



## THE COMPANY

**Name:** Clear Channel  
**Industry:** Advertising and Media

## THE PROJECT

**System:** Microsoft Dynamics AX2012  
**Location:** France



## Optimum is to train Clear Channel's French finance team

Clear Channel, the world's largest outdoor media owner, appointed the IT training consultancy Optimum to provide user training for its finance team in France on its new Microsoft Dynamics AX enterprise resource planning (ERP) system.

Optimum won the contract because of its flexible approach. The consultancy was the only contender able to offer a training programme tailored to Clear Channel's exacting requirements whilst staying within a very strict budget.

John Crook, Clear Channel's international finance systems manager, said: *"The differentiator was Optimum's flexibility and their collaborative approach. They were very open and willing to work together to find ways to provide what we wanted whilst keeping costs down."*

Optimum developed and delivered a range of half day to two day courses to train Clear Channel's French finance team how to use the Dynamics AX ERP system.

Optimum's approach to training is very user focused and the courses were designed after close consultation with each of Clear Channel's user groups in France to ensure that the content reflected the different roles and skill sets of the people being trained.

As a key part of the contract Optimum is produced a range of customised documentation to support the user training programme, including a change management communication kit.

This reflected the high level of change management involved in the global roll-out of Dynamics AX across the Clear Channel group and its importance to the organisation. Crook noted: *"Where Optimum added value was its ability to provide high quality documentation quickly to facilitate key business change; they weren't just training someone how to navigate around a screen."*



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**John Crook, International Finance Systems Manager**



Following this rollout for French staff, Clear Channel adapted Optimum's French training materials for staff in its UK operations when the Dynamics AX system is rolled out there.