

# Training for a Cornish clothing retailer

Microsoft Dynamics AX 2012



Seasalt, the Cornish fashion and homewares retailer, partnered with Optimum to support the design, development and delivery of a bespoke end-user training programme for their new Microsoft Dynamics AX 2012 ERP system. The family-owned fashion and homewares retailer underwent a move from their own legacy system to AX 2012.

Optimum, the IT training consultancy, were onboarded in the later stages of system implementation. Optimum scoped out the role-based courses and materials that needed to be created, along with detailed recommendations of the most effective way of delivering the training to both the back office and shop-based staff.

Seasalt, the Cornish fashion and homewares retailer, partnered with Optimum to support the design, development and delivery of a bespoke end-user training programme for their new Microsoft Dynamics AX 2012 ERP system. The family-owned fashion and homewares retailer underwent a move from their own legacy system to AX 2012.

They then worked with Seasalt's internal training team to design and deliver a comprehensive, job-specific end-user training programme for eight different workstreams including Finance, Logistics, Merchandising, Customer Services and Retail, Buying, Wholesale, and Supply Chain Management.

## Project Overview

- New implementation of Microsoft Dynamics AX 2012 ERP system.
- Workstreams included Finance, Customer Services and Supply Chain.
- Optimum training consultants supplemented the internal training team.
- Part of an influx of retail clients rolling out Dynamics AX 2012 ERP.

## Methods Used



**RapidScope®**  
Planning & designing your training



**Reference Guides**  
Comprehensive end-user manuals



**Trainer Packs**  
Lesson plans for consistent delivery



**Presentations**  
Demonstrations to large groups



**Online Solutions**  
Various web-based learning options



**Quick Cards**  
Double-sided simple process cards



**eLearning**  
Interactive, passive & concept modules



**Skill the Trainer**  
Prepare internal team for delivery



**Classroom Delivery**  
Hands-on training sessions



**Go-Live Support**  
On-site floor walking and hypercare

“Seasalt is a fantastic retail brand and we’re delighted to be working alongside its team to create end-user training on their Dynamics AX 2012 project.”

**Joanne Harrison** Optimum sales director

To ensure the training was pitched at the right level, introductory navigation training deliverables were designed for all audiences, as well as role-specific training deliverables for individuals. All outputs were developed from the point of view of the end user and written in an easy to understand, non-technical manner using the client’s colour scheme and bespoke branding.

In a collaborative approach, Seasalt took responsibility for the majority of the training development and delivery. Optimum consultants supported Seasalt’s internal team by providing development and training across a number of workstreams.

In order to ensure longevity of the deliverables produced, Optimum provided additional training on how to update and maintain documentation, as well as high-level training recommendations based on their extensive previous experience with AX2012 training projects. With Optimum’s help, Seasalt were able to build up their internal training proficiency, thereby maximising the returns on their investment in the long term.



**Optimum Technology Transfer Ltd**  
Saxon House, 48 Southwark Street  
London, SE1 1UN, UK

**UK** +44 (0)20 7234 0380  
**US** +1 877 406 6078

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