

OFS Leads a Panel of Experts in a Discussion on Gamification Hosted by the New Jersey Tech Council

/EINPresswire.com/ The event "[Gamification](#) and the Enterprise-Perfect Together" - March 14-Woodbridge, NJ, will feature leading experts in using Gamification elements to transform business processes in the enterprise.



The New Jersey Technology Council, (NJTC), is hosting a panel discussion "Gamification and the Enterprise-Perfect Together" on March 14, in Woodbridge NJ. Rich Napoli, COO of OFS, will moderate a panel of experts in gamification for the enterprise.

Panelists include:

Gabe Zichermann, Chair of GSummit (SF, April 16-18, 2013) and the leading industry spokesperson on gamification

Mike Vesey, CFO, Majesco Entertainment, a leading NJ video game company

Drew Napoli, Gamification Specialist at ObjectFrontier, Inc., an experienced gamification designer

Gamification is the process of adding gaming elements to routine business transactions and processes to motivate employees and incent customer loyalty. Corporations are finding that human behavior can be positively influenced by incorporating these concepts in their software applications which are used for training, customer services, and branding efforts. Gamification is so important, that many businesses are already planning to use it as an effective way to achieve important corporate goals. According to Gartner estimates, 40% of Global 1000 organizations will use gamification by 2015 as the primary mechanism to transform their business operations. Attendees will learn about topics that include: game psychology-what makes it work, successful gaming elements to consider, and how to incorporate gamification into a business strategy.

OFS is proud to lead this panel discussion as well as contribute with our own gamification specialist, Drew Napoli. Eric Fleischer, V.P. of Sales, "We at OFS consider gamification to be a major trend that leading-edge software companies and IT organizations will quickly adopt to achieve breakthrough performance and sales results." To learn more about gamification, please read the blog post: [Gamification 101: Why It Works! A Customer Engagement Case Study](#),

<http://info.objectfrontier.com/blog>

About OFS

ObjectFrontier (OFS) helps software companies and software-enabled businesses to design, develop, test, and maintain their software products and applications, whether they are hosted, licensed, or mobile. OFS is based in Atlanta and has offices in New York, Washington DC, Philadelphia, and offshore in India and the Philippines. Their clients are Independent Software Vendors (ISVs) and F1000 companies whose revenues are driven primarily by customer-facing software products. OFS has earned the trust of clients in such industries as healthcare, financial services, publishing, hospitality, and insurance and have partnered with them for years. They have a large and growing mobile apps division, [enterprise mobility solutions](#), that is building mobile software for medium and large corporations looking to empower their workforce with the latest technology in iOS, Android, Windows, & Blackberry, to help them interact with customers and systems in new and innovative ways while on the move. OFS takes on the entire life-cycle of software product development, maintenance, [quality assurance](#) testing, and support, all while keeping the costs low. Please visit: <http://www.ofsmobile.com> - <http://www.objectfrontier.com>

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