



# dressbarn

## Effective Vendor Training for a Global Supply Chain

### Overview

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#### **Situation:**

This leading national specialty retailer needed a fast, effective way to bring vendors up to speed worldwide.

#### **Solution:**

Mindflash was the answer and has quickly become Ascena's learning management solution for product development, order management, logistics and invoicing training for 120 vendors around the globe.

#### **Results:**

More than 400 users throughout the global supply chain have taken Mindflash training.



We had to train vendors all over the globe. We needed a solution that was straightforward, user friendly, and easy to support and deploy, with no additional maintenance by our overseas support teams required.



#### **Melissa Carelli**

Senior Manager of Operational Transformation  
Ascena Retail Group

### Situation

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Ascena Retail Group is a leading national specialty retailer offering apparel, shoes, and accessories for women under the Ann Taylor, LOFT, Lou & Grey, Lane Bryant, maurices, dressbarn and Catherines brands, and for tween girls under the Justice brand. The company operates e-commerce websites and approximately 4,900 stores throughout the United States, Canada and Puerto Rico.

Located in Hong Kong, Shanghai, and Korea, Ascena Global Sourcing manages more than 120 vendors operating factories in China, Korea, Guatemala, Viet Nam and Bangladesh. For sourcing and logistics, the company relies on Bamboo Rose, an online platform that connects retailers and

suppliers throughout the product lifecycle, including design, development and delivery. Bamboo Rose enables vendors to collaborate with Ascena brands on everything from product development and order management to logistics and invoicing.

When Ascena Retail expanded the use of Bamboo Rose from two to five of its brands, the company needed a fast, effective way to bring vendors up to speed worldwide. Mindflash was the answer.

## Solution

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Senior Manager of Operational Transformation Melissa Carelli contracts with an e-learning vendor to create courses on topics such as order management and logistics then loads the courses into Mindflash for review by the Ascena Global Sourcing teams. Mindflash serves as the collaborative platform among multiple parties for finalizing course content. Once that's done, invitations are sent to vendors via Mindflash.

Today Mindflash is the vendor learning management solution for the Justice, maurices, Catherine, dressbarn and Lane Bryant brands. More than 400 users have taken courses on topics including product design and development, order management, logistics and invoicing.

"We are seeing the benefits of online learning in a smooth flow of business up and down our supply chain," says Carelli. "Transactions are flowing, and our vendors are happy with the results."

Carelli credits the Mindflash Customer Success team with helping make the program successful. "Mindflash jumped in to keep everything on course," she says. "I was very happy with the response time and support."

## Results

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More than 400 users at 120 vendors have taken Mindflash training.



Topics include product design and development, order management, logistics and invoicing.



Five Ascena Retail brands have adopted Mindflash as their learning management solution for vendor training.

Questions? Call us at [+1.877.771.1900](tel:+18777711900)