

## British retailer Seasalt partners with Optimum for Dynamics AX end-user training support



Seasalt, the Cornish fashion and homewares retailer, has appointed Optimum to support the design and delivery of end-user training on a new Microsoft Dynamics AX2012 ERP system.

The specialist IT training consultancy is working with Seasalt's internal training team to design and deliver a comprehensive, job-specific, end user training programme for eight different workstreams.

Optimum first scoped out the role-based courses and materials that needed to be created, along with detailed recommendations on the most effective way of delivering the training to both the back office and shop-based staff.

In a collaborative approach, Seasalt is taking responsibility for the majority of the training development and delivery. Optimum consultants are supplementing the internal team by providing some of the development and training for the finance, customer services and supply chain workstreams.

The family-owned fashion and homewares retailer was established in 1981. Seasalt now has 34 shops across the UK and also supplies its women's clothing, footwear and accessories ranges to 350 other stockists including John Lewis and Fenwick department stores.

Joanne Harrison, Optimum's sales director, said: "Seasalt is a fantastic retail brand and we're delighted to be working alongside its team to create end-user training on their Dynamics AX2012 project."

### The Project

Seasalt  
Microsoft Dynamics AX  
Retail

### Locations

 United Kingdom

### Training Methods

-  Quick Cards
-  Reference Guides
-  Presentations
-  Classroom Delivery

## About Optimum

Optimum is the IT training consultancy, specialising in end-user systems training. Our mission is to bring people and technology together to ensure maximum value from your systems.

This is achieved by designing, developing and delivering tailored, user focused training solutions, using our proven methodology, your customised system build and incorporating your business processes, allowing your people to fully engage with the system.

## About Seasalt

Seasalt is an innovative, family retailer based in Cornwall, UK. They employ over 500 people with a diverse range of talent, including everything from graphic designers and fine artists, to logistics experts, textile designers and pattern cutters.

Being a Cornish success story is something they're very proud of. You can find their products in 34 shops around England, at 350 stockists around the UK, including select John Lewis stores or online at [www.seasaltcornwall.co.uk](http://www.seasaltcornwall.co.uk).

Saxon House  
48 Southwark Street  
London  
SE1 1UN  
United Kingdom

UK: +44 (0)20 7776 9876  
NA: +1-877-406-6078

[www.optimum.co.uk](http://www.optimum.co.uk)  
[info@optimum.co.uk](mailto:info@optimum.co.uk)

