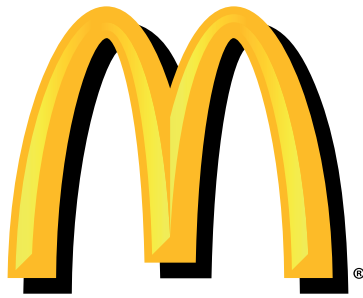


CASE STUDY

→ POINT OF SALE



Company : McDonald's

Business sector : Fast food chain

Software : *MEDIA*TRANSFER

Use : POS Data transfer and synchronization

Profile

McDonald's presence in France spreads across a network of over 1,135 restaurants with 55,000 employees.

Requirement

McDonald's France needed to exchange several times a day, commercial, financial and marketing data between different restaurants, the headquarters and a number of partners.

Also, exchange data directly between headquarters and restaurants, the architecture sought after needed to achieve data exchange between restaurants owned by the same franchisee, and between their offices and McDonald's headquarters.

Solution

IT Director decided to choose *MediaTransfer* from the various solutions tested, particularly on account of its high reliability and communication capacity between servers.

« Today, the volumes and types of transmitted data have changed tremendously, requiring a robust and powerful infrastructure. A *MediaTransfer* server managing 256 concurrent sessions is installed at the head offices of McDonald's France, as middleware for the information system. Each restaurant has a server used to receive calls from the franchisees' main local offices and to send calls to the national head offices, as well as to partners and suppliers » declared Jean-Bernard Sizaret, Systems Architect at McDonald's France.

The infrastructure is based on a private network, consisting of secure xDSL lines. « *The MediaTransfer solution allows precise monitoring of communications and transfer rates. It is particularly well suited for this type of network* » explains Jean-Bernard Sizaret.

The *MediaTransfer* infrastructure has also been extended for use with new data exchange services. McDonald's suppliers have therefore integrated *MediaTransfer* into their own IT systems:

- suppliers of raw materials directly receive their orders
- a company specializing in security and storage information takes care of managing the electronic cash transaction files for the restaurants
- an electronic publishing company ensures secure processing of electronic invoices

McDonald's also uses *MediaTransfer* to transmit and synchronize multimedia data from dynamic display applications.

Thanks to the success of the solution deployed in France, *MediaTransfer* has been selected by all their restaurants in Belgium, Spain, Portugal and Switzerland.

Reported benefits

- Increased speed from compression of data, in particular for large files
- Reliability of file transfer and differential data synchronization
- Ease of deployment

« We have relied on TELELOGOS for almost 15 years now. Today *MediaTransfer* is a significant component in our IT system. We are currently working on the installation of a high-availability server solution »



Jean-Bernard Sizaret

Systems architect at McDonald's France.

