



SCM World

SUCCESS STORY

AT&T The right call on learning



Member since: June 2011

“SCM World provides my broader organisation with ongoing opportunities to learn about what others are doing in areas that we’re exploring within AT&T.”



TIM HARDEN
President, Supply Chain
& Fleet Operations

SUCCESS STORY



OBJECTIVE

- Tim recognised a need to accelerate adoption of core supply chain knowledge and functional skills across his broader organisation.
- AT&T had invested in a company-wide training system called AT&T University, and Tim saw an opportunity to leverage the system to provide a learning platform for mid-management to senior-level global supply chain professionals within his extended team.

ACTION

- SCM World partnered with the Chief of Staff and Executive Director of AT&T University to develop a supply chain learning environment containing practitioner-driven research, on-demand webinars, case studies and articles that can be accessed through AT&T's internal learning system.
- Over 175 courses have been catalogued into ten core modules designed to help AT&T's supply chain organisation develop functional best practice and expand cross-functional knowledge.
- The SCM World account manager continuously refreshes the course selections to keep pace with the changing dynamics of the telecommunications industry and supply chain profession.

RESULT

- For the first time, supply chain professionals have access to premium, practitioner-led insights and courses within AT&T University, enabling them to develop best-in-class capabilities through an internal system that offers speed and ease of use.
- Engagement with the supply chain learning programme has been growing 25% quarter-on-quarter for the past year, demonstrating the value and relevancy of the course selections and providing a strong return on investment.

