, innovative way to encourage teamwork across multiple offices worldwide, they selected GoCrossOffice (GXO) as the tool of choice.

*“Our CEO saw the game and was very interested in your vision. We would like to give it a try at our group. We would be especially thrilled by a little tournament with our internal development teams located between Chile and China.”*

*Joerg Becker, Director of Production Control, Sierra Online*

Sierra originally wanted to launch a small game to a subset of the company. But word of GoCrossOffice quickly spread, and by the end of the recruiting (teambuilding) portion of the game, close to 90% of the entire company had registered to play across every office worldwide, including offices in Santiago, Shanghai, Los Angeles and Seattle.

“GoCrossOffice was the **best team-building experience we’ve ever had**. If you are looking for a fresh, exciting way to foster company spirit, I strongly recommend GXO.”

**Ed Zobrist**, CEO, Sierra Online

Sierra looked for GXO to provide value in three ways:

### 1. Teambuilding

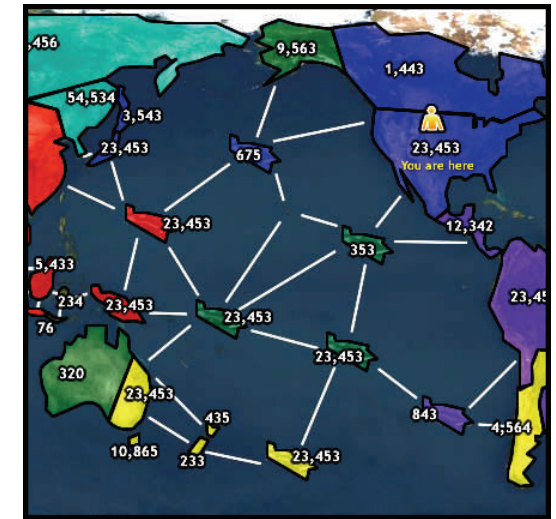
- GXO connects employees through online teamwork

### 2. Increase in work force / office morale

- GXO’s casual gameplay keeps teambuilding fun and easy

### 3. Leadership identification and development

- GXO organically establishes new team leaders through group election
- GXO increases work force efficiency through better communication between team mates



GXO is a territory conquest game similar to the classic board game, RISK™

## SOLUTION

GXStudios set up the Sierra Game to encourage team formation across multiple offices across Asia, South America and the US. The game included almost 200 players and lasted a little over six weeks. Quickly, the leaders for each team (17 commanders total) were elected, and the strategy for outwitting the other teams began. Because the teams spanned thousands of miles and multiple time zones, timely online communication was key to each teams success — as was evident in the 3000 chat posts logged throughout the game.

### Chat Post Example:

**Cdr. Rodrigo Acuna** from Santiago Arkadians: *Heh. I know I had a blast. It was nice to meet you guys. I mostly got to talk with the commanders of each team (and I don't know if the Seattle guys are still reading this), but it was certainly fun to play and get to know everyone. :) 6/30/08, 9:32am*

## RESULTS

As a result of GoCrossOffice not only did existing business relationships strengthen, but new connections were made. Through its fun but competitive gameplay, GoCrossOffice provided a platform for teams separated by thousands of miles or a couple of feet to work together and stand behind the Sierra Online Brand.

“Sierra Online has offices around the world. GXO brought us all together in a **fun and constructive** way.”

**Ed Zobrist**, CEO, Sierra Online

## ABOUT THE COMPANIES

### PICKTEAMS

#### The Concept:

Currently, engaging your employees in fun, competitive strategic experience involves spending tens of thousands of dollars and a day traveling to a “corporate retreat.” A new type of strategic social experience is needed. Enter **GoCrossOffice**, an unprecedented massively multiplayer strategic social gaming platform. By bringing the world of casual strategy gaming to your company, GoCrossOffice seeks to facilitate a new wave of **strategic thinking and social interaction for your employees** by providing custom-built games for offices around the country.

Not only does GoCrossOffice feature a world of dynamic social interplay, the platform also facilitates **meaningful, competitive and highly motivated** interaction between employees through the complexities of

open strategic gameplay. By uniquely tapping into pre-existing competitive spirit and team pride, GXO succeeds in engaging teams, not only online, but also in the real world of their actual work environment. (Plus, it’s great fun and super-addictive.)

#### The Game

The easiest way to describe GoCrossOffice is to think of a traditional world-domination board game, like RISK™ or Diplomacy, complete with armies and territories. But rather than a map of the world, **the map is one of your very own work environment**, divided into real territories and familiar locales. Now raise the number of players to your entire employee population organized into teams (divided by corporate division or geographical location), creating a massively multiplayer team-based gaming arena **with engaging strategic social dynamics.**

The object of the game is to **collaborate with the rest of your team** to take over all the territories on the entire office map. While each player gets to control and place his/her own armies, **everyone is playing for the greater good of their full team** – thus, teams **collaborate, organize, and socialize** together so as to maximize strategic effectiveness. In addition, the game is globally turn-based on a daily basis, meaning that **everyone has a full day to play their turn—which only takes two minutes!** While playing the game is quick and simple, the strategic interface allows some players to get far more involved in the competitive depth of the game.

### VIVENDI UNIVERSAL

Vivendi Games is a global developer, publisher and distributor of multi-platform interactive entertainment. The company is the leader in the subscription-based massively multi-player online (MMO) games

category, holds leading positions in the PC, console, handheld and mobile games markets, and is an emerging player in casual online games.

Vivendi Games’ divisions include **Blizzard Entertainment**, the creator of *World of Warcraft®*, *Diablo®*, *StarCraft®*, and *Warcraft®*; **Sierra Entertainment**, which includes Radical Entertainment, Swordfish Studios, High Moon Studios, and Massive Entertainment; **Vivendi Games Mobile** and **Sierra Online**.

Blizzard’s *World of Warcraft* is the world’s most popular game in the MMORPG segment, with more than 6.5 million customers worldwide as of May 2006. Blizzard’s track record includes nine No. 1 selling games and multiple “Game of the Year” awards.

Vivendi Games’ library contains over 700 titles, many of which were developed in-house and for which Vivendi Games holds the intellectual property rights, including *Warcraft*, *StarCraft*, *Diablo* and *World of Warcraft* from Blizzard Entertainment, and Sierra’s *Crash Bandicoot*, *Spyro the Dragon*, *Empire Earth*, *Leisure Suit Larry*, *Ground Control* and *Tribes*.

The company has 16 offices around the world conducting business in 75 countries.

“We know games, and **GXO is a great game.**”

**Ed Zobrist**, CEO, Sierra Online