

GETTING STARTED WITH MICROMATIC

INTRODUCTION

Below we specify the computer requirements for using *Micromatic*. We also tell you how to login and register so that you can use the *Micromatic* software.

EQUIPMENT NEEDED

In order to use the *Micromatic* web programs, you will need a computer with Internet Explorer version 6.0 (with Service Pack 1) or higher that is connected to the internet. (Firefox is not supported for use with these programs.) ***If you experience difficulty opening the program, you may have to turn off any “pop-up” blockers and configure your browser to accept cookies.*** If you need assistance with this, go to <http://webmaster.info.aol.com/cookieguide.html> for directions or initiate a search for “How to enable cookies” on Google for your particular browser. Finally, although optional, we advise that you use a printer so that you can generate printouts of your quarterly results.

PREPARING TO REGISTER

You need three items **before** you can register to use the *Micromatic* programs.

1. Game Name. This is the name that your instructor gave to the *Micromatic* game you will be playing. Typically, this will be the name of the course you will be taking, such as Mgmt 300.
2. A Validation Code provided by your instructor. The Validation Code will assign you to the proper *Micromatic* game for your course and instructor on the server’s database.
3. Proof of purchase. You can pay to access *Micromatic* in one of two ways.
 - a. Use a credit card to pay online as part of the registration process.
 - b. Purchase a textbook that includes a valid *Micromatic* Passkey number through a bookstore. You will need to do this **prior** to beginning the registration process. ***Passkeys are valid for only one registration, so make sure that the text that you purchase does not contain a used Passkey. If the Passkey number has been used previously, it is invalid. You will NOT be able to use it to register for using the Micromatic programs!*** Once you have registered, you can login and use the *Micromatic* programs as often as you like by using the username and password you established during the registration process.

REGISTERING TO USE THE MICROMATIC SOFTWARE

Once you have received (1) a Validation Code from your instructor and (2) either purchased a textbook with a valid Passkey at a bookstore or have a credit card ready for online purchase, you can begin the registration process. To register the *Micromatic* programs, follow these steps:

1. Connect to the Internet. If you are continuously connected to the Internet through a cable modem or DSL access, go to Step 2. If you use a dial-up modem to connect with the Internet, connect now.
2. Open Internet Explorer. Open Internet Explorer by selecting Start, then Programs, then Internet Explorer. Or if you have the Internet Explorer icon showing on your desk top or task bar, just click on that icon.
3. Open the *Micromatic* Web Site. Enter the web for *Micromatic* in the address bar for Internet Explorer. The web address is <http://oaktreesim.com/micromatic>. Once you do this, a screen like that shown in Exhibit 1 will appear on your monitor.
4. Select the “Create a student account” option (See arrow in Exhibit 1).

Exhibit 1

Welcome to Micromatic: A Management Simulation

Username

Password

[Create a student account](#)

[Getting Started Help](#)

[Forgotten Your Password?](#)

[Need Help?](#)

[Oak Tree Simulations](#)

5. Next, enter the required information as detailed in Exhibit 2. Then click on “Next”.

Exhibit 2

Create an Account (Step 1 of 3)

* indicates a required field.

[Click here for help registering.](#)

*First name

Middle name

*Last name

*Email

(Username and Password must be between 4 and 16 characters long)

*Username

*Password

*Confirm Password

6. To register for the correct game, first select either the letter of the alphabet for your institution (e.g., “W” for University of Wisconsin”) or enter your instructor’s surname (See Exhibit 3, below). If your instructor has more than one simulation game operating, make sure you select the correct one.

Exhibit 3

Find the Game (Step 2 of 3)

Search for the game by institution:
 ALL | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

OR by your professor's name:

University of St Thomas

Phil Anderson

- Euro1
- Mgmt 100-2
- Mgmt300-2

7. Now click on the “Register” button. A pop-up box will appear asking you to enter a validation code. Enter the validation code your instructor gave you and click on “Submit”. As noted in Exhibit 4, if you do not have the validation code, you need to contact your instructor before you can proceed any further.

