Case Study

McDonalds Business Intelligence

The network of McDonald's restaurants generates millions of transactions, offering the potential of valuable business intelligence. Rapidly capturing and processing the quantities of data needed for analysis created a challenge that was answered by Fujitsu Australia Software Technology, using an ETL (Extract Transform Load) and business logic system.

Most enterprises face a significant challenge when it comes to extracting reliable business intelligence from large amounts of data. Competitive pressure means that this has to be achieved quickly, requiring increasingly sophisticated information technology.

McDonalds Australia has always relied on innovative uses of information technology to enhance business growth. It was clear that up-to-the-minute business intelligence for their operations staff would assist in quickly identifying opportunities and maximising productivity. As a long-standing technology partner with worldwide enterprise-level software development, Fujitsu was well placed to deliver an integrated business intelligence solution.

Fujitsu Australia Software Technology (FAST) is one of Fujitsu's research and development organisations, experienced with leading-edge technologies with diverse design standards and methodologies. After considering several technology platforms, the Microsoft .NET framework was chosen due to its completeness and supporting material, the highly productive development environment, and the strong web application architecture.

Critically, the Microsoft technologies were a good fit in the McDonald's IT infrastructure. The .NET framework integrated seamlessly with the Windows and Active Directory network domains in use at McDonalds.

eOPS – Business Intelligence
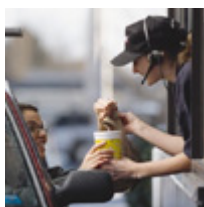
McDonald's restaurants generate significant amounts of data every day that can be used to analyse most operational aspects of a store. A well-defined infrastructure coupled with a thorough understanding of captured information has helped McDonalds to harness this data.

FAST developed an ETL and business intelligence system (eOPS) to store and analyse the millions of records captured by McDonalds throughout its network. Users access the system via a simple web-based application that belies the underlying power and sophistication. It enables users to navigate and view eOPS 'Snapshots' in a highly intuitive and easy-to-access environment.

AJAX technology is used extensively to enhance the user experience and improve response times. The resulting solution began delivering tangible business benefits as soon as it was put into production.
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Development Services

McDonalds established the requirement: build an innovative and future-proof business intelligence solution. FAST responded with a team of skilled software architects, designers and developers to create an optimum solution.

FAST designed a system capable of processing data that is generated by tens of thousands of staff operating in thousands of McDonalds restaurants across a diverse and global market place. The resulting eOPS application was deployed in Australia and New Zealand, and ready for deployment throughout the McDonalds global business. Naturally it allows for language, date formats and different currencies.

The Microsoft .NET and SQL Server technology offers the future-proof design, robustness and scalability required by McDonald's.

eOPS Technology

- Microsoft .NET 3.5
- ASP.NET
- SQL Server
- AJAX
- Single Sign-on

eOPS Standards

- Microsoft Patterns and Practices
- Extreme Programming
- Strong Configuration and Change Management

The eOPS solution has fast become a leading source of day-to-day business information for the operations staff at McDonald's Australia. Store managers, store consultants, operations managers and senior McDonald's management access eOPS to monitor the daily business performance.

The solution is elegant and powerful, ideally suited to the dynamic environment of a McDonalds restaurants.

Make it possible, make the decision, make it FAST

For more information about FAST software services, contact:

Fujitsu Australia Software Technology
14 Rodborough Road
Frenchs Forest
NSW 2086
Australia
Phone: +61 2 9452 9000
Fax: +61 2 9975 3779
Web Site: http://www.fastware.com