

Fast food for thought - McDonald's

McDonald's simplifies planning in Switzerland with Jedox



Customer

McDonald's Suisse Management & Services Sarl

Region

Europe

Industry

Food and beverages

Service

Finance and accounting

Application

Planning and budgeting

System Environment

Microsoft Excel

Executive Summary

McDonald's in Switzerland has simplified its enterprise planning with a custom solution based on Jedox. The solution, which was developed by the Swiss BI consultancy Linalis, helps steer performance across all sales points nationwide.

Serving the Swiss market for over forty years

The first McDonald's restaurant in Switzerland opened its doors in Geneva back in 1976 with just 8 different products and 25 employees. Today, McDonald's Switzerland serves "good food, fast" to 275,000 visitors daily in 165 restaurants including 43 franchises nationwide.

More accurate, agile planning

Good planning is a key ingredient for success – especially in the fast-paced, fast-food business. As its requirements continued to grow, however, the company's planning system based on Microsoft Excel couldn't keep up with the pace. Creating a budget based on past sales soon required frequent trips to the IT department. Calculating biannual wage and salary increases for all 7,200 employees became too complex for spreadsheets alone. That's when McDonald's decided to replace the aging system with a more agile solution.

McDonald's approached Linalis, a Swiss BI consultancy and service company, for help in finding a solution. The goal was to develop an easy-to-use, time-saving budgeting tool that could easily exchange information with the company's existing business systems. Jedox fulfilled all of these requirements.

Strong start-up support and services

Linalis implemented and integrated a custom tool for McDonald's within just 3 months. In addition to providing on-going support and maintenance services, the Jedox partner offers assistance in tweaking and extending the solution to the company's special needs. Through its effective user and administrator training, the team at McDonald's can now manage the tool and continually optimize the process on their own.

Automated, time-saving steps

Thanks to Jedox, integrating data from McDonald's accounting system in the budgeting process is no longer an issue. The latest sales numbers automatically flow in the software, which updates the budget accordingly.

Management accountants can now connect to their internal system to access timesheets, operational systems and metrics all within Jedox. They can flexibly manage the planning process and modify custom reports, ranging from cost and resource usage to sales and performance, without needing support from IT or external experts. This saves valuable time at each step of the process.

Better insights across all sales points

Jedox has simplified planning and budgeting across all McDonald's restaurants in Switzerland. Using this solid base of information, the company can now effectively monitor and manage performance across all Swiss sales points.

Users

- ▶ 100 users

Benefits

- ▶ Optimized controls and budgets by restaurant
- ▶ Accurate monthly reports per restaurant
- ▶ Faster budgeting processes
- ▶ User-friendly, custom reporting

Why Jedox?

- ▶ Flexible, tailor-made solution
- ▶ Quick and agile implementation
- ▶ Less dependence on IT and external service providers
- ▶ Easy-to-use, time-saving software
- ▶ Rich reporting flexibility

“Jedox simplifies reporting and helps us manage the performance of multiple sales points in much less time.”

Thomas Mossimann, Finance Manager,
McDonald's Switzerland Management &
Services Sàrl

Partner: Linalis



Founded in Geneva in 2002 and a Jedox partner since 2010, Linalis is a Swiss family service company specialising in Business Intelligence and Performance Management. Composed of a team of passionate experts, Linalis supports the Financial and Operational Departments of SMEs and Multinational Companies in the implementation of Jedox business solutions such as :

- ▶ The creation of standardized and specific financial and operational reports through different analytical axes
- ▶ The creation of dashboards and management tools
- ▶ Budget preparation, planning, monitoring and consolidation
- ▶ Strategic planning focused on KPIs and multidimensional predictive analysis

Once implemented, our solutions enable management and business employees to optimize the piloting and management of their activities while ensuring them a high degree of autonomy in the production of reports and the handling of data.

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