Exhibit 4

The Game you selected requires a validation code from your instructor. If you have not been given a validation code yet please contact your instructor and re-register at a later time.

Validation Code:

8. After you click on the Register button, a screen like that shown in Exhibit 5 will appear on your monitor. To complete your registration for *Micromatic*, you need to pay for your *Micromatic* account by either (a) entering a Passkey to provide proof of payment that you purchased *Micromatic* bundled with a textbook or (b) doing a direct purchase using PayPal.
 - a. If you purchased *Micromatic* with a textbook, enter the Passkey and select Enter (See left arrow in Exhibit 5.) Then go to Step 11, below.
 - b. To purchase *Micromatic* using PayPal, click on the PayPal icon (See right arrow in Exhibit 5.)

Exhibit 5

Game Purchase (Step 3 of 3)

Oak Tree Simulations takes the privacy of your personal information very seriously. Please be assured that we will not share your information with outside parties. If you have already purchased Micromatic and have received your Email confirmation from Paypal for that purchase please do not repurchase; instead Email your name and purchase information directly to Sales@OaktreeSim.com. For further information see the [Getting Started](#) guide.

Option 1: Single-Use Passkey

Use this option if you have purchased a Micromatic Passkey bundled with your textbook. Passkeys are single use only; reuse of a passkey is automatically disallowed. If you purchased your textbook used you should choose **Option 2** instead.

Enter the Pass key in the space provided below:

Option 2: Direct Purchase Using Paypal


For your security and privacy Micromatic is purchased through PayPal. No employee from Oak Tree Simulation will ever ask you for your credit card or PayPal account information. Oak Tree Simulations does not have access to your personal credit card information.

Important Notice

When you press the Paypal button below you will be taken directly to Paypal where you may purchase your Micromatic account. After you have successfully purchased the account, Paypal will display a screen entitled "You Have Completed Your Transaction" that confirms your purchase. At the bottom of that screen there will be a button labeled "Return to OakTreeSim and Micromatic". **YOU MUST PRESS THAT BUTTON TO COMPLETE THE REGISTRATION PROCESS AND TO ACTIVATE YOUR MICROMATIC ACCOUNT!!**

9. A screen similar to that shown in Exhibit 6 will appear on your monitor. If you already have a PayPal account, enter your password and log in (see arrow in Exhibit 6). If you do not have a PayPal account, enter the information requested and then click on the continue button.

Exhibit 6

Payments by 

Oak Tree Simulations


[Billing and Shipping](#) [Review](#) [Done](#)

Billing Information

* indicates required fields [Secure Transaction](#)

PayPal Checkout

Log in securely now.



Email Address: Password:

[Forgot your email?](#) [Forgot your password?](#)

Order Summary

Subtotal: \$40.00 USD

Order Total: \$40.00 USD

[View Cart](#)

Credit or Debit Card Information

*First Name: (as it appears on card)

*Last Name: (as it appears on card)

*Card Type:

Billing Address

*Address 1:

Address 2:

*City:

*State:

*ZIP Code: (5 or 9 digits)

Contact Information

This information will only be used to contact you regarding your payment, if needed.

*Email Address:

*Home Telephone: [Privacy](#)

Security Check

Type characters as shown in the box. [Help](#)

*Enter the code as shown below:

Y Z R V Y

[Cancel and Return to Merchant](#)

10. Next you will see a screen like that shown in Exhibit 7, confirming your purchase of *Micromatic*. Now click on the link in the lower left-hand corner of the screen (see arrow), to return to the *Micromatic* web site.

Exhibit 7

Payments by

Oak Tree Simulations

Billing and Shipping Review **Done**

Thank You for your payment

[Secure Transaction](#)

You have sent a secure payment of **\$40.00 USD** to **Oak Tree Simulations**. This payment will appear on your card statement as "**PAYPAL *OAKTREESIMU**". You will receive an email receipt for this shortly.
[View Printable Receipt](#)

Use PayPal Next Time!

