



# McDonald's ROIP Mobile Technology Implementation

## Business Situation

McDonald's required a high performance Data Warehouse solution to deliver a 'single vision' for decision makers and enhance financial reporting, a critical area to strategic operations and planning.

## Solution

- Scalable application and data architectures
- Leverage existing DB2 database technology
- Create a framework model to present business measures to allow the query of data to generate customized reports
- Build a proper code promotion process

## Benefits

- Increased and improved access to critical business and sales information
- Decrease in ETL processes from over 3500 to 300 that are easily maintained
- Generation of higher-quality reports with visibility into the entire company

## Technology Used

- Cognos ReportNet



In 1967 the first McDonald's restaurant outside of the United States opened in Richmond, British Columbia. Every day since then, McDonald's Canada has been proud to provide its customers the same great taste, outstanding value, quality and superior service that the Golden Arches is known for worldwide. Today there are more than 1,350 McDonald's restaurants in Canada, serving approximately three million Canadians every day and employing about 77,000 Canadians from coast to coast. McDonald's has an unwavering dedication to customer service, community involvement and its employees - guided by a set of core values and principles which have allowed McDonald's to achieve such a high level of success in Canada. Key to these guiding principles is McDonald's ability to maintain high standards of Quality, Service and Cleanliness (QSC) in every one of its restaurants.

## The Business Problem

McDonald's vision is to make the company the most profitable Quick Service Restaurant (QSR) in Canada by informing the company's decisions makers with timely, accurate, reliable and valued business intelligence solutions and services. McDonald's required a high-performance solution that would deliver a 'single vision' for decision makers and enhance financial reporting, a critical area to strategic operations and planning. McDonald's Data Warehouse is a critical component of the enterprise's Decision Support System. The Data Warehouse organizes and collects data into databases that can then be searched and mined for information through the use of Business Intelligence solutions. These collections of data serve as the basis of crucial business decisions for McDonald's.

## The Solution

McDonald's Canada outsourced its BI/DW initiatives to Thoughtcorp who now manages (supports and enhances) the current data warehouse, and leads the incremental BI initiatives including Data Architecture, DBA, ETL, and information management work. Thoughtcorp was involved from the initial documentation through to training, and support; overseeing project management and business analysis; and the implementation of Cognos Reportnet upgrade while enhancing existing reporting and related infrastructure.

McDonald's was hoping to leverage existing investment in DB2 database technology and to create a proper Data Warehouse environment that included a development, testing and production instance. McDonald's also wanted to build a proper code promotion process and selected DB2 Universal Database as the database management system to deliver a flexible and cost-effective database platform to build robust on demand business applications. DB2 UDB further leveraged resources with broad support for open standards and popular development platforms. The DB2 UDB family also provides an solid enterprise class foundation to support business intelligence and advanced tooling initiatives.

The Cognos ReportNet brought together the broad range of business intelligence capabilities required by McDonald's to deliver the right information for better decisions. Cognos ReportNet improved performance and reduced costs, provided complete reporting coverage and a zero-footprint environment with reduced maintenance for quicker results.

## The Approach

ReportNet allows for seamless integration and adaptive authoring shortening reporting times. Improved decision-making is facilitated through reports which present critical data in easy-to-understand formats and increased agility with one version of data truth across divisions and departments.

The implementation began in September 2004 and the solution went live one year later. Thoughtcorp also implemented a new security structure for all environments of the McDonalds IT environment, compliant with SOX and integrated with a single sign-on through Cognos.

## The Result

Many of the company's decision makers now work with the Data Warehouse. They can easily access critical business and sales information through intuitive, comprehensive, and integrated business reports using the ReportNet tools. Depending on their area of responsibility, they receive an individualized view of the information with relevant key-performance-indicator (KPI) tracking. Managers and executives are able to access highly aggregated data within three days of month end closing, while drill-down functions offer access to even more detailed information.

Before this project McDonald's had an excess of 3500 ETL (Extract Transform and Load) processes to move and transform data. After the project, Thoughtcorp had reduced this volume to 300 processes that are easy to maintain. Much of the projects success can be attributed to the added process around code promotion and unique environment development, test and production environment. Today, using DW, McDonald's employees are more productive and produce faster reports.

Additionally, the IW Advantage project makes it possible for McDonald's analysts to produce higher-quality reporting. Business Consumer Research can perform a variety of adhoc querying on transaction level detail which opens up many more possibilities for examining market and sales trends. McDonald's now has better access to critical information through a reporting solution with a single source of information, which pulls consistent data across the organization in a user-friendly environment. The company also improved visibility into its business processes, which has resulted in improved profitability. As a result, they can answer questions quickly and focus their efforts on analyzing results instead of gathering data from multiple systems.

Managers have access to standard reports set up to measure sales volume for their stores with drill down capabilities to view specific details such as product categories, marketing program expenses, and more. They are no longer waiting on data, manipulating the information into the format desired, or reconciling differences between systems. They are now able to view this information daily to track sales process as compared to prior periods and plans. The Data Warehouse provides this information timely, with easy and consistently access.

The IW Architecture truly provides an established foundation to sustain future growth and holistic solutions built with solid development and test environments. McDonald's Canada has a strong BI/DW team that will allow IT to support the user community and alleviate the project backlog, and can realize benefits such as decreased cost, improved reliability, and increased accountability.