Our records indicate that you have a PayPal account. For future purchases, use your PayPal account:

- It's a faster and more convenient way to checkout - no need to retype your personal information
- Your financial information is securely stored and never shared
- You can return to PayPal and view your transaction history easily

Please [reset your password](#) if you have forgotten it.

[Return to OakTreeSim and Micromatic](#) Login

11. A screen like that shown in Exhibit 8 will appear on your monitor. Select the correct team to join by using the dialog box at the bottom of the screen. (See left arrow in Exhibit 8.) Your name will be entered with the proper team.

Exhibit 8

Thank you for your Purchase

Here are the details of your purchase:

- Customer Name:
- Item: Micromatic Simulation Game
- Amount:

Your transaction has been completed, and a receipt for your purchase has been emailed to you. You this transaction.

Select A Team

Your account has been successfully built. An email message containing your account information has

Select A Team

Your account has been successfully built. An email message containing your account information has

Team Enrollment

Next you should select the team you wish to enter.
From the list given below select your desired team and press the "Save" button.

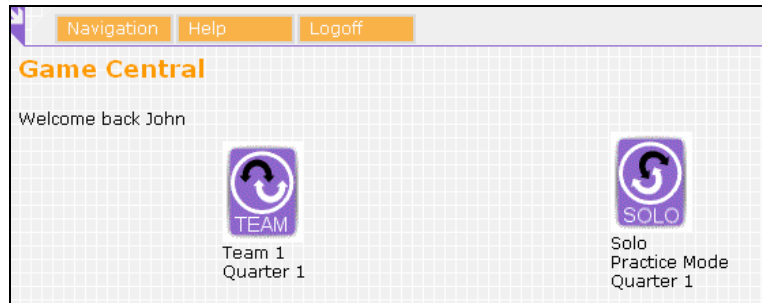
Team 1 <ul style="list-style-type: none">• Phil Anderson	Team 2 <ul style="list-style-type: none">• aaa bbbb	Team 3
Team 4	Team 5	Team 6
Team 7	Team 8	Team 9
Team 10	Team 11	Team 12
Team 13	Team 14	Team 15
Team 16		

Team 1

Select Your Team Here

12. You can now begin working with your *Micromatic* program by clicking on the icon for the game you wish to play, *Micromatic* Team or Solo (See Exhibit 9, below). From this time forward, you will only need to enter your username and password to reach the Game Central screen.

Exhibit 9



You will use the Game Central screen to switch between using the Team game and the Solo game. You can return to this screen at any time you are working with the *Micromatic* programs by using the Navigation menu. We discuss this in Chapter 4 of the *Micromatic* Student Manual.

Account Maintenance

You will use this screen to make changes to your *Micromatic* account data. Do this by clicking on the Navigation menu option. Then select the Account Maintenance option. A screen like that shown in Exhibit 10 will appear on your monitor.

Exhibit 10

Change Email Address. This option allows you to change the email address from the one you initially entered when registering to use *Micromatic* to a new one. To do this, type in your new email address and select “save”.

Change Password. You may decide, for security reasons, to change your company’s password. You can change your password as often as you wish, but be careful. It is usually advisable not to select as a password the name of a family member or a nickname that others are likely to guess. Also, frequent changes can lead to confusion. If you forget your password, you will not be able to access your files to make decisions for the upcoming quarter of operation. If this happens, see your instructor for help.

TROUBLESHOOTING

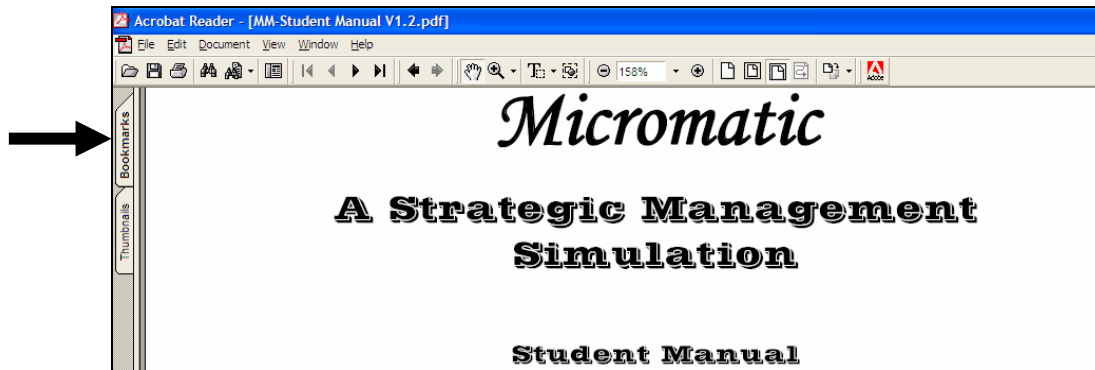
If you experience difficulty registering to use or opening the program,

- **Turn off any “pop-up” blockers and configure your browser to accept cookies.** If you need assistance with this, go to <http://webmaster.info.aol.com/cookieguide.html> for directions or initiate a search for “How to enable cookies” on Google for your particular browser.
- **Make certain that you have started Micromatic directly from Internet Explorer version 6.0 (with Service Pack 1) or higher.** Do not launch the program from inside another program environment such as BlackBoard or use a different browser such as Firefox.

USING THE STUDENT MANUAL WHILE ONLINE

When you access the *Micromatic* Student Manual online, rather than a printed version, you have the option to navigate quickly around the manual using the “Bookmark” feature imbedded in the Adobe Reader software in which the manual is formatted. You access this feature by clicking on the Bookmark tab on the left side of the screen (See arrow in Exhibit 11).

Exhibit 11



The Bookmarks we created correspond to the headings and sub-headings we used throughout the manual. Most of these are also listed in the Contents section of the manual. By clicking on a Bookmark item, you move directly to that item in the manual. For example, Exhibit 12 shows that after scrolling down through the Bookmarks and selecting the “Overview of Decisions” item, that section of the manual is displayed in the right-hand side of the screen. Using the Bookmarks will allow you to navigate around the manual, quickly and easily.

Exhibit 12

The screenshot shows a PDF viewer window with a table of contents on the left and the 'Overview of Decisions' page on the right. The table of contents includes sections for Account Maintenance, CHAPTER 4 - WORKING WITH THE MICROMATIC, and CHAPTER 5 - MAKING YOUR DECISIONS. The 'Overview of Decisions' page is highlighted in the table of contents and is displayed in the main window.

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OVERVIEW OF DECISIONS

You need to make and enter decisions in four main areas:

- **Marketing**
These decisions include issues of product positioning (e.g., price, quality, features and promotion) and marketing research (e.g., deciding what data to gather on your competition).
- **Operations Management**
Operations Management decisions involve whether to self-manufacture or sub-contract the production of your product, construction or sale of plant capacity, and potential purchase of new production technology. They also involve logistical decisions related to transferring products to different regions.
- **Finance**
These decisions include determining what form of financing (i.e., short-term loan, stocks, and bonds) to use to pay for the cost of running your business. It also included deciding whether to issue dividends to your shareholders.
- **Human Resource**
Human Resource decisions include the managing of your sales force (e.g., hiring, firing, and transferring of the sales reps and the commissions they receive) and the managing of your labor force (e.g., hiring, firing, laying off, and training of production workers).

You will enter your decisions on five different screens. They are Marketing Decisions, Marketing Research, Operating Decisions, Plant Decisions, and Finance Decisions. We will now discuss each of these in detail.

MARKETING DECISIONS

For each quarter, you will have a variety of marketing decisions to make. These decisions will include:

- Pricing
- Advertising (i.e., newspaper, trade publications, and the web)
- The ad message communicated in your advertisements
- Salesperson (i.e., hiring, firing, transfers, and commissions)

You will enter each of your marketing decisions on the Marketing Decisions screen (see Exhibit 5.1). Next, we discuss each of these decisions.

Sales Price

- The Quarter 0 sales price was \$40 in Regions 1 & 2 and €40 in Region 3.
- The price of your product affects your share of the market in two ways: (1) your price relative to the price of your competitors and (2) any change in your price from last quarter. The change in price